

FAST MOVING CONSUMER GOODS IN TRICHIRAPPALLI DISTRICT

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ABSTRACT

This research work is to study the consumer behaviour towards Fast Moving Consumer Goods (FMCG) in Trichirappalli of Tamilnadu. The data for the study has been collected individually with the respondents with the distribution of questionnaire. This study collects data from 300 consumers at various places in Trichirappalli. This study is started with objectives of examining socio-economic background of respondents towards selected FMCG products, checking the level of satisfaction of consumers and knowing expectation of the consumers. This study reveals that consumer behaviour is largely affected by place, product, price, promotional, psychological and people influences.

Introduction

Fast Moving Consumer Goods Industry, alternatively called as Consumer Packaged Goods Industry primarily deals with the production, distribution and marketing of consumer packaged goods. These are products that have a quick turnover, and relatively low cost. Consumers generally put less thought into the purchase of FMCG than they do for other products. Some of the prime activities of FMCG industry are selling, marketing, financing, purchasing, etc. The industry also engaged in operations, supply chain, production and general management. The Indian FMCG sector is the fourth largest sector in the economy with a total market size in excess of US\$ 45 billion. It has a strong Multi National Company presence and is characterized by a well-established distribution network, intense competition between the organized and unorganized segments and low operational cost.

The available raw materials, cheaper labor costs and presence across the entire value chain

gives India competitive advantage. The Indian consumers today are unique in the sense of being value sensitive and are not much price sensitive, as before.

The Indian consumers also follow strictly, their culture, tradition and values, as a result of which foreign companies are forced to give an Indian touch to their products in order to succeed in India.

Expectation and Perception of the Consumer

Perception of the Consumer applies the concept of sensorial to marketing and advertising. Just as sensory Perception relates to how humans perceive and process sensory stimuli through their five senses perception of Consumer pertains to how individuals form opinions about companies and the merchandise they offer through the purchases they make.

Fast Moving Consumer Goods

FMCG Indian sector is the fourth largest sector of the Indian economy. The FMCG

industry is more than 100 years old. Consumable items includes groceries/pulses that one needs to buy at regular intervals.

These are items which are used daily, and so have a quick rate of consumption, and a high return. Fast Moving Consumer Goods are classified into three segments based on Household items such as soaps, detergents, household accessories, etc, Secondly Personal care items as shampoos, toothpaste, shaving products, etc and finally Food and Beverages, as snacks, processed foods, tea, coffee, edible oils and soft drinks.

Products which have a quick turnover, and relatively low cost are known as Fast Moving Consumer Goods. It includes products such as toiletries, soap, cosmetics, tooth cleaning products, shaving products and detergents, as well as other non-durables such as glassware, bulbs, batteries, paper products, and plastic goods.

Review of Literature

Consumer packaged goods items include all consumables (other than groceries/pulses) that people buy at regular intervals. The most common in this list are toilet soaps, detergents, shampoos, toothpaste, shaving products, shoe polish, packaged foodstuff, and household accessories and extends to certain electronic goods.

These items are meant for daily use of frequent consumption and have a high return and played a vital role in the growth and development of the country, from making efforts to reach out to the poorer section of consumers through distribution of smaller pack sizes, innovations like single use sachets, to developing innovative products to cater local and regional needs of niche consumers.

This presents review of the literature, in the field of consumer behaviour towards FMCG products. There is marvelous complication in consumer behaviour. There may be several aspects both rational and emotional that may act mutually in influencing the purchase decision. This research focuses the methodology of groups to understand the consumer behaviour towards

the products.

This also focuses on empowering the rural consumer with the latest trends and technology and teaches them ways to improve their standard of living.

Marketers will need to evolve new strategies to connect and communicate with a more aware and unreserved consumer than ever before, the study found.

Importance of the Study

The study focuses mainly on the consumer behaviour towards select fast moving consumer goods in TRICHIRAPPALLI District. At the prevailing trend, it is necessary to focus on the essence and emergence of vibrant in marketing efforts from the FMCG companies. Thus with more number of companies entering into the rural and urban market, with a variety of products, it is a must for the companies to study the rural and urban consumer behaviour on FMCG.

Statement of the Problem

FMCG are products that are sold quickly at relatively low price. The profit from these products is relatively very small and the selling is in large quantities, so the cumulative profit on such products can be large.

The productions of fast moving consumer goods companies have massive competition and they are forced to find new ways of making money. They did this by learning the consumer common needs and buying motives. It is very difficult to assess the needs, attitude, expectations, the changes in the standard of living and life styles of consumers. At present the consumers are more dynamic, their taste, preferences are also changing.

The consumers also looking differentiation in the product and the convenience offered. The expectations of the consumers are on branded items in terms of its quality, price and packaging. The money spent on advertisement makes the consumer aware of the latest brands in the market. Consumers are finding various problems in

selecting their fast moving consumer goods. In order to fulfill their expectation to know the consumer behavior in the purchase decision in the products.

Objectives of the Study

1. To study the factors influencing purchase decisions of consumer behaviour the criteria of product, price, place and promotion.
2. To ascertain the consumer behaviour in their pre-purchasing and post-purchase of select fast moving consumer goods in Trichirappalli district.
3. To analyze the factors are influencing the consumers' perception and attitude towards select fast moving consumer goods in Trichirappalli district.

Methodology

The study is based on both primary secondary data. The primary data were collected directly from the sample consumers through a well-devised interview schedule.

The secondary data relating to the study were collected from books, journals, research articles and websites.

Suggestions of the Study

The following suggestions have been drawn

- Indian domestic companies should enhance their product standard and more effort to increase sales through sales promotion methods. These companies have to create awareness to purchase the domestic products.
- Price off, discount, extra quantity with same price, mobile recharge, and premium are more important tools in the sales promotion.
- Brand loyalty is an important factor in FMCGs. It is very difficult to induce the consumers for brand switching. The quality aspects coupled with competitive price may lead to change of brands.

Consumer buys their products only if it catches his eye at the outlet. So producers and sellers need to stress on attractive packaging and sales promotion.

- Company should design their distribution system in such a way that, the product remains available at all times.

conclusion

The successes of many businesses depend on their ability to create and retaining the customers. The insights gained in this pilot-study give researchers and FMCG marketers' useful information about consumers' behaviour and provide guidance for developing and promoting a group of products. It was found that the most important choice is taste motive, followed by health aspects, so marketers should pay strong attention to this fact in designing their marketing channels preceded by health aspects, origin, brand and sensory appeal. The results obtained could be useful to researchers in developing and promoting a group of innovative products.

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FINANCIAL PERFORMANCE OF NONPROFIT ORGANIZATIONS

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ABSTRACT

Financial performance by ratio analysis helps to identify organizational strengths and weakens financial anomalies and focusing attention on issues of organizational importance. The mission of a nonprofit organization is the reason its existence, it is appropriate to focus on financial resources in their relationship to mission. The organization's mission reflects the interrelationship between a series of questions about the mission and the financial resourcing and control of the organization. They suggest that such a framework provides an appropriate analysis for past performance which will help an organization in future direction.

Key Words: Financial performance, ratio analysis, financial resources, NPO

Introduction

This analyses financial performance by considering ratio analysis in order to identify anomalies and focus attention on matters of significant concern to NPOs. It also measures and analysis financial, operational control identifies the limitations and suggestions. It can be applied to individual nonprofit organizations.

Objectives

NPO has been defined as one that has “predominantly non business characteristics that heavily influence the operations of the organization. According to Peter Drucker & Oster it is a Mission. The organization is not a profit-oriented; it is member oriented, and it has been successful because it can do certain operational things very well. However, many NPOs started with a “cause” and lacked a professional management orientation. It is a voluntary organization and thus many of its managers are amateur managers.

An annual operating budget may be the extent

of the financial planning with this budget being developed in isolation it is based on the part of a long term strategic plan than advance planning. Hence, the nature of financial management has been reactive rather than proactive.

The organization may hold special meetings, special conferences, special appeals and employ facilitators to attempt to improve the situation.

As per the view of Meyer's “Accounting arises in partially rationalized or partially bureaucratized”. We expect to find accountants in greater numbers where an organization is not self-sufficient.

An accounting system can operate in an organization and yet not function as a control mechanism or as a mechanism to provide accountability. Accountability is necessary to change the organization's culture to incorporate positive value.

Mission & Financial Ratio Analysis

Ratio analysis is a well established tool to evaluate an organization's profitability, liquidity

and financial stability.

People who are in financial capacities at NPOs [nonprofit organizations have to understand that we budget for the mission. We don't change the mission to suit the budget. there is "no direct relationship between resources provided and goods or services received from the organization" and "operating goals and purposes ... are not profit-based".

Financial ratio analysis formalizes and quantifies financial data to facilitate comparison within an organization. Ratio analysis provides an efficient means by which financial data can be reduced to a more understandable basis for evaluation of financial conditions and operating performance, by which a decision-maker can identify important relationships.

1) FACTOR'S IN CONNECTION WITH ORGANISATION'S MISSION?

- a) Financial resources are sufficient to support the mission
- b) Financial resources available are to support the mission
- c) Financial resources are used to support the mission
- d) Financial resources are efficiently and effectively applied to support the mission

Commonly used Ratios and Their Roles are Mentioned:

1. To display a degree of overlap between the financial vulnerability measures and financial Performance measures.
2. One can judge not only whether an organization is, healthy at that date, but the extent to
Which its resources have changed since the last snapshot, the balance date last year.
3. The income statement shows the operating result for a period of time.
4. What financial resources are available to support the mission
5. It is concerned with the issue of long-term

financing.

It addresses how the organization uses debt to support its mission and the extent to which it generates both internal and external revenues and resources. It is important for a nonprofit organization to be wary of investments that divert resources and focus from its mission to some other activity.

The missions to support the financial resources are on the central economic question of allocation of scarce resources. In considering the mission, the organization needs to identify its core activities and its support activities, and to determine how resources are used or distributed between these areas.

Are financial resources applied efficiently and effectively to support the mission, and it concerns issues of accountability and financial performance. It addresses the ways in which resources are used and asks whether there are better ways of meeting the organization's & objectives mission.

It is concerned with an assessment of organizational productivity. Different organizations stress various elements of performance and accountability. These major strategic goals require careful measurement to answer any question about efficiency and effectiveness.

Limitations of Financial Ratio Analysis

Financial ratio means that one is focusing on individual trees. One also needs to take a step back and see the whole panorama of the financial analysis forest. Doing this means recognizing the limitations which should be considered when interpreting the results of financial ratio analysis.

The ratios and percentages that are calculated in financial analysis focus on certain areas in isolation to rest of the organization. It is important to interpret these figures in the Correct perspective, bringing into the examination qualitative factors such as general economic conditions, the unique characteristics of the

nonprofit sector and the position of the organization being investigated within the sector and in relation to its own historical and cultural evolution.

There are also inherent limitations in the financial statement data which is used for the calculation of these ratios. Since many NPOs are not subject to accounting regulation the way in which its reports have been presented is entirely at the discretion of those preparing them. This means that there may be difficulties with uniformity in reporting. Even the words may be taken to mean different things. Alternatively, a term used in a financial report, may not be given the same meaning by the reader as was intended by the preparer. Furthermore, the focus of operations changes over time, making comparisons difficult.

It is not just the preparation of the reports which may be different over time, but also the accounting practices used by the organization. A further limitation is that of historical cost accounting. There are a number of levels in the balance sheet, with assets such as accounts receivable being stated in current and non-current assets such as land being stated at historic cost.

This makes comparative analysis across years difficult, particularly with the varying inflation rates of the past eighty years. In the 1920s, inflation rates were not even considered; in the 1970s, inflation was in double digit figures; today, it is between one and three percent.

Given these limitations, it is important that the interpretation of financial ratios "be tempered with consideration of the underlying data quality, the effects of flexibility in accounting, and the limitations of historical cost accounting".

Conclusion

Financial performance by ratio analysis helps identify organizational strengths and weaknesses by detecting financial anomalies and focusing attention on issues of organizational importance, it is appropriate to focus on financial resources and their relationship to mission.

The application of this financial performance model to an individual organization will indicate a number of issues which need to be grasped. However it must be realized that these issues will not be purely financial, but bear direct relationships to the culture and traditions of the organization - for mission is central to the heart of every NPO. This view is consistent with the challenge for "nonprofit organizations to explore new ways of raising the operating revenue and capital they need to pursue their mission".

It's vitally important in a changing environment, as your customers' or clients' needs change, that you adapt your services to meet their current and future needs.

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DEMOGRAPHIC PROFILE OF YOUTH IN INDIA

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ABSTRACT

India is world largest population particularly youth population are consist of 2011 census report. Youth can make or mar society, which one of the country here on a healthy youth population on that country has developed for the entire sector. Youth can be promoting social economic development, and sustainable growth in India, youth in India situation and offers a roadmap for programmes and priorities that aim to address youth needs it highlights that in order to fully meet the needs of youth in a rapidly globalizing world and enable to country to reap the benefits of the demographic dividend.

Key word: Youth, Youth Population, Economic Development.

Introduction

Truly, the youth are the most important and dynamic segment of the population in any country. Our nation is witnessing a historic demographic shift and ability to find its rightful place in the community of nations depends upon how well we as a nation, can harness the latent power of the young people of our country. However, there exists a huge potential to increase the contribution of this class of the nation's citizenry by increasing their labour force participation and their productivity.

Meaning of Youth

The Indian National Youth Policy 2014 aims at providing an overview of the state of the youth aged 15-29 years in India. It highlights key issues and a challenge faced by the youth and elaborates on how all stakeholders can support the youth to ensure that they contribute positively to the

development of the society, now and in the future.

Definition of Youth

UNESCO: The UN, for statistical consistency across regions, defines 'youth', as those persons between the ages of 15 and 24 years, without prejudice to other definitions by member states. All UN statistics on youth are based on this definition, as illustrated by the annual yearbooks of statistics published by the United Nations system on demography, education, employment, and health.

Youth

Youth represent a large segment of the population that can be mobilized for community service and development programmes on one hand, by participating in community service schemes, youth can contribute to grassroots development efforts and help create progress in

backward regions. At the same time, these initiatives help the youth build their own skills, such as communication, leadership, inter-personal relationships and develop a sense of moral responsibility and national ownership. Youth must develop skills that are relevant to employment needs, in order to ensure employability and to prevent labour demand-supply mismatches. This can be achieved by measures such as quality improvements in formal education, vocational education, and specialized skills training and by ensuring sufficient income-generation opportunities commensurate to their skills. Also, the National Occupation Standards need to be defined and the training and skill development programmes need to be aligned to such standards. (Youth Policy 2014.)

Review of Literature

Chadrasekhar C.P. (2006) has concluded that the declining fertility rates have changed the age structure of India's population, resulting in a "bluge" in the working age-group. This "demographic dividend" has improved the dependency ratio leading to the hypothesis that the blug in working population will lead to acceleration in growth. However, recent employment figures indicate that the absorption of the Indian youth into labour force is not as high as one would expect.

David E. Bloom (2011) has noted that the demographic change in India is opening up new economic opportunities. As in many countries, declining infant and child mortality helped to spark lower fertility, effectively resulting in a temporary baby boom. As this cohort moves in to working ages, India finds itself with a potentially higher share of worker as compared with dependents. It working – age people can be productively employed, India's economic growth stands to accelerate.

James K.S. (2011) this paper discusses emerging demographic patterns and its opportunities and challenges for India. It investigates the specificities in the demographic transaction in terms of various demographic

parameters and the lack of homogeneity in the transaction across states in the country. It presents some opportunities that can arise from having demographic changes, particularly the demographic dividend and interstate migration to overcome labour shortage in some parts.

Joydeep Goswami (2001) have examined that youth constitutes the largest segment of the Indian population and being the prom nary productive human resources, the socio-economic development of youth directly linked to the development process. This paper is an attempt to see the various demographic characteristics of the Indian youth population and determine the household expenditure pattern on education and related items using national sample survey data for rounds (1993-94 and 2004-05).

Lakshmana C.M. (2013) has suggested that high population growth and continued economic development have caused serious environmental damage in the Asia pacific region. However, the recent experience is that the pace of environmental degradation is faster in developing countries than in developed countries. To this end, the study seeks to assess the impact of population pressure on India's environment, with particular reference to the degradation of natural endowments like land end water resources and the resultant environmental pollution in the six regions of India.

Rajesh Shukla (2010) has observed that there is now growing acceptance of the fact that a country's social and economic progress greatly depends on its people having access to the vast expanse of knowledge provided by the printed word. This is all the more relevant to a country like India where the youth constitute a sizeable portion of its total population. Economic planners in India have always focused on this vital constituency.

Statement of the Problem

India is one of the huge population sectors in this world. Youth population is as well as a settled level of in our country, Youth population is one

of the boon of which one of the country. The young people are could be facing the problems identifying the Indian country their faced the some economical and psychological problems follow that. Education system one of the basis and self improvement level every one youth in India illiterate people are some 36.93 per cent level of young people here on India, then youth facing another problem of faced on economical and self improvement problems are identifying idea screening hidden on our skill and improvement of the country.

Objectives of the Study

The following are the major objectives of the study.

1. To know conceptual background of youth in general.
2. To study the demographic profile of youth in India and Tamil Nadu.

Methodology

The present study is quantitative in nature by using secondary data which have been collected from the census report 2011. Collected data have been arranged and analyzed with the help of simple presentation analyses.

Table No. 1 Youth Population in India 2011.

Sl. No	Age group	Total					
		Person	%	Male	%	Female	%
1	15-19	12,05,26,449	36.16	6,39,82,396	37.00	5,65,44,053	35.24
2	20-24	11,14,24,222	33.42	5,75,84,693	33.31	5,38,39,529	33.55
3	25-29	10,14,13,965	30.42	5,13,44,208	29.69	5,00,69,757	31.21
Total		33,33,64,636	100	17,29,11,297	51.87	16,04,53,339	48.13

Source: Census India 2011.

As per the census 2011, youth population in India amounted to 33,33,64,636 crore of which 17,29,11,297 crore (51.87%) belongs to male and 16,04,53,339 crore (48.13%) belongs to female.

Majority of the youth (36.16%) belongs to the age group of 15-19. And a minimum of youth (30.42%) belongs to the age group of 25-29.

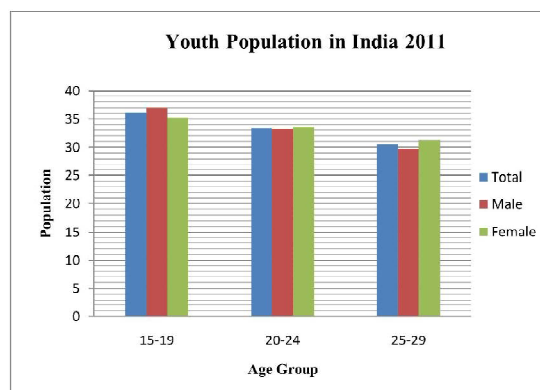


Chart No: 1

Table No. 2 Rural Youth Population in India 2011.

Sl. No	Age-group	Rural					
		Persons	%	Male	%	Female	%
1	15-19	8,39,02,472	37.49	4,45,70,557	38.40	3,93,31,915	36.51
2	20-24	7,38,35,046	33.00	3,81,38,662	32.85	3,56,96,384	33.14
3	25-29	6,60,68,270	29.51	3,33,75,989	28.75	3,26,92,281	30.35
Total		22,38,05,788	100	11,60,85,208	51.87	10,77,20,508	48.13

Source: census India 2011.

As per the census 2011, youth population in India amounted to 22,38,05,788 crore of which 11,60,85,208 crore (51.87%) belongs to male and 10,77,20,508 crore (48.13%) belongs to female.

Majority of the youth (37.49%) belongs to the age group of 15-19. And a minimum of youth (29.51%) belongs to the age group of 25-29.

Table No. 3 Urban Youth Population in India 2011.

Sl. No	Age-group	Urban					
		Persons	%	Male	%	Female	%
1	15-19	3,66,23,977	33.43	1,94,11,839	34.16	1,72,12,138	32.64
2	20-24	3,75,89,176	34.31	1,94,46,031	34.22	1,81,43,145	34.41
3	25-29	3,53,45,695	32.26	1,79,68,219	31.62	1,73,77,476	32.95
Total		10,95,58,848	100	5,68,26,089	51.87	5,27,32,759	48.13

Source: census India 2011.

As per the census 2011, youth population in India amounted to 10,95,58,848 crore of which 5,68,26,089 crore (51.87%) belongs to male and 5,27,32,759 crore (48.13%) belongs to female.

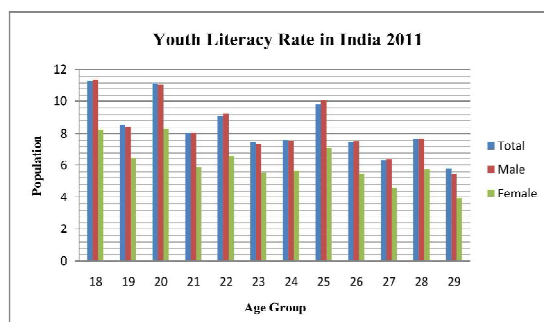
Majority of the youth (34.31%) belongs to the age group of 20-24. And a minimum of youth (32.26%) belongs to the age group of 25-29.

Table No. 4 Youth Literacy Rate in India 2011.

Sl. No	Age group	Person		Total		Female	
		Person	%	Male	%	Female	%
1	18	2,42,30,172	11.32	1,34,88,663	11.40	1,07,41,509	8.23
2	19	1,82,80,414	8.54	99,08,961	8.38	83,71,453	6.41
3	20	2,39,09,575	11.17	1,30,90,262	11.07	1,08,19,313	8.28
4	21	1,71,82,886	8.03	95,25,858	8.05	76,57,028	5.86
5	22	1,94,51,235	9.09	1,09,15,987	9.23	85,35,248	6.54
6	23	1,59,09,972	7.43	86,61,031	7.32	72,48,941	5.55
7	24	1,62,91,062	7.61	89,24,529	7.54	73,66,533	5.64
8	25	2,11,57,909	9.79	1,18,68,108	10.03	92,89,801	7.11
9	26	1,60,02,881	7.48	89,04,360	7.53	70,98,521	5.44
10	27	1,34,77,556	6.30	74,93,450	6.33	59,84,106	4.58
11	28	1,66,09,586	7.66	90,98,579	7.69	75,11,007	5.75
12	29	1,15,31,593	5.79	64,17,372	5.42	51,14,221	3.92
Total		21,40,34,841	100	11,82,97,160	55.27	9,57,37,681	44.73

Source: Census India 2011.

As per the Census 2011, youth literacy rate of male is 55.27 per cent and female is 44.73 per cent. As regards the age wise literacy rate, 11.32 percent belongs to the age group of 18 years, 5.79 percent belongs to the age group of 29 years.

Chart No: 2**Table No. 5 Rural Youth Literacy Rate in India 2011.**

Sl. No	Age group	Rural					
		Person	%	Male	%	Female	%
1	18	1,65,75,168	12.30	93,52,281	12.24	72,23,187	12.37
2	19	1,18,25,508	8.77	64,79,154	8.48	53,46,354	9.16
3	20	1,59,65,907	11.85	88,95,139	11.64	70,70,768	12.11
4	21	1,07,24,508	7.96	60,96,039	7.98	46,28,469	7.93
5	22	1,24,56,002	9.24	71,95,943	9.42	52,60,059	9.01
6	23	97,42,024	7.23	54,25,018	7.10	43,17,006	7.39
7	24	98,69,080	7.32	55,62,827	7.28	43,06,253	7.38
8	25	1,35,37,822	10.04	78,94,535	10.33	56,43,287	9.67
9	26	96,07,157	7.13	55,39,171	7.25	40,67,986	6.97
10	27	78,32,741	5.81	45,05,746	5.90	33,26,995	5.69
11	28	1,01,41,668	7.52	57,01,932	7.46	44,39,736	7.60
12	29	65,07,733	4.83	37,46,822	4.90	27,60,911	4.73
Total		134785618	100	76394607	56.68	58391011	43.32

Source: census India 2011

As per the Census 2011, youth literacy rate of male is 56.68 per cent and female is 43.32 per cent. As regards the age wise literacy rate, 12.30 percent belongs to the age group of 18 years, 4.83 percent belongs to the age group of 29 years.

Table No. 6 Urban Youth Literacy Rate in India 2011.

Sl. No	Age group	Urban					
		Person	%	Male	%	Female	%
1	18	76,54,704	9.66	41,36,382	9.87	35,18,322	9.42
2	19	64,54,906	8.15	34,29,807	8.19	30,25,099	8.10
3	20	79,43,668	10.02	41,95,123	10.01	37,48,545	10.03
4	21	64,58,378	8.15	34,29,819	8.19	30,28,559	8.11
5	22	69,95,233	8.83	37,20,044	8.88	32,75,189	8.77
6	23	61,67,948	7.78	32,36,013	7.72	29,31,935	7.85
7	24	64,21,982	8.10	33,61,702	8.02	30,60,280	8.19
8	25	76,20,087	9.62	39,73,573	9.48	36,46,514	9.76
9	26	63,95,724	8.07	33,65,189	8.03	30,30,535	8.12
10	27	56,44,815	7.12	29,87,704	7.13	26,57,111	7.11
11	28	64,67,918	8.16	33,96,647	8.11	30,71,271	8.22
12	29	50,23,860	6.34	26,70,550	6.37	23,53,310	6.30
Total		7,92,49,223	100	4,19,02,553	52.87	3,73,46,670	47.13

Source: census India 2011.

As per the Census 2011, youth literacy rate male is 52.87 per cent and female is 47.13 per cent. As regards the age wise literacy rate, 10.02 percent belongs to the age group of 20 years, 6.34 percent belongs to the age group of 29 years.

Findings

India is one of the largest demographic country in this world, with 22.1 percent of youth could be available in the country. Youth People are the nation's future and investment in their development in critical. Youth in the age group of 15-29 years comprise 27.5 percent of the population. At present, about 34 percent of India's Gross National Income (GNI) is contributed by the youth aged 15-29 years. As per the National youth policy 2014, age group of 15-29 years considered a youth, and as per the UNESCO report age group of 15-24 years are consider as youth. Youth Population in India amounted to 33,33,64,636 of which 22,38,05,788 crore in rural and 10,95,58,848 crore in urban. Highest youth literacy rate is 11.32 % which is belongs to the age group of 18 in total, 12.30 % which is belongs to the age group of 18 in rural, 10.02 % which is belongs to the age group of 20 in urban.

Conclusion

Youth is considering as a powerful segment of the society which decide the workforce and its efficiency to fulfill the sustainable development of the country. Empowering youth through effective and innovative programmes

leads to increase productivity, adaptation of technology, up graded process and speedy economic growth. Youth should be properly utilize and promote through entrepreneurship activities, and impart employability skills. For that both central and state government has been implemented many programmes and schemes. Therefore, the policy makers should take proper mechanism to empower the youth in society, economically and also in politically.

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RESEARCH EXPLORER

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Review / Strategy / Case Study etc should be comprehensive, up-to-date and critical on a recent topic of importance. The maximum page limit is of 10 double spaced typed pages including tables and figures.

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A STUDY ON CUSTOMER OPINION TOWARDS ON ROOM SIDES AT HOTELS IN TIRUCHIRAPPALLI DT

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ABSTRACT

The past decade has shown an increasing role of service organisations in the India Economy. The competition in organisation like hotels, airlines and tourism is becoming intense as a result of which a more professional approach to manage business is the need of the hour. It is in this context that the role of marketing is gaining importance in these organisations.

Key Words: Room Services, Room Amenities, Customer Satisfaction.

Introduction

The word 'hotel' derives from the French word hotel (Coming from the same origin as hospital) - usually referred to a 'townhouse' with frequent visitors. The word 'inn' has been in use since about 14th Century and it was not until 18th century, that 'hotel' became fashionable.

A hotel is an establishment that provides lodging on a short-term basis. Facilities provided may range from storage of luggage, bed rooms with luxury features bathrooms. Larger hotels may provide additional guest facilities such as a business centre, banquet facilities and social function services. Hotel rooms are numbered to allow guests to identify their room.

Significance of the Study

In any marketing research, it is vital to find the customer satisfaction in any industry. On the same parameter, this study also deals with the guest satisfaction. Hotel industry is providing number of services with trained professionals to

its guests. So, it is essential to find whether the room service or amenity needs improvement? Which is riding on its best? based on customer opinion level of satisfaction is measured. This study also compares the customer opinion on room services and room amenities.

Objectives of the Study

- To identify the demographic profile of customer in hotel industry.
- To find the level of satisfaction To measure the influencing factors which attract the hotel industries in Tiruchirappalli district
- To analyze the opinion towards infrastructure and services provided by hotel industry in Tiruchirappalli district.

Research Methodology

Designing suitable methodology, sampling design and selection of analytical tools are important for a meaningful analysis and interpretation of data. The present study is both descriptive and analytical. The following parts

are described the methodology design for the present study which covers the sources of data, research instrument, pilot study, reliability test, area of the study and sampling techniques. The study used both primary and secondary data.

Profile of the Respondents

Hypothesis

- There is no significant association between Income and Customer Opinion on Room amenity services.
- There is no significant association between House Type and Customer Opinion on Room amenity services.
- There is no significant association between Income and Customer opinion on Room ambience.
- There is no significant association between House Type and Customer Opinion on Room amenity services.

Income and Room amenity services

Table No: 1

Profile	Category	Number of respondents	Percentage
Gender	Male	285	56.77
	Female	217	43.23
			100.00
Age	Below 25	75	14.94
	26-35	176	35.06
	36-45	135	26.89
	46-55	66	13.15
	Above 55	50	9.96
			100.00
Income	Below 10,000	156	31.08
	11,000 - 20,000	137	27.29
	21,000 - 30,000	82	16.33
	31,000 - 40,000	100	19.92
	Above 40,000	27	5.38
			100.00
House Type	Joint Family	221	44.02
	Nuclear Family	281	55.98
			100.00

Ho: There is no significant association between Income and Customer Opinion on Room amenity services.

The above table reveals that the p-value is greater than 0.05. So, The Null hypothesis (Ho)

is accepted at 5 per cent level for not significant. It is concluded that there is no significant association between Income and Customer Opinion on Room amenity services.

Income and Room ambience

Table No: 2

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	16.776	4	4.194	3.143	.014
Within Groups	663.210	497	1.334		
Total	679.986	501	0		

between Income and Customer opinion on Room ambience.

The above table reveals that the p-value is greater than 0.05. So, The Null hypothesis (Ho) is accepted at 5 per cent level for not significant. It is concluded that there is no significant association between Income and Customer opinion on Room ambience.

House Type and Room amenity services

Table No: 3

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	16.285	4	4.071	3.249	.012
Within Groups	622.809	1	1.253		
Total	639.094				

Room amenity services.

The above table reveals that the p-value is less than 0.05. The null hypothesis is rejected at 5 per cent level of significance. It is concluded that there is significant association between House Type and Customer Opinion on Room amenity services.

House Type and Room ambience

Table No: 4

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	18.617	1	18.617	14.075	.000
Within Groups	661.369	500	1.323		
Total	679.986	501	0		

Ho: There is no significant association

between House Type and Customer opinion on Room ambience.

The above table reveals that the p-value is less than 0.05. So, The Null hypothesis (H_0) is rejected at 5 per cent level of significance. It is concluded that there is significant association between House Type and Customer opinion on Room ambience. Correlation between the customer opinion on Room ambience and Room amenity services.

Table No. 5

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	15.131	15	15.131	12.125	.001
Within Groups	623.962	1	1.248		
Total	639.094				

Correlations

		Restaurant	Recreation services
Room ambience	Pearson Correlation	1	.353**
	Sig. (2-tailed)		0.000
	N	502	502
Room amenity services	Pearson Correlation	.353**	1
	Sig. (2-tailed)	0.000	
	N	502	502

Descriptive Statistics

	Mean	Std. Deviation	N
Room ambience	2.13	1.129	502
Room amenity services	2.42	1.165	502

Pearson Correlation is positive which indicates a good relationship between variables. Any changes in one variable that may reflect on

other variable. i.e increase in variable Room amenity services will make an increase on the other variable Room ambience or increase in variable Room ambience will make an increase on the other variable Room amenity services and P value is 0.05 which shows there is a strong correlation between the two variables.

Limitations

- The study has concerned hotels inside Tiruchirappalli Dt and this can be generalized.
- The respondents are only guests of hotels.
- There are number of hotels in Tiruchirappalli. The study has selected only ten hotels and collected samples.

Conclusion

This study find the listed all the facilities and infrastructure on room side of selected hotels in Tiruchirappalli. They are here to ensure the best services to their customers through best class of infrastructure and also, it is important to find the level of satisfaction of the service and infrastructure. Overall the data analysis pointed the level of satisfaction to the customers on room side.

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THE RULER WHO RULED MUSIC - SWATHI THIRUNAL MAHARAJA

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ABSTRACT

*The birth of a human being is the highest status other than animals and other worldly beings. Moreover, a human being, in their same period considered by their contemporary people as a **legend** is a remarkable one. We are aware that Swathi Thirunal Maharaja was a ruler of Travancore. Ruling is a hectic work. But Swathi Thirunal Maharaja concentrated on both Travancore as well as the fine arts simultaneously.*

Keywords: Music, Poetry and Drama, Propagate, Royal family

Introduction

Royalty ran in Swathi Thirunal Maharaja's blood, not just through the royal family he was born into, but through his spectacular performance he gave via his music. The richness and variety of his compositions, poetic beauty, devotional fervor and a wide range of aesthetic pattern altogether entitled him to exalt a best place among the composers of India₁. Apart from languages, Swathi Thirunal Maharaja took keen interest in grammar, poetry and drama. As a great monarch, he facilitated art and music in his state. All these things carved the name of Swathi Thirunal Maharaja in the history of South Indian Music. So it is essential to know about the life history of a man like Swathi Thirunal, who (though) was a ruler of Travancore, dedicated his life to propagate, compose and develop the art and culture and also to patronize the artists.

Birth

Swathi Thirunal Maharaja was born on 16th April 1813 in the illustrious royal family of

Travancore in Kerala₁. He was born as the second child to Regent Queen Ayilyam Thirunal Gowri Lakshmi Bai and Rajaraja Varma Koyil Thamburan of Changanasseri Palace. He had an elder sister Rukmini Bai and a younger brother Uthram Thirunal Marthanda Varma Elaya Thampuran.

Hereditary Name

In Kerala, **Varma** was the **surname** used by the members of the Travancore Royal family, Cochin family and other Royal families. The word Varman derives from Varamban which is in the Chera King title Vana-Varamban which means one whose kingdom is bounded by the sky. The Sanskrit word Varmaa is the masculine form of the word Varman, which means 'shield, defensive armour'₂. This has been used as a surname traditionally by the people of ruling/ Kshatriya castes.

So Swathi Thirunal Maharaja was named as **Rama Varma** and had the hereditary title

'**Kulashekhar**', but he is popularly known as Swathi Thirunal. Likewise his father is named as Rajaraja Varma Koyil Thamburan and younger brother is named as Uthram Thirunal Marthanda Varma Elaya Thampuran₃.

Music

A special attention is also given to Maharaja's education of music. Taste for music was inborn in him.

Various styles of Music

He has mastered two musical styles of India- Carnatic and Hindustani

Carnatic Music

Swathi Thirunal Maharaja grasped the fundamentals of Carnatic Music from his saintly father and his maternal Aunt Uthrittathi Thirunal Rani Parvathi Bai and scholars who visited the court from Tanjore and Pudukkottai, Maharashtra, Chalapuram, Bombay, Lahore, Kolkatta etc. There are two kinds of Carnatic Music. One is Vocal and the other is Instrument. In this category for both Vocal and Instrument -

- a) Guru (teaching) and (b) Court Musicians (listening) are dealt with, which nurtured Swathi Thirunal Maharaja in a refined manner.
- a) Guru for Vocal Music (teaching)

Guru is described as "dispeller of darkness". Mother gives the first birth to a child. We come into the world through the mother. But second birth is through the Guru. The master delivers you the knowledge which flows to the sishya or disciple. So it is necessary to indicate the various Guru's of Swathi Thirunal Maharaja's Guru for vocal music. They are as follows.

- **Uthrittathi Thirunal Rani Parvathi Bai:** Rani Parvathi Bai is well versed in music. Swathi Thirunal Maharaja had initial education in music under his aunt.
- **Karamana Subramanya Bhagavathar:** The early lessons in carnatic music were given by Karamana Subramanya Bhagavathar.
- **Meruswami Alias Anantha Padmanabha**

Goswami: Meruswami initiated Swathi Thirunal into the highly intricate aspects of music just like Narada for Saint Tyagaraja, Sangita Swami for Syama Sastri and Chidambaranatha Yogi for Dikshitar. Meruswami was an acknowledged authority on the theory and practice of Carnatic Music. He was endowed with a sweet voice and was known as **Kokilakanda** (cuckoo-voice). He was the 'Kulaguru' (family guru) of the king and also came to be known as Anantha Padmanabha Gowswami. With his encouragement, the Maharaja composed the two famous works, Kuchelopakhyana and Ajamilopakhyana, which was performed by Meruswami himself at the Royal Court.

Apart from those scholars Swathi Thirunal had his rigorous music education from **Karamana Padmanabha Bhagavathar, Suchindram Harihara Bhagavathar, Varkala Janardana Bhagavathar, Attingal Sankaranarayana Bhagavathar** etc.

b) Listening Music

Man is also endowed with a sensitive ear, which enables him to hear and enjoy music in all its subtler aspects. When Thiruvalluvar wrote the famous couplet:

"The sense of hearing is the fortune of fortunes; is the greatest of fortunes"

For music listening is a must. As a king it is a privilege to arrange many numbers of programmes in his court. There were plenty of court musicians in the Swathi Thirunal Maharaja court as **Asthana vidwans**. To mention few- Karamana Subramanya Bhagavathar, Bhaskara Bhagavathar, Tanjore Venkatarama Bhagavathar, Palakkad Sesha Bhagavathar, Puliyurkuruchi Padmanabha Bhagavathar and others.

Swathi Thirunal Maharaja was fortunate to listen to good music by the court musicians, whenever he wanted to listen. Performers from different states came to his destiny and performed and received innumerable prizes from Swathi Thirunal Maharaja. By listening to so many

concerts, he acquired a very good knowledge in Music.

Court Musicians (Vocalists)

Some musicians and scholars who worked in close quarters with Swathi Thirunal Maharaja, are

Vocalists

- **Kannaya Bhagavathar:** Kannayya Bhagavathar was a direct disciple of the greatest composer in Carnatic Music, Saint Tyagaraja. He went to Trivandrum and Swathi Thirunal Maharaja was so much impressed with the eminence of Tyagaraja that he sent his own compositions through the great musician, Shadkala Govinda Marar. On reading them Tyagaraja was delighted with the all-round scholarship of the Royal composer and he wrote a letter to him. This letter signed by him was reported to be available at the Royal Archives, Trivandrum.
- **Palakad Parameswara Bhagavathar:** Parameswara Bhagavathar was the Chief Palace Musician during the time of four successive Travancore rulers, namely Swathi Thirunal, Uttram Thirunal, Ayiliam Thirunal, and Visakhm Thirunal. His sishya parampara came to be known as the **Mulamoottil Bhagavathars**.
- **Irayimman Thampi:** Irayimman Thampi was a vocalist in the court of Swathi Thirunal Maharaja.
- **Shadkala Govinda Marar:** Govinda Marar was a native of Ramamangalam in Kerala. He was a master of so many instruments like Chenda, Edakka, Timila and Ganjira. But later he turned out to be a master in Vocal Music. His expertise in singing in the six degrees of Geometric speed earned him the title 'Shadkala'. By legend 'Endaro Mahanu Bhavulu' one of Tyagaraja's most famous compositions was composed after he heard Marar singing.
- **Meruswami Alias Anantha Padmanabha Goswami:** Meruswami is the most celebrated

musician in Swathi's court. In A.D 1836 Meruswami was appointed as the court musician. He sang at a high pitch which won him the title "Kokila kanda" (he was also known as Kokilakanthameru Swami).

- **Kilimanoor Raja Raja koyil Thamburan:** Raja Raja koyil Thamburan was a Sanskrit poet and composer in Swathi Thirunal Maharaja's court. He was an expert in 'Drutha Kavitha' and hence was known as **Drutha Kavimani**.

Different Instruments

a) Guru for Instrumental Music (teaching)

Swathi Thirunal Maharaja developed mastery not only in vocal music but also in playing stringed instruments like **Veena**, **Violin** and Percussion instrument. The technique of Violin was taught to him by Vadivelu, the eldest brother of the famous Tanjore Quartette. Swathi Thirunal Maharaja also mastered in Mridangam, imparted to him by vidwan Harihara Iyer. He was an outstanding Mridangam player. This knowledge enabled him to compose various different Dance forms.

b) Instrumentalist in Swathi Thirunal maharaja's court

- **Veena: Subbukutty Ayya**, the famous Veena player and grandson of Pachimiriyam Adiyappa, also adorned the court of Swathi Thirunal. He was the first to give an individual concert in Veena at the Maharaja's palace.
- **Tanjore Quartet:** The four brothers, **Chinnayya**, **Ponnayya**, **Sivanandam** and **Vadivelu**, disciples of Muthuswami Deekshitar contributed to the efflorescence of his musical genius. The Quartet was taken by their father Mahadeva Annai, (himself an accomplished Veena player) to Muthuswami Deekshitar for advanced training. After this training his brothers became Asthana vidwans (palace musicians) of Tanjore court. Later on they moved to Travancore court under Swathi Thirunal Maharaja.

- **Violin: Vadivelu** was a musical genius and he popularized the use of violin in Carnatic Music Concerts. He was considered one of the best of the artists of Swathi Thirunal, and he became the Asthana vidwan at the age of 14. A scholar in Tamil, Telugu, he was also a distinguished Vocalist, Violinist, Composer and Bharathanatyam exponent.

Hindustani Music

Haridas from Bengal, Sachidanand from Pune, Vasudeva Sastri from Pune, Pandit Narsa, Punjab Sulaiman, Tanjavur Ranga Ayyangar and Halavati taught him Hindustani classical singing and he developed his knowledge of singing **Khayal, Dhrupad, Tarana, Tappa, Tumri, Bhajans**. Ustad Allaudin Khan and Ramanujam also were patronized by him.

- **Swarabat:** Swathi Thirunal Maharaja learnt Swarabat from **Syed Sulaiman** who was the court Swarabat playing artist. (only Carnatic music is taken for research, so a brief note on Hindustani music has been given above)

Contributions to Music

Swathi Thirunal Maharaja was deeply interested in music right from childhood. Besides an able ruler, he was a patron of music and was a musician himself.

Swathi Thirunal Maharaja was credited with more than 400 compositions in different categories. Most of his compositions are in Sanskrit (268), and Malayalam (63), few in Manipravalam (combination of Malayalam and Sanskrit), a few in Telugu (10), a few in Hindustani (37) and one in Kannada. Most of the krithis are in praise of Lord Padmanabha of Ananthapuri (Trivandrum). They are all devotional in nature and almost all of them have his mudra 'Padmanabha', sometimes with the part padma substituted by a synonym. Most of them are in well-known ragas, but we also find rare ragas like Gopika Vasantham, Poorvakambodhi and Lalitha panchamam. North Indian ragas like Khamas, Bihag, Hamirkallyani and Kapi are also found freely adopted. The talas used are the common Adi, Chapu, Rupaka etc

Compositions of Swathi Thirunal Maharaja can be categorized as follows:

• Kritis	-	218
• Padas	-	71
• Hindustani compositions	-	40
• Chauka varnas	-	18
• Utsava Prabandhas	-	12
• Navarathri Kritis	-	9
• Navavidhabhakthi Kritis	-	9
• Ghanaraga Kritis	-	8
• Telugu Kritis	-	8
• Tana Varnas	-	7
• Swarajathi	-	6
• Thillanas	-	5
• Dasavathara Kritis	-	2
• Ramayana Kritis	-	2
• Kannada Kriti	-	1

Above all, he has composed some compositions in praise of the presiding Deities also.

Able Administrator

Swathi Thirunal Maharaja laid the foundation of modern education in the state by establishing English school in 1834. In 1836 it was converted into the Raja's Free School. This school which eventually became the Maharajas High School and later the Maharajas College, the nucleus of the later University of Travancore.

Several important institutions came into existence due to the personal interest of the Maharaja, and some of them are the Trivandrum observatory, the Museum and Zoo, the Government Press, the State Library etc.

Swathi Thirunal Maharaja also founded Charity Hospital at Travancore, and he laid the foundation for the Allopathic system of Medical Treatment.

Swathi Thirunal Maharaja was deeply interested in Astronomy and on his initiative was established the Trivandrum Observatory (1837). He also arranged for the collection and

manuscript and thus laid the foundations of the Palace, Grandhapura which later developed into the famous Oriental Research Institute and Manuscript Library, Trivandrum. He also organized in 1836 the first Census of Travancore State.

Family

Swathi Thirunal Maharaja had an early marriage but his wife died soon. Later, he was married a second time to Thiruvattar Ammachi Panappalli Amma Srimathi Narayani Pillai Kochamma of the Thiruvattar Ammaveedu family. She was a skilled Carnatic singer and Veena player. The couple had 3 children but in 1839 Narayani Pillai Ammachi died, leaving behind a son, Thiruvattar Chithira Thirunal Ananthapadmanabha Chembakaraman Thambi. A few months later, to take care of the baby, the Maharaja married Neelamma Pillai Ammachi by adopting her into the Thiruvattar Ammaveedu. Narayani Pillai's sister was married to the Maharaja's brother Uthram Thirunal. He later married Sundara Lakshmi in 1843, a Saiva Mudaliar dancer, after adopting her into Vadasseri Ammaveedu.

Death

The matter of wonder was that the members of the family of Swathi Thirunal Maharaja were short lived. He lost his only sister when he was 28 and their father when he was just 31. This was an irreparable and deeply felt loss to the state. From this date, the Maharaja's ailments began to increase. He loved seclusion and solitude, and as his malady increased, his habit became more sedentary. Even the physician attached to the Maharaja could not get any correct information regarding the state of his health. Also his brother, Uthram Thirunal Marthanda Varma Elaya Thampuram, who had a good knowledge of medical sciences, and who was like a medical attendant to Swathi Thirunal, himself could not go to see his brother without special permission during his last days. Dr. K. Rajasekharan Nair in his recent article in the Samakaleena Malayalam Varika has opined that Swathi Thirunal was suffering from stress related diseases. His conclusion is that the death was due to cerebral hemorrhage.

The great benefactor of music and art went for the heavenly abode in the year 1846, at an early age of 33. After his death, Uthram Thirunal Marthanda Varma, his elder brother, succeeded the throne and retained it until his death in 1860. He also lived only for a short period. Thereafter, his nephew ascended the throne and ruled the kingdom of Travancore.

Conclusion

Most of the people spent their life for the welfare of their family. Many took the leadership and spent their life for the welfare of the society. Among them few lived for the welfare of the society as well as for the cultural development. Swathi Thirunal Maharaja was one among them who took pain to take care of the society as well as the development of art and culture. Swathi Thirunal Maharaja not only dedicated his life to uplift the mankind but also concentrated on creations, innovations, patronizing, and developing.

Foot Note

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A STUDY ON STRESS MANAGEMENT AMONG EMPLOYEES IN INFORMATION TECHNOLOGY SECTOR AT CHENNAI CITY

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ABSTRACT

The ITES Industry is one of the fast growing sectors in the global scenario after the liberalization, privatization and globalization to increase job opportunities day by day. The ITES sector is developing the young generation not only by providing employment opportunities but also by building confidence in them. This study is conducted to perceive the levels of work related stress and job satisfaction of ITES employees in Chennai. The study aims to explore the association between job stress and job satisfaction. The study focuses on identifying the problems in the ITE sector and level of stress among the employees, to determine the cause and perception of the employees about their work-life.

Key words: ITES, liberalization, privatization, globalization, stress, emotional health, work-life

Introduction

Stress is an acute pressure which is an unavoidable part in everyone's life meaning different things to each of us. Stress at workplace stress has become a common phenomena expected. Hicks and Caroline (2007) points out that, stress is a human response to various aspects in his/her environment that comes naturally. However, high stress levels have the capacity to interfere with an individual's productivity. Besides, it can create a great impact on their physical and emotional health. Many employees agree that one of the most common problems they face in the workplace today is stress. Stress causes loss of productivity, loss of efficiency, increased employee absenteeism etc..

The IT sector is a fast growing sector in global scenario. India is the world largest provider of

human resource for the information technology (IT) industry, accounting for approximately 52 percent of the total US\$ 124-130 billion market. The industry employs about 10 million Indians and continues to contribute significantly to the social and economic transformation in the country. India offers IT services at competitive cost, which is approximately 3-4 times cheaper than the US, and continues to be its unique selling proposition (USP) in the global sourcing market. Employment in IT sector is meant that young adults are reaching their career milestones and financial goals much earlier than before. Survey and evidence shows that workers in IT industry experience a high level of stress as they work in the closely monitored environments with pressure to meet ambitious performance target. Strict deadlines and ambitious targets also results in employee "burnout". Repetitive tasks, such as

responding to telephone calls more than 100 times a shift have resulted in absenteeism and attrition among many young employees. A growing number of employees also experience physical and emotional problems such as panic attacks, depression, relationship problems, alcoholism, sleeping disorder and eating disorders.

Stress & ITS Types

We cannot have a stress free life. Stress is of course essential for every human being as it is considered as a boost that takes an employee to the highest ladder in the organization. The various types of stress is mentioned below :

Eustress is a type of short term stress that provides immediate strength. It is a positive stress that arises when motivation & inspiration are needed.

Distress, on the other hand, is a negative stress brought about by constant readjustments and alternatives in a routine. Distress creates feelings of discomfort and unfamiliarity.

Hyper stress occurs when an individual is pushed beyond what he or she can handle. It results from being over loaded or over worked.

Hypo stress occurs when an individual is bored or challenged. People who experience hypo stress are often restless.

Objectives

- Ø To identify the problems of the employees in IT sector.
- Ø To study the various factors causing stress among the employees.
- Ø To identify the impact of job satisfaction and workload on stress.
- Ø To determine the main reasons for and consequences of stress at work, and to find the most effective ways of preventing it and coping with it. The research also analyzes the overall current situation of stress at work and takes a look at some historical facts related to the origins of stress.

Scope of the Study

The study was conducted to examine the work life stress and job satisfaction among employees of the ITES sector and how the employee is managing stress.

The remainder of this paper gives literature study given in section 2, Research methodology is presented in section 3, Data analysis is given in section and the findings were discussed in section 4. Section 5 interprets the findings and section 6 concludes the study.

Review of literature

“As human service providers, rehabilitation counselors are highly susceptible to job stress and burnout. As the causes of job dissatisfaction are not difficult to identify, it is harder to pinpoint the skills for preventing early job burnout. Though the drug addict rehabilitation counselors are skilled professionals, who have been trained to take care of the needs of others. However they ignore their personal needs and stress management is the result. Thus counselor burn out is the cause of job dissatisfaction within the field [Muthusamy, 2015]

“Job stress can be defined as the harmful, physical and emotional responses that occur when the requirements of the job do not match the capabilities, resources, or needs of the worker. Job stress can lead to poor health and even injury [Cincinnati, 1999]. It is a state characterised by high levels of arousal and distress and often by feelings of not coping [Source: European Commission, Directorate-General for Employment and Social Affairs]. Stress is the reaction people have to excessive pressures or other types of demand placed on them [“Managing stress at work” Discussion document, United Kingdom Health and Safety Commission, London, 1999].

Hans Selye, the father of stress theory, defined stress as “the nonspecific response of the body to any demand made upon it. The demand can be a threat, a challenge or any kind of change which requires the body to adapt. The response

is automatic and immediate. Stress can be good called (“eustress”) when it helps us perform better, or it can be bad (“distress”) when it causes upset or makes us sick. Another commonly accepted definition of stress mainly attributed to Richard S Lazarus is that stress is a condition or a feeling that is experienced when a person perceives that “demands exceed the personal and social resources the individual is able to mobilise.”

Research Methodology

The study conducted is descriptive and analytical in nature. Descriptive research includes surveys and fact finding enquiries of different kinds. The major purpose of descriptive research is description of the state of facts as it exists at present.

Source of Data Collection

The study consists of both primary and secondary data. The primary data have been collected through the method of interview schedule and structured questionnaire from the employees at BPO sector. A pilot testing was conducted initially by administering the questionnaire to 100 respondents. The data was collected from the ITE employees at all the levels.

Interviews were conducted with the BPO employees for gathering information on their perception about their organization and the problems they face both directly and indirectly in the discharge of their responsibilities. The respondents were questioned on the issues affecting the stress levels of the employees, impact of family pressures on their work, expectations from their roles, to what extent they are satisfied and possible suggestions for overcoming the adversities of stress by evaluating the individual initiatives and organizational initiatives.

Analysis of Data

The data was analyzed to determine the differences between the stress levels of employees and their impact on reducing stress. This paper

also includes an analysis of data collected by representing it in a tabular form along with interpretations. The information thus collected after analysis helps to arrive at proper conclusion on the topic.

Table 1 Showing the Percentage of Respondents Who Felt That They Were Stressed

Category	% of Respondents
Stressed	97
Not Stressed	03

From the table 1, it is indicated that majority of the respondents working in ITE sector were stressed, whereas only few respondents felt that they were not stressed.

Table 2 Showing the Percentage of Respondents Influenced By Stress Factors

Causes of Stress	% of Respondents
Work overload	25
Job Difficulty	20
Inadequacy of Role Authority	18
Stress due to technological problem	15
Feeling of Inequality	10
Time Management	08
Lack of Acceptability	04

From Table 2, it is inferred that major causes of stress among the ITE employees are excess of work load [25%] and Stress due to technological problem [15%].

Hence it was found that employees felt that they were facing severe work pressure, as they were expected to handle multiple roles and responsibilities. Time stress is created by a real or imaginary deadlines; encounter stress is created by contact with other people [both pleasant and unpleasant], and in this study, the employees suffer from stress because of lack of support from the management

Table 3 Showing the Respondents Influenced By Various Attributes of Stress

Various Attributes of Stress	% of Respondents
Shift work	20
Unsocial hours	14
Very heavy workload	16
Unfair distribution of work	10
Meeting deadlines	26
Poor supervision	04
Job insecurity, eg threat of redundancy	10

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

Table 4 Showing Initiatives To Avoid Stress

Initiatives of Stress	% of Respondents
Good Ambience	16
Recognition	17
Continuous Training	12
Effective Communication	14
Programme on stress management	15
Meditation	26

From the above table, it is interpreted that Meditation forms an integral part that has a direct, positive impact on the mind giving it the strength and power to resist stress. Moreover, around 17 percent of the respondents expect that they require recognition, as acknowledging people's value is especially important in times of stress. Based on the analysis the initiatives taken by the IT organizations to reduce stress are by providing good ambience, continuous training, proper communication and conducting effective stress management programmes

Findings of the Study

- About 97 % of the respondents believed that they face high level of stress, which may be due to both professional and personal reasons
- The respondents were overburdened with work load in their work place
- Work life imbalance is one of the major attribute which contribute to stress for an employee.
- The researcher identified few initiatives for effectively handling stress. Meditation evolved to be the integral part of life to reduce stress.

Suggestions

1. IT and ITES related jobs are relatively

stressful and the organizations can consider the deadlines given to their employees. Considerable time can be given to reduce the job stress.

2. Psychological support from the management can reduce the job stress.
3. Organizations can improve the stress management strategies to reduce job stress. It helps to improve the employee engagement

Conclusion

Stress is not always bad, however it causes several problems both for organizations as well as employees. Most of the organizations take care of their employees providing stress management strategies to reduce the stress level. But periodical review is necessary to know the stress level of employees. It helps the organization to identify the effective strategies to be implemented and reduce the employees stress.

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PERFORMANCE OF MICRO, SMALL AND MEDIUM ENTERPRISES WITH SPECIAL REFERENCE TO ANANTHAPURAM DISTRICT IN ANDHRA PRADESH

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ABSTRACT

In India, the MSMEs contribution is highly remarkable in the overall industrial economy of the country. In recent years, the MSME sector has consistently registered higher growth rate compared to that of overall industrial sector. With its agility and dynamism, the sector has shown admirable innovativeness and adaptability to survive the recent economic downturn and recession. In Indian market, MSMEs rapid growth could be seen as Indian entrepreneurs are making remarkable progress in various Industries like Manufacturing, Precision Engineering Design, Food Processing, Pharmaceutical, Textile & Garments, Retail, IT and ITES, Agro and Service sector. The sector not only serves for urban market but also helps in industrialization of rural and backward areas, reducing regional Imbalances and assuring more equitable distribution of national income and wealth. MSMEs complement large industries as ancillary units and contribute enormously to the socioeconomic development of the country. MSMEs account for 45% of India's manufacturing output, about 40% of India's total exports; employ about 73 million people in more than 31 million units spread across the country, manufacture more than 6,000 products ranging from traditional to high tech items (MSME report 2011). The report also projects the total production coming from the MSME sector at 10,957.6 billion in 2011, an increase of more than 11% (per cent) over the previous year contribution.

Keywords : MSMEs, Industrial Sector, Innovativeness,

Introduction

In India, the MSMEs contribution is highly remarkable in the overall industrial economy of the country. In recent years the MSME sector has consistently registered higher growth rate compared to that of overall industrial sector. With its agility and dynamism, the sector has shown admirable innovativeness and adaptability to survive the recent economic downturn and recession. In Indian market, MSMEs rapid growth could be seen as Indian entrepreneurs are making

remarkable progress in various Industries like Manufacturing, Precision Engineering Design, Food Processing, Pharmaceutical, Textile & Garments, Retail, IT and ITES, Agro and Service sector. The sector not only serves for urban market but also helps in industrialization of rural and backward areas, reducing regional Imbalances and assuring more equitable distribution of national income and wealth. MSMEs complement large industries as ancillary units and contribute enormously to the socioeconomic development

of the country. MSMEs account for 45% of India's manufacturing output, about 40% of India's total exports; employ about 73 million people in more than 31 million units spread across the country, manufacture more than 6,000 products ranging from traditional to high tech items (MSME report 2011). The report also projects the total production coming from the MSME sector at 10,957.6 billion in 2011, an increase of more than 11% (per cent) over that of previous year contribution¹.

Micro, Small and Medium Enterprises Development (MSMED) Act 2006

The Micro, Small and Medium Enterprises Development [MSMED] Act 2006 facilitate the development of the enterprises and enhance their competitiveness. The act provides legal framework for "enterprise" which includes the manufacturing and service entities. The definition of medium enterprises is given for the first time. It integrates the three tiers of the enterprises namely, micro, small and medium (Development Commissioner of MSME, 2009). Annual report of Micro, Small and Medium Enterprises of India (2011) states that, MSMED Act 2006 was enacted to address issues affecting Micro, Small and Medium Enterprises (MSMEs) and to cover the investment ceiling of the sector. The salient features of the Act includes, setting up of a National Board for MSMEs, classification of enterprises, advisory committees for promotion, development and enhancement of MSMEs, schemes to control delayed payments to MSMEs and enactment of rules by state governments to implement the MSMED Act, 2006 in their respective states. In India, the enterprises have been classified broadly into manufacturing and those that engaged in providing or rendering of services. These categories of enterprises have been further classified into micro, small and medium enterprises based on their investment in plant and machinery for manufacturing enterprises and on equipment for enterprises providing or rendering services (Development Commissioner of MSME, 2009). The limit for investment in plant and machinery for manufacturing / equipment for service enterprises before and after October 2, 2006 are as under²:

Classification of Micro, Small & Medium Enterprises

In accordance with the provision of Micro, Small & Medium Enterprises Development (MSMED) Act, 2006 the Micro, Small and Medium Enterprises (MSME) are classified in two Classes:

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

Growth and Performance of MSME Sector in Andhra Pradesh

Andhra Pradesh is the fifth largest State in the country with an area of 2, 76,754 sq. km, accounting for 8.4 per cent of India's territory with 82.7 million population. Andhra Pradesh is strategically located in the Indian sub-continent and the state has the longest coastline (972 km) of all other states in India. Its capital Hyderabad occupies a central location and is well connected with the rest of the world through its seaports on the eastern coast and its international airport. Well-established air, road and railway networks link it to the rest of India.

Andhra Pradesh has a good potential of energy. It has an installed capacity for generating 15,273.44 MW, the second highest in the country. Vast natural gas reserves are found in Krishna-Godavari basin with 62 million cubic metres per day have opened up immense possibilities for environment-friendly industrial development. In terms of industrial development, Andhra Pradesh has witnessed impressed growth during recent decades. Its gross state domestic product has touched \$180 billion during 2010-11. It has emerged as one of the most attractive investment destinations, ranking third in India. Andhra Pradesh's strength lies in its fully diversified industrial base, with the thrust on high-tech sectors including information technology, pharmaceuticals, bio - pharma, biotechnology and nano-technology. Traditional sectors such as textiles, leather, minerals and food processing are

too being further developed for high value addition.

The state has a financial institution APSFC exclusively for providing finance to small industry. Apart from this, 5,288 commercial banks are extending financial support to micro, small and medium units set up in the State. The state has a good network of specialised MSMEs branches for extending assistance to this sector. It is the endeavour of the Government of Andhra Pradesh to create a conducive environment for industrial growth by providing necessary support in providing necessary infrastructure and service facilities. Government of Andhra Pradesh has taken up various promotional activities like Industrial Park Development Programme, Industrial Infrastructure Development Fund, Industrial Growth Centres, the Financial Districts and Special Economic Zones. The First National Award for Small Scale Entrepreneurs for 2006 has been bagged by an entrepreneur from Andhra Pradesh. The Second & Third Awards have been awarded to entrepreneurs from West Bengal and Andhra Pradesh.

India has a long history of conceiving policies of protecting the micro, small and medium units and their origin can be traced back to the days of national movement and to Mahatma Gandhi's stress on the village industries. Gandhi stressed on the need to promote village and small industrial units because of their desirable social and employment consequences. The Swadeshi movement and the decision to boycott British goods before the II World War, led to the growth of large cotton mill industry in India, but did not lead to the growth of small or the cottage industry. In fact, the handloom industry declined due to stiff competition faced from the lathe mill industry. Since independence, several industrial Policy Resolutions have been formulated to promote industrial growth in the country. This industrial Policy Resolution has helped the small industrial units through various incentives in order to fulfil the socio-economic objectives. These incentives were related to the financial, fiscal and infrastructural measures and were targeted at achieving the growth of sector during

the plan periods. The main objective of Industrial Policy Resolutions was to promote industrial growth and to determine the pattern of state assistance to small industrial units for fulfilling socio-economic objectives. The Performance of Micro small and medium enterprises and Large Industries in Andhra Pradesh is presented in table1.

Table 1 Performance of Micro Small and Medium Enterprises and Large Industries in Andhra Pradesh

Year	Large industrial proposals established			Micro small and medium enterprises established		
	Proposals gone into production (No.)	Investment (Rs.Crore)	Employment (No.)	Proposals gone into production(No.)	Investment (Rs.Crore)	Employment (No.)
1992-93	1267	23446	555801	89743	1028	77929
1993-94	130	2311	23901	7706	111	67130
1994-95	234	3357	48286	6201	155	41454
1995-96	176	1127	30252	5612	137	43632
1996-97	341	3271	41844	4435	185	40899
1997-98	137	1130	35168	4123	191	33836
1998-99	164	1436	22663	4970	211	37900
1999-2000	236	3317	28911	4935	227	49999
2000-01	297	3056	38133	4997	552	58253
2001-02	215	1319	28690	4191	539	39664
2002-03	64	541	7798	2124	327	25433
2003-04	105	2240	17671	1612	261	19211
2004-05	65	1181	8103	1641	235	24293
2005-06	50	404	3464	1573	204	21949
2006-07	68	1632	6852	1632	266	24076
2007-08	81	1550	10875	1261	245	15832
2008-09	194	5516	26193	2430	886	36019
2009-10	172	6321	23075	4264	2050	77864
2010-11	135	5680	25058	4703	2605	92239
2011-12	74	11610	11933	9129	5122	157781
2012-13*	55	5485	15968	1559	1635	23594
2013-14*	65	8546	12950	3314	3527	90688
2014-15*	71	9884	11142	6187	4281	100789

Source; MSMEs Annual report 2013-14, Govt. of India and industries department, A.P. Economic in India

Table 1 depicts the performance of MSME's and Large Industries in Andhra Pradesh from 1992-93 to 2013-14. In to the case of large scale sector, the production has been highly decreased from 1267 units in 1992-93 to 65 units in 2013-14 whereas, in the investment of same sector has been fluctuated from Rs.23446 crore in 1992-93 to Rs.9884 crore in 2014-15. At the same time the employment has been decreased from 555801 persons in 1992-93 to 11142 persons in 2014-15. In the case of MSMEs sector, the production was fluctuated from 89743 units in 1992-93 to 6187 units in 2014-15 whereas, the investment of this sector was increasing from Rs.1028 crore in 1992-93 to Rs.4281 crore in 2014-15. At the same time the employment was fluctuated from 77929 persons in 1992-93 to 100789 persons in 2014-15. Finally, the MSMEs sector has been increased since twenty years. The Performance of MSME's and large Industries with special reference to

Ananthapuram District in Andhra Pradesh is presented in table 2.

Table 2 Performance of MSME's and Large Industries in Ananthapuram District of Andhra Pradesh

S.L	Year	Number of Registered Units	Employment (Persons)	Investment (Lakh Rs.)
1	1996-97	4133	35549	5584
2	1997-98	4204	36133	7051
3	1998-99	4352	37377	7358
4	1999-2000	4410	37984	7410
5	2000-01	4507	38511	9324
6	2001-02	4544	38991	9768
7	2002-03	4595	39465	10515
8	2003-04	4616	39666	10833
9	2004-05	4675	40102	11980
10	2005-06	4696	40281	12255
11	2006-07	4782	41066	14750
12	2007-08	4887	41948	16994
13	2008-09	5001	43407	21402
14	2009-10	5067	43905	22104
15	2010-11	5234	44264	23908
16	2011-12	5414	45102	24264
17	2012-13	5236	44266	23910
18	2013-14	5416	45104	24266
19	2014-15	5841	49875	27289

Source: District Industries Centre, Ananthapuram District 2013-14.

The above table 2 clearly shows the registered number of MSMEs, employment generation and Investment of Ananthapuram district from 1996-97 to 2010-11. The MSMEs units as registered are increased from 4133 in 1996-97 to 5416 in 2013-14. The number of persons employed in this sector stood at 35549 in 1996-97 and reached to 49875 in 2014-15. The value of investment has been increased from Rs. 5584 lakhs in 1996-97 to Rs. 27289 lakhs in 2014-15. The Details of existing micro and small enterprises and artisan units in the Ananthapuram District are presented in table 3.

Table 3 Details of Existing Micro and Small Enterprises and Artisan Units in the Ananthapuram District 2013-14

S.L	Type of Industry	Number of units	Investment (Lakh Rs.)	Employment (Persons)
1	Agro based	1926	3400.10	11026
2	Cotton textile	902	1587.52	5164
3	Wood/wooden based furniture	480	844.80	2748
4	Paper & Paper products	50	88	286
5	Chemical/Chemical based	288	506.88	1648
6	Rubber, Plastic & petro based	200	352	1148
7	Mineral based	802	1411.52	4592
8	Metal based (Steel Fab.)	700	1232	4007
9	Electrical machinery and transport equipment	241	424.16	1380
10	Repairing & servicing	727	1306.78	4168
11	Others	821	1209.84	4071

Source: District Industries Centre, Ananthapuram District 2013-14.

Table 3 depicts the industry wise MSMEs units, Investment and employment of the Ananthapuram district. Majority of the MSMEs unit in agro-based industry was 1926 units and investment was Rs.3400.10 lakhs and employment was 11026 persons. Whereas, the lowest number in paper & paper products industry was 50 units of MSMEs, investment value was Rs.88 lakhs and employment generation was 286 persons.

Conclusion

In recent years the MSME sector has consistently registered higher growth rate compared to that of overall industrial sector. With its agility and dynamism, the sector has shown admirable innovativeness and adaptability to survive the recent economic downturn and recession. In Indian market, MSMEs rapid growth could be seen as Indian entrepreneurs are making remarkable progress in various Industries like Manufacturing, Precision Engineering Design, Food Processing, Pharmaceutical, Textile & Garments, Retail, IT and ITES, Agro and Service sector. Andhra Pradesh strength lies in its fully diversified industrial base, with the thrust on high-tech sectors including information technology, pharmaceuticals, bio-pharma, biotechnology and nano-technology. Andhra Pradesh is the third largest economy in the country.

The Micro, Small and Medium Enterprises and large industries in Ananthapuram district has been highly increased for the entire period. Investment of Micro, Small and Medium Enterprises and large industries showing fluctuation during the study period. The employment of Micro, Small and Medium Enterprises show increasing trend for the period. Agro-based industry registered highest units while units of paper and paper products were registered the lowest in Ananthapuram district.

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EMOTIONAL INTELLIGENCE, ADJUSTMENT AND JOB PERFORMANCE OF WOMEN NURSES - A STUDY IN COIMBATORE CITY

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ABSTRACT

Emotional intelligence plays an important part in forming successful human relationships. Emotional intelligence is the ability to understand express and manage one's own emotions and those of others in a positive way. Emotional intelligence regulates emotions so as to promote emotional and intellectual growth. It improves an individual's adjustment with effective group living. Emotional intelligence enhances adjustments by enabling people to regulate their emotions so as to cope effectively with stress, perform well under pressure, and adjust to organizational change. The present focus on emotional intelligence, adjustments and job performance of women nurses in Coimbatore district.

Keywords : Emotional Intelligence, intellectual growth, innovational creativity, job performance

Introduction

Emotion is an important part of life which seriously affects all aspects of life. Every situation, whether good or bad is filled with lots of emotions. Sometimes it is very difficult for a person to handle his or her own emotions. Emotional intelligence plays an important part in forming successful human relationships. Emotional Intelligence is the ability to monitor one's own and others' feelings and emotions to discriminate among them and to use this information to guide one's thinking and actions (Salovey and Mayer 1990). It regulates emotions, so as to promote emotional and intellectual growth and improves an individual's adjustment with effective group living. Emotional intelligence develops innovational creativity in individuals and as a result, helps in the improvement of job performance (Hasanzadeh, 2009).

Women's participation in the work force has

been increasing all around the world and has led to changes in the roles of women in society. At the same time, there is increase in number of women joining the labour force and coming out of home to earn without much support at home as well as in work place. It becomes difficult for women to cope up both physically and emotionally. The working women experience role conflict in modern situation i.e., less adjustment in family and self. Working women manage household responsibilities less effectively than non- working women and this causes conflict. If conflict is deeply felt it reflected the lack of adjustment either in family or social life (Kapur, 1970).

Statement of Problem

As the health care sector shows upward trend in its growth, there is a need for quality nurses. Their psychological well-being will definitely contribute to enhanced service to the patients. The role of emotional intelligence can be seen in

different fields of life. Hospitals, especially nursing staff, are one of them. Nursing staff have great importance in hospital settings as they have to deal with a variety of situations. Working in hospitals also affects the adjustment levels of the nurses in various dimensions of their personal life. Similarly the adjustment problems in their personal life affect their organizational performance. Under these circumstances, studying the emotional intelligence and adjustment of nurses becomes necessary. Studying the nature of nurses' adjustment to different domains would also help the nurses to enhance the fit between their needs and professional demands. Previously researchers have conducted different studies to demonstrate the role of emotional intelligence at work place, emotional intelligence and job satisfaction, emotional intelligence and life adjustment, but no research was conducted to explore the relationship of emotional intelligence with psychological adjustment and job performance of nurses in India. Hence, the present study on emotional intelligence adjustment and job performance of nurses is undertaken by the researcher.

Objectives

The study has the following objectives. It aims

1. to measure emotional intelligence levels and adjustment levels of the women nurses.
2. to examine the relationship between demographic variables and emotional intelligence, between demographic variables and adjustment of women nurses.
3. to examine the relationship between emotional intelligence, adjustment and job performance of women nurses.

Tool for Data Collection and Pilot Study

A pilot study was conducted among 50 respondents to understand the variables involved in the study. Based on pilot study the variables identified the questionnaire method was adopted for this study. Tested questionnaire of emotional intelligence scale constructed by Schutte, and Bell

Adjustment inventory developed by H.M. Bell were used in the study. Job performance questionnaire was designed by the researcher based on review of literature.

Sampling Design

The study was conducted in Coimbatore city of Tamil Nadu State. However the study was conducted in the four major multispecialty hospitals. The four hospitals are PSG Hospital, Sri Ramakrishna Hospital, G.Kuppusamy Naidu Memorial Hospital, and K.Govindswamy Naidu Medical Trust (KG). The women nurses working in these hospitals constituted the population of the present study. These hospitals have more than 500 beds, with different specialties, and offer treatment to all kinds of disorders. There are 1342 nurses working in four hospitals. 35 percent of the respondents were taken up for the present study in order to collect data from a large sample, as it will give precise measurement of variables. Nurses were selected based on simple random sampling method with the use of random numbers. A total of 470 sample nurses were selected for the study.

Discussion

Levels of Emotional Intelligence

The level of emotional intelligence among women nurses is measured by applying Likert type five point scales. Emotional intelligence scores range from 56 to 165. The mean score is 132.10 and standard deviation is 12.06. The higher emotional intelligence score indicates the maximum intelligibility of emotions. On the basis of the scores obtained, the women nurses are categorized into three distinct groups such as women nurses with high level of emotional intelligence, medium level of intelligence and low level of emotional intelligence.

Table 1.1 Level of Emotional Intelligence

Score	Category	No of Respondents	Percentage
<120	Low	53	11.28
120-144	Medium	342	72.76
>144	High	75	15.96
Total		470	100.00

It is observed from table 1.1 that 342 (72.76%) nurses have medium level of emotional intelligence, 75 (15.96%) nurses have high level of emotional intelligence and the remaining 53 (11.28%) possess low level of emotional intelligence. The respondents with low level of emotional intelligence are less in number.

Level of Adjustment

The scores obtained by each respondent and the total score obtained by all women nurses have been computed in order to assess the level of adjustment. Adjustment dimensions of women nurses' are classified into home, health, social and occupation. In order to find out the level of adjustment among nurses, the respondents' scores are classified into three groups namely, Low, Medium and High. Arithmetic mean and standard deviation of the total scores of 470 respondents are computed towards the end.

Table 1.2 Level of Adjustments

<i>Level of Home Adjustment</i>			
Score	Category	No of respondents	Percentage
<2	Low	79	16.81
2-12	Medium	302	64.25
>12	High	89	18.94
Total		470	100.00
<i>Level of Health Adjustment</i>			
Score	Category	No of respondents	Percentage
<2	Low	93	19.79
2-11	Medium	297	63.19
>11	High	80	17.02
Total		470	100.00
<i>Level of Social Adjustment</i>			
Score	Category	No of respondents	Percentage
<9	Low	75	15.96
10-17	Medium	314	66.81
>17	High	81	17.23
Total		470	100.00
<i>Level of Occupational Adjustment</i>			
Score	Category	No of respondents	Percentage
<6	Low	77	16.38
6-16	Medium	321	68.30
>16	High	72	15.32
Total		470	100.00

From table 1.2, it is found that 64.25 per cent of respondents have medium level of home adjustment. 63.19 per cent have medium level of health adjustment and 66.81 per cent and 68.30 per cent of the respondents have medium level of social and occupational adjustment respectively.

Association between profile variable and Emotional Intelligence

An analysis is made to study the relationship between personal variable, emotional intelligence and adjustments.

Table-1.3 Demographic Variable and Emotional Intelligence

S.no	Demographic Variable	Mean	Standard Deviation	F	Sig
1.	Education	132.10	12.06	2.670	.070
2.	Marital Status			.331	.718
3.	Cadre			6.585	.002
4.	Work Experience			.853	.492
5.	Monthly Income			.599	.439
6.	Family Size			3.488	.062

The results indicate that personal factors such as education, marital status, family type, work experience, monthly income, and family size of the respondents do not influence emotional intelligence of women nurses. The cadre of respondents have significant difference on emotional intelligence. The result is significant at 5 per cent level of significance. Since the F value is 6.585.

Table-1.4 Demographic Variable and Adjustments

Adjustments	Demographic Variable	Mean	Standard Deviation	F	Sig
Home Adjustment	Education	7.69	5.00	3.180	.042
	Marital Status			.946	.389
	Cadre			19.679	.000
	Work Experience			.891	.469
	Monthly Income			19.090	.000
	Family Size			.001	.978
Health Adjustment	Education	6.65	4.42	4.104	.017
	Marital Status			1.348	.261
	Cadre			11.457	.000
	Work Experience			2.975	.019
	Monthly Income			6.044	.014
	Family Size			1.051	.306
Social Adjustment	Education	13.52	3.98	6.035	.003
	Marital Status			5.533	.001
	Cadre			7.365	.001
	Work Experience			4.821	.001
	Monthly Income			9.199	.003
	Family Size			10.732	.001
Occupational Adjustment	Education	11.24	5.04	.650	.522
	Marital Status			.017	.983
	Cadre			1.707	.182
	Work Experience			2.331	.055
	Monthly Income			16.204	.000
	Family Size			8.224	.004

The one way Anova is applied to find out whether there is significant difference among the respondents based on their personal factors. The variables such as education, cadre and monthly income have influence over home adjustment and their F values are 3.180, 19.679 and 19.090 respectively. Education, cadre, work experience, and monthly income have influence over health adjustment and their F values are 4.104, 11.457, 2.975 and 6.044 respectively. Education, marital status, cadre, work experience, monthly income and family size have influence over social adjustment and their F values are 6.035, 5.533, 7.365, 4.821, 9.199 and 10.732 respectively. Monthly income and family size have influence over occupational adjustment and their F values are 16.204 and 8.224.

Influence of Emotional Intelligence, Home Adjustment, Health Adjustment, Social Adjustment and Occupational Adjustment on Job Performance

Emotional intelligence has been cited as a crucial contributor to organizational success and many organizational behaviorists have responded to the growing significance of emotional intelligence by attempting to identify factors that influence employees' performance at work. Goleman believes that the prediction on emotional intelligence for individual is successful life and work. Emotional intelligence develops innovational creativity in individuals and as a result, helps in the improvement of people's job performance.

Table-1.5 Influence of Emotional Intelligence, Home Adjustment, Health Adjustment, Social Adjustment and Occupational Adjustment on Job Performance

Model	B	t	Sig.
(Constant)	7.520	2.425	.019
Emotional Intelligence	.069	4.077	.000
Home adjustment	-.058	-.430	.670
Health adjustment	-.077	-.597	.553
Social adjustment	-.068	-.395	.695
Occupational adjustment	-.415	-2.566	.014
a. Dependent Variable: Job Performance			

The multiple regression analysis indicates that emotional intelligence has positive influence on

job performance, since the value is .069. The other variables home adjustment, health adjustment and social adjustment are insignificant but, it has a smaller negative effect on the job performance. It reveals that, when there is an increase in the adjustment factors such as home adjustment, health adjustment, social adjustment and occupational adjustment, it would result in smaller negative effect on job performance.

Conclusion

The present study is about emotional intelligence, adjustment and job performance among women nurses. An attempt is made in this research work to highlight the level of emotional intelligence among women nurses who play an important role in health care sector. Emotional intelligence, adjustments and job performance of nurses in their hospitals improve the wellbeing of the patients and the society.

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A STUDY ON JOB SATISFACTION OF FACULTY MEMBERS WITH SPECIAL REFERENCE TO SELF-FINANCING COLLEGES IN TIRUCHIAPPALLI.

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ABSTRACT

Job satisfaction is one of the most widely discussed issued in organizational behavior, personnel and human resource management and organizational management. As teaching does require a great deal of thoroughness and commitment, so in teaching it is more important to have mental commitment and loyalty than physical presence. In this stud the researcher investigated the present level of job faculty members of colleges. The major purpose of this descriptive-correlational study was to examine factors affecting job satisfaction of faculty members of colleges which is explained job motivator hygiene factors. A convenient random sampling technique has been for collecting the data from 100 faculty member. Employing a descriptive-correlative survey method and data were collected through questionnaire. The faculty members were generally satisfied with their jobs. The factor “work itself” was the most motivating aspect for the faculty members. The least motivating aspect was “working conditions” or environments of the members. The demographic characteristics of the faculty members were negligibly related to overall job satisfaction of them.

Key words: Job satisfaction, working condition, working environment

Introduction

Job satisfaction is a central variable in the study of organizational structure and theory, and can be considered a reflection of organizational functioning. Job satisfaction the extent to which people like or dislike their jobs, and can be defined as feeling or affective or affective reason an individual experience in a certain job role. The assessment of job satisfaction in many organizational has become an important practice to determine employee well-being. Teacher job satisfaction, while difficult to define, may be even more difficult to measure, determinants of job satisfaction are known to vary according to

gender, age, experience, and position, and defining job satisfaction for teacher involves many wide-ranging differences as to what contributes to job satisfaction (shann, 1998). While teacher’s feelings about certain aspects of their jobs strongly affect their decisions to stay in teaching or leave the profession, it becomes, clear that an understanding of teacher job satisfaction is important (Darling-Hammond, 2003).

Statement of the problem

Job satisfaction is the combination of psychological and environmental circumstances

that cause a person to truthfully say “I am satisfied with my job”. It is the end feeling of a person after performing a task. Employee job satisfaction is very complex, influenced by many factors like pay, work promotion, recognitions, working condition, benefits etc. This study is aimed in measuring the job satisfaction level of the faculty members those who are in self financing institution in and around Trichy. This is the main reason for the study.

Objectives of the study

The motivation to investigate the degree of job satisfaction arises from the fact that a better understanding of the faculty members is desirable to achieve a higher level of motivation which is directly associated with student achievement. Today's students are the future India. This the main reason to collect the data and to know the various factors affecting the job satisfaction of the faculty members. The work of shaping the future is in the hands of the faculty members.

- To know the level of job satisfaction of faculty members in self-financing Arts and Science Colleges located in and around Tiruchirapalli.
- To know the various factors determine the job satisfaction.
- To suggest appropriate measures to improve the level of job satisfaction.

Methodology of the study

Researcher adopted the descriptive research for the study. Both primary and secondary data have been collected for the study. Primary data have been collected directly from the faulty members through the questionnaire method. Convenient sampling technique is used for collecting the data. The data are analyzed using percentage analysis and chi square test at 5 percent level of significant confidence level.

Hypotheses of the study

- There is no relationship between scale of pay and job satisfaction
- There is no relationship between Designation and job satisfaction

- There is no relationship between student support programme and job satisfaction
- There is no relationship between work environment and job satisfaction
- There is no relationship between Job responsibilities and job satisfaction
- There is no relationship between interpersonal relationship and job satisfaction

Discussion and Results of the study

Age wise classification of the Respondent: Table 1 shows that the age of the respondent.

Table – 1 Age wise classification of the Respondent

Age	No. of Respondent	% of Respondent
20 – 30	20	20
30 – 40	40	40
40 – 50	30	30
50 – 60	10	10
Total	100	100

Source primary data

with the help of the above table it is observed the 20 percent of the college Faculty members from the age a group of 20 – 30, 40 percent of them from the age group 30-40, 30 percent of them from 40 – 50, 10 percent of them from the age group of 50 – 60. Majority of them are from middle age group.

Sex wise classification: Table – 2 Sex wise classifications of the college Faculty members

Table – 2 Sex wise classification of the college Faculty members

Particulars	No. of college Faculty members	% of Respondent
Male	45	45
Female	55	55
Total	100	100

Source primary data

With the above table, it is observed that 55 percent of the college Faculty members from. This may be because in the heart of the town there are a 4 women's colleges functioning.

Education qualification of the college Faculty members Table – 3 shows that the educational qualification of the college Faculty members.

Table – 3 shows that the educational qualification of the college Faculty members.

Educational qualification	No. of Respondent	% of Respondent
M.Phil	23	23
M.Phil with SEN or NET	27	27
Ph.D	50	50
Total	100	100

Source primary data

With the help of the above table, it is observed that 23 percent of the college Faculty members completed M.Phil level, 27 percent of them completed their M. Phil with the eligibility test and 50 percent of them Ph.D. The eligibility for the college Faculty members is either SET or NET or Ph.D

Designation of the respondent: The following table gives details of the designation of the respondent.

Table – 4 Designation of the respondent

Designation	No. of college Faculty members	% of Respondent
Assistant Professor	60	60
Associate Professor	40	40
Total	100	100

Source: Primary data

With the above table, it is clear that majority 60 percent of them are belong to Assistant Professor, 40 Of them are Associate Professor.

Income of the college Faculty members: Table 5 shows that the monthly income of the family members of the college Faculty members

Table – 5 Income of the college Faculty members

Income	No. of college Faculty members	% of Respondent
10,000 – 20,000	05	05
20,000 – 30,000	13	13
30,000 – 40,000	17	17
40,000 – 50,000	25	25
Above 50,000	40	40
Total	100	100

Source: primary data

with the above table, it is observed that majority of college Faculty members nearly 25 of them earning about 40,000 – 50,000, nearly 05 of the college Faculty members are getting up to 20,000, 13 of the college Faculty members are getting up to 20,000 – 30,000 per month, 17 of them getting between 30,000 – 40,000, and 40 of them getting salary of above 50,000.

Years of Experience – Table – 6 shows Faculty members experience of the college Faculty members

Table – 6 Years of Experience

Particulars	No. of Respondent	% of Respondent
Less than 5 years	08	08
5 – 10 years	23	23
10 – 15 years	39	39
More than 15 years	30	30
Total	100	100

Source: primary data

The Faculty members' experience of colleges are presented in table 6 and it shows that 70 percent of Faculty members had the teaching experience of less than 15 years and only 30 percent had the experience of more 15 years. It is predominant that most of the college Faculty members who have less experience in teaching are middle aged. The following table shows the overall job satisfaction of college Faculty members.

Table 7. Showing the Overall Job Satisfaction of Faculty members

Particulars	No. of Respondent	% of Respondent
Very Good	24	24
Good	67	67
Poor	4	4
Very Poor	2	2
No Opinion	3	3
Total	100	100

Source: primary data

The frequency distribution of overall job satisfaction of faculty members is presented in

table 7. It is evident that about 67 percent of faculty members are feels good about their current jobs followed by very good (24 percent) and poor (4 percent). Only 2 percent of faculty members are expressing dissatisfaction about their jobs.

Testing of Hypotheses

- There is no relationship between scale of pay and job satisfaction
- There is no relationship between Designation and job satisfaction
- There is no relationship between student support programme and job satisfaction
- There is no relationship between work environment and job satisfaction
- There is no relationship between Job responsibilities and job satisfaction
- There is no relationship between interpersonal relationship and job satisfaction

Table 8. Relationship between Overall Job Satisfactions with Motivational Factors

Variables	Scale of pay	Designation	Students support Programmes	Work environment	Job Responsibility	Interpersonal relationship	Job Satisfaction
Scale of pay	1						
Designation	0.16	1					
Students support programmes	0.23	.38	1				
Work environment	0.48	0.72	0.28	1			
Job Responsibility	0.67	0.39	0.76	0.48	1		
Interpersonal relationship	0.03	0.84	0.69	0.67	0.75	1	
Job Satisfaction	0.04	0.67	0.45	0.75	0.86	0.48	1

The null hypotheses are accepted, the relationship between the variables are weak, because the job satisfaction is not decided by a single variable. Each and every factor contributes for job satisfaction.

- There is no relationship between scale of pay and job satisfaction
- There is no relationship between Designation and job satisfaction
- There is no relationship between student support programme and job satisfaction
- There is no relationship between work

environment and job satisfaction

- There is no relationship between Job responsibilities and job satisfaction
- There is no relationship between interpersonal relationship and job satisfaction

Findings of the study

- It is observed the 20 percent of the college Faculty members from the age a group of 20 – 30, 40 percent of them from the age group 30-40, 30 percent of them from 40 – 50, 10 percent of them from the age group of 50 – 60. Majority of them are from middle age group.
- It is observed that 55 percent of the college Faculty members are female. This may be because in the heart of the town there are a 4 women's colleges functioning.
- It is observed that 23 percent of the college Faculty members have been completed their M.Phil level, 27 percent of them are completed their M. Phil with the eligibility test and 50 percent of them are completed their Ph.D.
- It is clear that majority 60 percent of them are belong to Assistant Professor, 40 Of them are Associate Professor.
- It is observed that majority of college Faculty members nearly 25 earning about 40,000 – 50,000, nearly 05 of the college Faculty members are getting up to 20,000, 13 of the college Faculty members are getting up to 20,000 – 30,000 per month, 17 of them getting between 30,000 – 40,000, and 40 of them getting salary of above 50,000.
- The Faculty member's experience of college Faculty members are presented in table 6 and it shows that 60 percent of Faculty members had the teaching experience of less than 15 years and only 40 percent had the experience of more 15 years. It is predominant that most of the college Faculty members who have less experience in teaching are middle aged.
- There is no relationship between scale of pay and job satisfaction

- There is no relationship between Designation and job satisfaction
- There is no relationship between student support programme and job satisfaction
- There is no relationship between work environment and job satisfaction
- There is no relationship between Job responsibilities and job satisfaction
- There is no relationship between interpersonal relationship and job satisfaction

Suggestion

The colleges should take of their faculty members by way of offering good package of salary, provide space for them to develop their research skill, improving working conditions, student support programmes and arrange regular faculty development programmes are considered, it would not only improve the quality of their institution, job satisfaction and quality of work life of the lecturers, but in an indirect way improve the inputs for the post graduate courses be it, computer applications or business administration which might be pursued by the students after their course completion at arts colleges. The faculty members are the assets of their organization, the management only supporting factor to retain them in their organization only.

Conclusion

At present India is striving to compete in a globalized economy in areas that require highly trained professionals, and thus the quality of higher education has become increasingly significant. Higher education in India has recorded impressive growth since Independence. Hence India has to compete with global economy where we need qualified faculties. Here the faculties have played a major role in our educational system. The salary, working

environment, promotional opportunity and interpersonal relationship are the main factors influencing job satisfaction. Out of all factors the salary and the environment play important role and ranks first and second position. Self financing institutions are not able to pay higher salary. If the government, UGC, and other funding agencies whether directly or indirectly supports then the colleges can afford a decent pay to their staff members. Thus will enhance the performance level of the faculties. Today many students are graduated without the employability skills. Due to this reason management should take care of the faculty members and support the students for acquiring the skills and enhance the performance of the students in the global environment.

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THE CONTRADICTIONARY SIDE OF WRONGNESS AS REFLECTED THROUGH JOHN MILTON'S 'PARADISE LOST'

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ABSTRACT

The path –breaking literary work titled 'Paradise Lost', had many ripple effects when it was published for the first time. Since then, this work had been put into various analysis and interpretations by many literary critics of predominant nature. From these evaluative methodologies to which, this literary was subjected to, one thing is aptly clear that is, even, the most negative figure Satan, as characterized in the book, does have a resonance in the realm of positivity. His actions can be subtly understood from the perspective of the pressures and untenable position in which he was inserted in by God almighty. Sometime, there is an attempt to project Satan as a figure more wronged than otherwise in the epic poetry 'Paradise Lost'. In this research paper an attempt has been undertaken to give Satan his rightful place in relation to the epic poetry 'Paradise Lost'.

Keywords : *Paradise Lost, Angles, Garden of Eden, eternal reality, perpetual conflict*

The individuality of Satan in the Book IX of *Paradise Lost* is a very relevant fact. He uses his individuality in a deft and accurate manner to outwit the Angles who stand around the Garden of Eden to protect it from the evil force. Satan is an eternal reality who is in perpetual conflict with God. He has been driven out of Heaven because of his rebellion against God it is even said that he fought against the tyranny of God. Satan is a powerful force to be reckoned with in hell as well as Heaven. It is doubtful whether Satan can have any influence in heaven but of course he can work against the power of God and his creation as in the case of the temptation of Eve and Adam.

It is to be noted when Satan is thrown out of Heaven he takes a pledge to end the autocratic and domineering sort of rule of God. Satan is an extra ordinary being of indomitable power. Although he is abandoned in a pit of fire named inferno or hell, still he is able to put up a challenge

against the God almighty. The main aim of Satan is to bring chaos and havoc to the creation of God. He has an earnest desire to take revenge upon God for the humiliation he has suffered at the hands of God. Satan is ready to chart an independent course for him quite apart from the designs of God. There is a kind of deep –rooted necessity in the mind of Satan to go one step further than God to fulfill his nefarious and diabolic designs. God wants to bring peace and tranquility to exist in the cosmos without any erosion to his individual power or personal interests. In fact Satan uses his individuality to fight against a powerful force. The fact of the matter is Satan always fights against God to keep his individuality intact and also to protect his own ways of life.

Is there any distinction between good and evil? What is good? And what is not good? And why cannot the ways of Satan be justified? These are

the questions which are to be given consideration while looking into the very matters of the fight of Satan against God to keep his individuality intact. First of all Satan is engaged in a battle with God to get back his rightful place in heaven. Satan has revolted against God solely because he wants to introduce his own rightful or wrongful concept, principles and ideals in Heaven. It is a revolt entirely on the basis of rightful or wrongful ideology to be applied in Heaven. Satan is defeated in this battle because he is not able to get the support of the majority of Angels. God is able to garner the support of the Angels. So, he defeats Satan and throws him into Hell. Satan is projected as an unsung hero. He wants his viewpoint about the running of Heaven to be heard by one and all. But his voice always is drowned by the persuasive power of God. It is to be noted that when Satan starts his rebellion, God does not use the path of discussion to bring him to the right path but simply throws him out of the entire system of Heaven. So from all these humiliation Satan acquires a wounded personality. This wounded personality in Satan has hardened his resolve to fight against God in a powerful manner.

It is to be again noted that God has given Adam and Eve, his creations to work in the Garden of Eden in an independent manner. God is careful enough to protect the will power of Adam and Eve. They are considered as independent beings. They have the freedom to do whatever they want to do except one thing. Although God has recognized the free-will of Adam and Eve his creations, he has not given his tacit approval to his companion Angel, the Satan to have his free will when he revolts against him. There is a bias involved in the part of God in regard to the treatment of Adam and Eve and his fellow Angel the Satan. In the Book IX of Paradise Lost Satan has only reasserted his destiny of human beings, as God has already established his authority over them. Satan wants to get his share of the cake on Earth. He wants to claim the equal right over human beings with God. Moreover he wants his individuality to be imprinted on the characteristics of the human beings on Earth.

When Satan stakes his claim over human beings, God doesn't recognize his right. Now, God is to a certain extent caught off the guard because of this he has to allow Satan's characteristics to be displayed through his creations, the human beings. So at last Satan does not only reassert his individuality but also is able to get what he wants to get.

The Book IX of Paradise Lost is all about the temptation of Satan of first parents Adam and Eve and their fall from paradise. In the temptation scene the skill and individuality of Satan can be seen in a very gross manner. He sneaks into the Garden of Eden at night like a fugitive. But once he is there he starts implementing what he really wants to do. It is to be remembered that Satan is in the Garden to get his right of having a kind of authority over human beings whom he thinks should have the characteristics and ideology he has. Satan has sneaked into paradise to stake claim to his own rightful place. He strongly believes that his individuality should have an impact in earth at large. As soon as he is in the Garden of Eden, he gets into the body of the serpent, the most cunning creature of God's creation. It is to be noted serpent is God's creation there is nothing wrong in what Satan has done that is disguising himself as a serpent because one of the creations God has created has helped Satan to fulfill his desire. This clearly indicates that there is a bit of the characteristic of Satan in all animated creatures however purified they are.

When Satan is in the Garden of Eden in the body of a serpent he has seen the beauty of the Earth. He is struck by the things he has seen. The natural set-up is such that he has developed a kind of regret for getting lost everything because of God. Satan is denied to all these things to which he is also entitled. He has naturally developed a Jealousy towards God at this stage. This feeling of denial and dejection has only strengthened the resolve of Satan to capture the minds of human beings Adam and Eve God has created and let live in the Garden of Eden. Satan has to face a psychological problem here he is denied

everything to which he is entitled by God. The very feeling that all these things could have been his if at all he hastaken a mellowed line against God and his entourage. But all the pleasures around him serve only to intensify his grief and his passion for revenge, for says he to himself.

The more I see, pleasures about me, so much more I feel. Torment within me, as from the hateful siege of contraries; all good to me becomes Bane, and in Heaven much worse would be my state. (Paradise Lost Book IX Page 120-124)

In his long soliloquy Satan pours out his thoughts he remembers about his powerful position when he was in the company of God before his revolt against God. Then he thinks that he is able to face any challenge from God. Now his power is considerably reduced. In fact he is not at par with the power of God. Satan again thinks that if he has power he could have created his own race to serve his own interests. Now God has created human beings to further his interests on Earth from whom he has been kept away. Satan cannot simply bear the thought of his designs being reduced to ashes on Earth by the human creatures that are out there to serve his (God's) interests. So this thought of himself being overwhelmed by the creations of God has redoubled the power of Satan to bring down God's human creations Adam and Eve to his level that is disobedience and sin. Now race of man to make up the numbers thus impaired. His resolve to have revenge on God through the ruin of this newly created race, whom, he finds, God is.

Determined to advance into our room. A creature formed of earth, and him endow, Exalted from so base original, with Heavenly spoils, our spoils. What he decreed. He effected; Man he made, and for him built. Magnificent this world, and Earth his seat, (Paradise Lost Book IX page 148 to 157)

Satan disguised as serpent moves towards Eve and gets control of her through his flattery. It is noted that Satan has that imaging skill to tempt human beings to do things exactly the way he

wants them to do. He wins over Eve and slowly tempts her to consume the very forbidden fruit.

It seems that Satan is always controlled by his violent passion. Satan has got this violent passion as a direct result of his experiences in Hell and the humiliation he has suffered in the hands of God. Satan generates this violent passion within him to carry out what he intends to do to capture and bring to his fold the human creation of God Adam and Eve. Satan is able to get rid of his evil designs if there is a fertile soil for him to share power and authority with God. When he is in the midst of the Garden of Eden he forgets his evil deeds for a moment but the desire within him to take revenge upon God for what he has done toward him takes precedence over the very thought of reconciliation.

At last in the Book IX of *Paradise Lost* Satan has avenged the humiliation he has suffered at the hands of God when he has raised the banner of revolt against the domineering rule of God in Heaven. He has also asserted his right to exist as a force on Earth. Satan has also kept his individuality intact but he is also about to hand over to human beings his basic characteristic. In that sense he scored a point over God. Satan has had final triumph and victory over God in a practical sense. The self-asserting hero, the Satan has the last laugh over God in the Book IX of *Paradise Lost*.

George Parfitt has expressed his view about Satan in his book *English Poetry of the Seventeenth Century*. According to him the position of Satan is reminiscent of a hero. The Satan of *Paradise Lost* is much more complex than this summary suggests. The impression of the first two books is not of a figure of sly and sordid treachery, but of a massive, worthy opponent of a God seen by Satan as a tyrant what is striking is the quality of Satan's resistance and his ability to infuse his followers with this, symbolized by the building of pandemonium and by the resolution to carry on the struggle. The story tells us that the resistance is hopeless and that it is vicious, as well as dangerous for man,

but the same story has put Satan into a position reminiscent of heroes. (Page 186)

Satan is made a hero by Milton through his representation of Satan in *Paradise Lost*. The reader of the Epic is persuaded to identify himself with Satan due to the deft way in which he is presented or characterized. How Satan is made a hero is described by Christopher Kendrick in his book *Milton: A Study in Ideology and Form* he says:

Conclusion

So, the contention that Satan is absolutely wrong and God is absolutely right can be reviewed divergently from different quarters. The very idea of stark rightness does have its own pitfalls in today's modernised, liberalised, globalised and privatised world. Because the society of the world today is held together by the concept of tolerance and accommodative tone and tenor. If we relate absolute wrongness with something and someone, then we are intolerant and violent-ridden in our scope and reach. The question arises that should we resort to the bashing of one party over the other in our articulations? It is not the case because; the rights of the people of one part of the world are the

wrongs of the people in another part of the world. Likewise the wrongs of certain people in one corner of the world are the rights of others. So it is to be maintained that two wrongs cannot make a right or two rights cannot make a wrong. What is needed is to understand Satan from his own point of view and perspective and God from his own angle. There is no need to cross this particular and important boundary line at any stretch of the imagination.

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ENVIRONMENTAL AWARENESS OF RURAL WOMEN IN NAGAMALAI PUDUKOTTAI, MADURAI DISTRICT

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ABSTRACT

A developed country should have a balanced development of the economy and the society. So every citizen must be aware of the fact of protecting the place (earth-environment), in which we live in like our own house. People must be made aware, that if healthy environment is lost, our very survival is also lost. In the event of not being alerted at least at this juncture, as to the deterioration of the environment, the society will be deprived of sustainability. Like any other developmental programme of the government, making the people “Environmental Literates” is the need of the hour to save the ‘Mother Earth’. This can be made possible by the continuous efforts of the government through public participation.

Key words : Natural Resources, Population explosion, urbanisation, cultivable lands , Mother Earth’

Introduction

‘Health is wealth’ is the saying and it is known that if health is lost everything is lost. Similarly natural resources like soil, water, air, minerals and forest are the treasures of any country for the economic and social development. A developed country should have a balanced development of the economy and the society. So every citizen must aware of the fact that if healthy environment is lost, our very survival is also lost. Crucial time has come to realise the changing pattern of the present day environment.

Population explosion, exuberant growth of urbanisation, decline of cultivable lands, growing number of vehicles on the road, deforestation, industrialisation, changing pattern of consumption, changing pattern of life and exploitation of natural resources by human activities have all threatened our basic survival on earth. In the event of not being alerted at least at this juncture, as to the deterioration of the

environment, the society will be deprived of sustainability of all boon of natural wealth bestowed by our nature itself which will also be raw materials for most of the small-scale industries and big industrial sector.

Environmental Awareness

Every activity of an individual is the result of the conscious thinking. But some regular practices, which may be done unknowingly, turned into habit and then becomes the character. Dealing with and disposing the domestic wastes also becomes the habit of the people. If people are well informed and aware of the ill-effects of the environmental degradation by own behavior, environmental friendly measures can be followed which will protect the mother Earth. Any change to be real should come from women.

The present study is an attempt to measure the level of environmental awareness among the women in Nagamalai Pudukottai, Madurai District and the relationship between the

identified personal variables and level of environmental awareness on the components air, water, soil and noise and ultimately the overall with the help of chi-square tests and the relationship among the components of environmental awareness using correlation coefficient.

Yardstick for Measuring Environmental Awareness

The environmental awareness is analyzed with twelve statements for environmental components namely air, water, soil and noise on a five point-scale. The score of each statement of the components is ascertained by assigning five points to the response strongly agree, four points to agree, three points to no opinion, two points for disagree and one point for strongly disagree response. From the score of 1038 respondents, mean and standard deviation were calculated for each component and for the overall environmental awareness. The mean and standard deviation for each component and for the overall environmental awareness is presented in the Table 1.

Table 1 Mean and Standard Deviation of Environmental Awareness

Environmental Awareness Components	Mean	Standard Deviation
Air	35.42	6.927
Water	37.63	6.464
Soil	38.45	5.523
Noise	38.29	6.007
Overall	149.80	18.751

(Source: Primary Data)

With the help of mean and standard deviation, the level of environmental awareness for each component and for the overall environmental awareness is classified into three categories as:

1. Low level = the score values d" (mean - \ddot{a})
2. Medium level = the score values in between (mean + \ddot{a}) and (mean - \ddot{a})
3. High level = the score values e" (mean + \ddot{a})

To test the null hypothesis that the personal variables are independent of the level of

environmental awareness, chi-square test is applied.

Level of Environmental Awareness

The classification of respondents according to their level of environmental awareness on the components of air, water, soil, noise and the overall are furnished in the Table 2.

Table 2 Level of Follow up of Environmental Awareness

Category	Number of respondents									
	Air	%	Water	%	Soil	%	Noise	%	Overall	%
Low	142	13.7	199	19.2	170	16.4	177	17.1	154	14.8
Medium	715	68.9	689	66.4	689	66.4	735	70.8	743	71.6
High	181	17.4	150	14.5	179	17.2	126	12.1	141	13.6
Total	1038	100.00	1038	100.00	1038	100.00	1038	100.00	1038	100.00

(Source: Primary Data)

Table 2 reveals that, majority of the respondents come under the medium level of environmental awareness category.

Relationship of Personal Variables with Level of Environmental Awareness

The relationship of the personal variables of the respondents such as age, education, occupation, number of children, type of house and the nature of house, with the level of environmental awareness is tested using chi-square test.

Age and Level of Environmental Awareness

In order to test the null hypothesis, the age is independent of the level of environmental awareness, chi-square test is applied. The results, of the chi-square test, are presented in the Table 3.

Table 3 Age and Level of Environmental Awareness-Chi-Square results

S. No	Components	Chi- square value	Degrees of freedom	P value	Result
1.	Air	6.032	6	0.420	NS
2.	Water	4.863	6	0.561	NS
3.	Soil	8.918	6	0.178	NS
4.	Noise	5.731	6	0.454	NS
5.	Overall	4.784	6	0.572	NS

Note: NS – Not significant

From the Table 3, it is evident that, the null hypothesis is accepted and it is concluded that

the age is independent of the level of environmental awareness.

Education and Level of Environmental Awareness

In order to test the null hypothesis, the education is independent of the level of environmental awareness, chi-square test is applied. The results, of the chi-square test, are presented in the Table 4.

Table 4 Education and Level of Environmental Awareness-Chi-Square results

S. No	Components	Chi- square value	Degrees of freedom	P value	Result
1.	Air	4.496	6	0.610	NS
2.	Water	1.723	6	0.943	NS
3.	Soil	4.689	6	0.584	NS
4.	Noise	4.046	6	0.670	NS
5.	Overall	0.383	6	0.999	NS

Note: NS – Not significant.

From the Table 4, it is evident that, the null hypothesis is accepted and it is concluded that the education is independent of the level of environmental awareness.

Occupation and Level of Environmental Awareness

In order to test the null hypothesis, the occupation is independent of the level of environmental awareness, chi-square test is applied. The results, of the chi-square test, are presented in the Table 5.

Table 5 Occupation and Level of Environmental Awareness-Chi-Square results

S. No	Components	Chi- square value	Degrees of freedom	P value	Result
1.	Air	5.073	4	0.280	NS
2.	Water	7.352	4	0.118	NS
3.	Soil	10.113	4	0.039	NS
4.	Noise	7.150	4	0.128	NS
5.	Overall	10.604	4	.031	NS

Note: NS – Not significant

From the Table 5, it is evident that, the null hypothesis is accepted and it is concluded that the occupation is independent of the level of environmental awareness.

Number of children and level of environmental

Awareness

In order to test the null hypothesis that the number of children in the family are independent of environmental awareness, chi-square test is applied. The results, of the chi-square test, are presented in the Table 6.

Table 6 Number of Children and Level of Environmental Awareness-Chi-Square results

S. No	Component	Chi- square value	Degrees of freedom	P value	Result
1.	Air	9.633	4	0.047*	S
2.	Water	1.299	4	0.862	NS
3.	Soil	1.534	4	0.821	NS
4.	Noise	0.580	4	0.965	NS
5.	Overall	4.614	4	0.329	NS

Note: 1. S – Significant, NS – Not significant

2. * denotes significant at 5 % level of significance.

From the Table 6, it is evident that, there is a significant difference between the number of children in the family and environmental awareness on the component air at five per cent level of significance for four degrees of freedom.

Type of House and Level of Environmental Awareness

The type of house of the respondents is classified into three categories, as respondents, with the house types as own house, rented house and house taken for lease. In order to test the null hypothesis, the type of house is independent of the level of environmental awareness, chi-square test is applied. The results of the chi-square test are presented in the Table 7.

Table 7 Type of the House and Level of Environmental Awareness-Chi-Square results

S. No	Components	Chi- square value	Degrees of freedom	P value	Result
1.	Air	8.309	4	0.081	NS
2.	Water	21.667	4	0.000**	S
3.	Soil	12.755	4	0.013*	S
4.	Noise	14.381	4	0.006**	S
5.	Overall	18.571	4	0.001**	S

Note: 1. S – Significant, NS – Not significant

2. * denotes significant at 5 % level of significance

3. ** denotes significant at 1 % level of significance

From the Table 7, it is evident that, there is a significant difference between the type of house of the respondents and the level of environmental awareness on the components water (1% level of significance), soil (5% level of significance), noise (1% level of significance) and overall (1% level of significance) whereas air is not significant for four degrees of freedom.

Relationship Between Level of Follow up of Environmental Awareness Components

In order to find out the relationship with in the components of the level of environmental awareness, correlation has been calculated. The following Table 9 presents the correlation coefficients between the components of awareness, air, water, soil and noise and the overall environmental awareness.

Table 8 Correlation Matrix

		Environmental Awareness					
Environmental Awareness	Components	Air	Water	Soil	Noise	Overall	
	Air	r	1	.380**	.092**	.121**	.566**
		p	.000	.003	.000	.000	.000
	Water	r	.380**	1	.515**	.612**	.833**
		p	.000	.000	.000	.000	.000
	Soil	r	.092**	.515**	1	.901**	.795**
		p	.003	.000	.000	.000	.000
	Noise	r	.121**	.612**	.901**	1	.841**
		p	.000	.000	.000	.000	.000
	Overall	r	.566**	.833**	.795**	.841**	1
		p	.000	.000	.000	.000	.000

Note: 1. **, Correlation is significant at the 0.01 level
 2. *, Correlation is significant at the 0.05 level
 3. **Statistically significant in bold**
 4. r = correlation
 5. p = p value (N=1038)

It is evident from the Table 9 that, the follow up of noise with soil (.901) followed by noise with overall (.841) and water with overall(.833) is positively correlated. It is also to be noted that the all the correlation coefficients calculated are significant either at one per cent or at five per cent level of significance.

Summary

The level of environmental awareness of the respondents is classified into three categories namely low, medium and high level on the basis of mean and standard deviation. The relationship of the personal variables of the respondents with the level of awareness of environmental awareness is tested with the help of chi-square test.

The chi-square test result shows that the only personal variable, type of house is dependent of the level of overall environmental awareness. The variable type of house of the respondents shows a significant difference with the level of environmental awareness on the components water(1% level of significance), soil (5% level of significance), noise (1% level of significance) and overall (1% level of significance). The variable nature of house of the respondents shows a significant difference with the level of environmental awareness on the component water.

The correlation results showed a positive correlation between all the components of environmental awareness and the overall environmental awareness. The correlation of noise with soil shows a high degree of positive correlation of 0.901, followed by noise with overall 0.841 and water with overall 0.833.

Majority of the respondents come under the medium level of awareness category. Like any other developmental programme of the government, making the people “**Environmental Literates**” is the need of the hour to save the ‘Mother Earth’. This can be made possible by the continuous efforts of the government through public participation.

GREEN MARKETING- THE NEED OF THE HOUR- PLASTIC ELIMINATION

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ABSTRACT

In olden days, one has to go to market means; he/she plans with the bags and baggage but now with the bare hands the person go and starts buying the goods. Buying the polythene bags / purchasing foods in plastic packages become fashion, trend at some times need of the buyer. Day by day the environment & health of the people is deteriorating with the usage of dangerous products, packages & services. Plastic is one of the dangerous in our usage. Plastic package in everything and everywhere spoils the quality and taste of the food, effects the environment by not decomposing.

Key words; Green marketing, Garbage, Politics, Polythene

Introduction

In this modern era polythene has become the part of life, no one carry bags while going for the purchases, it may be in small petty shop or Big shopping mall everywhere plastic is the mode of transfer. This “Risk free life style leading towards health less life” because using plastic is not safe. Usage of plastic for packing food products will reduce the quality of the product, especially in hotel industry. As plastic is not decomposable it will effect on the environment.

As now a day buzzing issue is about cleaning the GANGA River, in pollution of Ganga river plastic and plastic byproducts play major roll, cleaning GANGA is very difficult without preventing the usage of plastic and using decomposable alternatives for plastic.

Usage of plastic is creating problems for agricultural activity, as plastic covers are mixing in animal dung, separate the plastic in field is

big problem. Also plastic effect on underground water formation.

As it is known fact that plastic is not decomposable, burning plastic leads to air pollution, and disposal of plastic creating too much of waste land as it occupying thousands Acres of land.

Other sensational fact that even recycling the plastic will not create good quality and workers who are working in producing virgin plastic and recycling plastic are affected, it is effecting on their health.

Literature Review:

JAMES AGRESTI (2015): Plastic Bags Harm the Environment: In 2011, the United Kingdom's Environment Agency released a study that evaluated nine categories of environmental impacts caused by different types of supermarket bags. The study found that plastic bags have a

worse effect on the environment than paper bags in all nine impact categories, which include global warming potential, abiotic depletion, acidification, eutrophication, human toxicity, fresh water aquatic Eco toxicity, marine aquatic Eco toxicity, terrestrial Eco toxicity, and photochemical oxidation.

Centers for Disease Control Report, (2001): “National Report on Human Exposure to Environmental Chemicals,”

Stephen Carlos (2012) WHY BAN PLASTIC BAGS: Plastic bags are lethal. Plastic kills at least 2 million birds, whales, dolphins, seals, sea lions and turtles every year. They choke or get tangled in the plastic and die. Or they eat plastic, leading to internal infections, starvation and death.

There are 46,000 – 1,000,000 pieces of plastic debris floating near the surface of every square mile of ocean worldwide. Nearly 90% of floating marine litter is plastic. 100 million tons of plastic has entered the world’s oceans. The amount of plastic doubles in the world’s oceans every three years.

Plastic does not dissolve; it breaks into tiny pieces and stays there for up to 1,000 years, contaminating soil, waterways and oceans and entering the food web when eaten by animals. At this size it is eaten by every single organism in the world’s oceans including the great Blue Whale. Since the 1950ies almost every piece of plastic that we have ever made, used and thrown away is still here on this planet and will be here for centuries to come.

Joe Thornton (2002): Plastics Impact Human Health: Production of all fossil-fuel-based products is associated with widely recognized health hazards and environmental impacts. Polyvinyl chloride (PVC) and polystyrene are among the worst polymers and are associated with hazards throughout their lifecycle of production, use, and disposal. Production and disposal of PVC releases persistent pollutants into the environment that are

known to cause cancer, disrupt the endocrine system, impair reproduction, cause birth defects, and more

Polystyrene, a common material for take-out containers and other single-use food-related items, is made from benzene (a known carcinogen) and styrene (a suspected carcinogen and known neurotoxin) [“Are Polystyrene Food and Beverage Containers a Health Hazard?” Facts to Act On, Release #5, ILSR, August 15, 1990; National Institute of Health, U.S. National Library of Medicine, Specialized Information Services Web site; and “Fact Sheet on Hormone-Disrupting Chemicals,”

Polymer	Common Applications	Health Issues
Polycarbonate (PC)	Baby bottles, sports water bottles	Can leach out biphenyl A, a hormone disruptor
Polystyrene (PS)	Foam insulation, packaging peanuts, plastic utensils, meat trays, egg cartons, take-out containers, single-use disposable cups	Uses benzene, styrene and 1, 3-butadiene. Styrene is a neurotoxin and is known to be toxic to the reproductive system. PS releases toxic chemicals when burned.
Polyvinyl Chloride (PVC or vinyl)	Building pipes, siding, membrane roofing, flooring, and window frame; shower curtains, beach balls, credit cards, cooking oil bottles	Made from the vinyl chloride monomer; high chlorine and additive content. Toxic additives such as phthalate softeners leach out. PVC releases dioxin and other persistent organic pollutants.

Orthern territory environment protection authority (2012): Environmental Impacts:

The environmental impacts of plastic bag use include:

Danger to animal life: especially when they find their way into the sea. Plastic bags are quite commonly mistaken for food by animals, especially when the bags carry food residues, are brightly coloured or are animated by the movement of water. A great variety of animals, land and especially marine, can choke to death on bags, experiencing much pain and distress. If swallowed whole, animals may not be able to digest real food and die a slow death from starvation or infection.

Pacific Trash Vortex

The amount of floating plastics in the world’s oceans is increasing dramatically. The Pacific

Trash Vortex is a 'gyre' or vortex of marine litter in the North Pacific Ocean. The vortex is characterized by exceptionally high concentrations of suspended plastics, such as plastic bags, bottles, containers and other debris, that have been trapped by currents. It is now estimated to be twice the size of Texas. Its impact on marine ecosystems is catastrophic due to its toxic nature and threat to marine life.

Litter problem

Plastic bags are a highly visible, ugly component of litter. Local and State Governments around Australia spend more than \$200 million per year picking up litter. If plastic bags continue to be used, the number of bags littering the environment will increase over time.

Loss of resources

Plastic bags are typically used for a short period of time but take hundreds of years to break down in landfill. While plastic bags can be recycled, only a tiny proportion of plastic bags are collected and reprocessed.

Greenhouse gases

Based on using ten lightweight plastic bags per week over a 2-year period, the greenhouse gas impact has more than three times the greenhouse gas impact of a reusable 'green bag'.

A lightweight plastic bags consumes about 4.5 times more energy in its manufacture than reusable 'green bags'.

Findings:

- It is found that plastic bags have a worse effect on the environment than paper bags in all nine impact categories, which include global warming potential, abiotic depletion, acidification, eutrophication, human toxicity, fresh water aquatic Eco toxicity, marine aquatic Eco toxicity, terrestrial Eco toxicity, and photochemical oxidation.
- It's found that air, water & soil polluted which intern effects the groundwater level, ozone lyre effect and a lot of new un-curable disease

like Dengue, Ebola in addition to the existing lot of diseases which are killing the human & animal kind.

- It's found that the major effective places are pilgrims places like GANGA river PAMPA etc., due to the traditional superstitious pooja's & Rituals done by priests and devotees
- Accumulated Industrial, House hold, hospitals increasing day by day and there is no proper disposal methods and there is no proper awareness.
- It is also found that the labour's health badly affecting who is working in manufacturing units of plastic industry.

Suggestions:

I. To the Government

- ◆ Government should make strong laws in the view of manufacturing plastics which are hazardous to mankind.
- ◆ Government should concentrate about the quality of plastic products.
- ◆ Government should seize the industry which is not implementing the rules and regulations.
- ◆ Govt should make awareness to the industries, business men & consumer about the ill effects of plastic.
- ◆ Government should encourage to the industries & industrial products which r healthy to mankind in substitute of plastics like paper

II. To the industries

- ◆ Plastic manufacturing industries should maintain the Standards in their production policy.
- ◆ Plastic manufacturing industries have to take care about Health & Safety of workers who involving in the Floor level.
- ◆ Disposal of waste is the important thing in any manufacturing unit, especially plastic manufacturers have to take extra care about this.

III. To the people

- ◆ Unnecessary use of plastic and plastic by products should be reduced by the people. Environment friendly substitute products must replace the plastic.

Conclusion

In the domestic usage plastic less products should be encouraged by creating the awareness and banning the plastic products which are unhealthy to mankind. There is a need of strict laws and implementation of laws is required. Instead of controlling after the production of such products, it is better to ban or close the factories which are producing such a hazardous products. Recycling, collection, separation of plastics, storing to be done by the households & industries. Government should take more responsibilities while collecting garbage, and after collecting garbage, garbage segregation and it has to be recycled or else should send to concerned industries for further process.

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A STUDY ON CONSUMER'S SATISFACTION TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCE TO NAMAKKAL CITY

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ABSTRACT

Online shopping is gaining much importance in India. This study is to identify the satisfying factor towards online shopping in Namakkal city through a questionnaire. A total of 80 respondents were conveniently selected and analyzed by using simple percentage. This study reveals that most of the consumers are satisfied with factors like convenient, time saving, availability of products, Good description, shopping experience, offer price and choice for product selection.

Key words: Online shopping, consumer satisfaction.

Introduction

In the era of globalization and with the wonderful expansion of the internet, various businesses have globalized their sales and Marketing efforts for their products and services all through the net.

There are many websites available for online shopping with 24x7 timings. The online shopping is multiplying day-by-day. The wide use of internet and the rapid growth of technology have created a new market for both the customers and business. Nowadays internet is just another medium to get in touch with customers, but it is an important channel to continue relationship with existing customers. As for the retailer's internet marketing is becoming a more and more a crucial strategy to advertise their products and attract potential customers.

ACNielsen also reported that, across the globe, the most popular items purchased on the internet are books (34%), followed by videos/DVDs/games (22%), airline tickets/reservations (21%) and clothing/accessories/shoes (20%).

At present, most of the people attempt to save their time and instead of walking into the shops, they order whatever they want through the websites. In online shopping, with a few mouse clicks, customers can find the products or services that they need. Based on the needs and expectations of the customers, information is provided and optimized by e-business owners on the websites. In online shopping, most of the companies have the same products or services and customer is the final decision maker based on his or her previous experience and level of satisfaction. Customer can easily compare prices, quality of the information provided, shipment tracking and delivery in a short time. In a competitive market place, rivals try to offer free delivery and some discounts to get spontaneous support from the customers and attract them to choose their companies.

Objectives of the study

1. To know the socio-economic factors of the respondents.
2. To know the preferred websites for online shopping.

3. To identify the type of products purchased by the respondents through online.
4. To evaluate the satisfaction level of the consumer.

Statement of the Problem

People use to spend more time in a particular shop to purchase the products. The potential for online shopping in India has been growing tremendously. Companies are offering their products and services through online to build confidence among consumers. A study has been made to analyze the consumer satisfaction towards online shopping and also their socio-economic factors.

Scope of the study

This study will be useful to the number of online marketers to know about consumers satisfying factors and stock the products according to the consumers' preference.

Research Methodology

The nature of this study is exploratory and descriptive because both primary and secondary data have been used. Primary data is collected from respondents and secondary data is collected from journals, books and websites.

Sampling Technique

In this study convenience sampling method is used. The source of the sample is limited to Namakkal city. A structured questionnaire was used as the research instrument for this study. This structured questionnaire was prepared on the basis of objectives of the study.

Sample Size

The sample size we take was 80 consumers of online shoppers and the study was conducted in Namakkal city.

Limitations of the Study

1. This study is limited to Namakkal city; hence the findings may not applicable to other parts of the India.

2. Respondents age group was 18 years to 50 years only.

Findings

Table 1 Gender of Respondents

S.NO	Gender	No of Respondent	Percentage
1	Male	56	70
2	Female	24	30
	Total	80	100

Source: Primary data

Table 1 shows the gender classifications of the respondents. 70% of the respondents are male and 30% of the respondents are female.

Table 2 Ages of Respondents

S.NO	Ages (in years)	No of Respondent	Percentage
1	18 – 25	34	43
2	26 – 33	27	34
3	34 – 41	14	17
4	42 – 50	5	6
	Total	80	100

Source: Primary data

Table 2 reveals that the age group of the respondents. 43% of the respondents are falling under 18- 25 years, 34% of the respondents are falling under the category of 26 – 33 years, 17% of the respondents are falling under 34– 41 years and 6% of the respondents are falling under the category of 42-50 years. Majority of the respondents' age group was 18-25 years.

Table 3 Qualification of Respondents

S.NO	Qualification	No of Respondent	Percentage
1	HSC & below	16	20
2	UG	24	30
3	PG	40	50
	Total	80	100

Source: Primary data

Table 3 indicates that the academic qualification of the respondents. 50% of the respondents are PG, followed by UG qualifications are 32%, and 22% of the respondents are HSC and below.

Table 4 Occupation of the Respondents

S.NO	Occupation	No of Respondent	Percentage
1	Student	11	14
2	Employee	39	36
3	Self-employed	24	43
4	Housewife	6	7
	Total	80	100

Source: Primary data

Table 4 reveals that the Occupation of the respondents. 14% of the respondents are student, 36% of the respondents are Employee, 43% of the respondents are self-employed and 7% of the respondents are Housewife.

Table.5. Monthly Income of the Respondents

S.NO	Monthly Income	No of Respondent	Percentage
1	Below 10,000	42	52
2	10,001 – 15,000	20	25
3	15,001 – 20,000	10	13
4	Above 20,000	8	10
	Total	80	100

Source: Primary data

Table 5 reveals that the Monthly Income of the respondents. 52% of the respondents are earning the monthly income below Rs.10, 000, 25% of the respondents are earning the monthly income of Rs.10,001 – Rs.15,000, 13% of the respondents are earning the monthly income of Rs.15,001 – Rs.20,000, 10% of the respondents are earning the monthly income of above Rs.20,000.

Table.6. Preference of Websites for online shopping by the Respondents

S.NO	Web site	No of Respondent	Percentage
1	Amazon.com	19	23
2	Ebay.com	8	10
3	Flipkart.com	28	35
4	Jahong.com	5	6
5	Snapdeal.com	7	9
6	Walmart.com	3	4
7	Others	10	13
	Total	80	100

Source: Primary data

Table 6 reveals that the respondents Preference websites for online shopping. 35% of the respondents preferred websites for online shopping is Flipkart.com, 23% of the respondents preferred Amazon.com, 13% of the respondents preferred other websites like Futurebazar.com, Naptol.com, India times shopping.com, Yebhi.com etc., 10% of the respondents Ebay.com, 9% of the respondents preferred Snapdeal.com, 6% of the respondents preferred Jahong.com and 4% of the respondents preferred

Walmart.com.

Table.7. Mode of payments by the Respondents

S.NO	Mode of payment	No of Respondent	Percentage
1	Cash on delivery	46	58
2	Credit Card	12	15
3	Debit Card	15	19
4	Net Banking	7	8
	Total	80	100

Source: Primary data

Table 7 reveals that the Mode of payments for online shopping by the respondents, 58% of the respondents make payment through cash on delivery, 19% of the respondents make payment through Debit cards, 15% of the respondents make payment through credit card, and 8% of the respondents make payment through net banking.

Table.8. Products Purchased by the Respondents

S.NO	Products	No of Respondent	Percentage
1	Books	4	5
2	Clothes	10	13
3	Computer Hardware/Software	4	5
4	Electronic items	9	11
5	Grocery items	1	1
6	Home Appliances	5	6
7	Mobile Phones	43	54
8	Others	4	5
	Total	80	100

Source: Primary data

Table 8 reveals that the products purchased through online by the respondents. 54% of the respondents purchased Mobile Phones through online shopping, 13% of the respondents purchased clothes, 11% of the respondents purchased Electronic items, 6% of the respondents purchased Home appliances, 5% of the respondents purchased Computer Hardware/ Software, 5% of the respondents purchased books 5% of the respondents purchased other products and 1% of the respondent purchased Grocery items.

Table.9. Satisfaction Level of the Respondents

S.NO	Variable	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree	
		No	%	No	%	No	%	No	%	No	%
1	Time of Delivery	4	5	2	3	2	2	53	66	19	24
2	Good Description	24	29	34	43	8	10	8	10	6	8
3	Offer Price	40	50	33	40	2	3	3	4	2	3
4	Refund or Exchange Policy	3	4	3	4	11	14	23	28	40	50
5	After sale service	4	5	5	6	7	9	45	56	19	24
6	Shopping Experience	23	29	44	55	5	6	3	4	5	6
7	Availability of Products	53	66	27	34	0	0	0	0	0	0
8	Time saving	72	90	8	10	0	0	0	0	0	0
9	Product quality	3	4	5	6	12	15	40	50	20	25
10	Payment Security	6	8	8	10	15	19	34	43	17	20
11	Convenient	45	56	30	38	5	6	0	0	0	0
12	Choice for Product selection	34	43	43	53	3	4	0	0	0	0

Source: Primary data

Table 9 reveals that the satisfaction factors of the respondents. 100% of the respondents are satisfied with time savings and availability of products, 96% of the respondents satisfied with Choice for product selection, 94% of the respondents satisfied for convenient shopping, 90% of the respondents satisfied with price offer, 84% of the respondents satisfied with shopping experience, 72% of the respondents satisfied with Good description of the goods, 63% of the respondents dissatisfied with payment security, 75% of the respondents are dissatisfied with product quality, 78% of the respondents dissatisfied with exchange policy, 80% of the respondents dissatisfied with after sale service & 90% of the respondents dissatisfied with delivery time.

Suggestions

1. To overcome the problems of after sale service, more service Centre's have to be started in the major cities.
2. To overcome the barriers in case of Payment for security separate laws have to be framed for online purchase.
3. To satisfy online consumers, feedbacks have to be obtained to improve their products quality.
4. To get confidence among the consumers, refund or exchanging policy has to be implemented.

5. Marketers have to take steps to deliver the products in short time.

Conclusion

This study reveals that consumers are satisfied with online shopping in the study area. Online marketer has focus on after sale service, time of delivery, quality of the product and security for their payment. To maintain loyalty and to retain the consumers many schemes and offer, refund or exchange policy have to be introduced.

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EMPLOYEE WELFARE MEASURE AS A TOOL OF MOTIVATION FOR AN ENHANCED PERFORMANCE –A STUDY

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ABSTRACT

Employee welfare “ the efforts to make life worth living for workmen “ means anything done for the comfort and improvement, Intellectual or social, of the employees over and above the wages paid which is not a necessity of the industry.” Organizations provide welfare facilities to their employees to keep their motivation levels high. The basic purpose of employees welfare is to enrich the life of employees and keep them happy and contented, since the satisfied employee is a committed employee who will contribute more for the development of the organisation in terms of increased performance.

Key words : Employee welfare, employee morale, congenial surrounding, , recreation and counseling

Introduction

Employee welfare measure is the preservation of health and attitudes of the employee i.e., contributing to the maintenance of employee morale. Employee welfare therefore, forms one of the major determinants of industrial relations. After Industrial revolution each and every nation has to depend much on the industrial sector for the development of the economy. The economic development is the yard stick of the people standard of living. Level of consumption and the ratio of saving for that life is expected to be a risk free one to the maximum possible extent for the employees who are the back bone of the economy.

With regard to employee welfare, the Indian Employee Organization report points out that such services facilities and amenities. It may be established in the vicinity of the undertaking to

enable the persons employed to perform their work in healthy, congenial surrounding and provided with amenities conducive to good health and high morale. The above said service facilities and amenities are expected to be provided to the employees either voluntarily by the employers or by the state or by law. Employee welfare implies providing better work conditions such as proper lighting, heat control, cleanliness and low noise level, toilet, drinking water facilities, canteen and rest room, health and safety measures, reasonable, hours of work, holidays, and welfare services such as housing education, recreation and counseling. These things are considered as the best motivators for enhancing the performance through high degree of employee satisfaction.

Employee Welfare Measures - Historical Perspective

Employee welfare activity in India was largely

influenced by humanitarian principles and legislation. During the early period of industrial development, efforts towards workers' welfare was made largely by social workers, philanthropists and other religious leaders, mostly on humanitarian grounds. Before the introduction of welfare and other legislation in India, the conditions of employee were miserable. Exploitation of child employee, long hours of work, bad sanitation, and absence of safety measures, was the regular features of factory life.

The earliest legislative approach could be traced back to the passing of the Apprentices Act of 1850. This Act was enacted with the objective of helping poor and orphaned children to learn various trades and crafts. The next Act was the Fatal Accidents Act of 1853 which aimed at providing compensation to the families of workmen who lost their life as a result of "actionable wrong". Then came the Merchants Shipping Act of 1859, which regulated the employment of seamen and proved for their health, accommodation, and necessary articles of personal use. The deplorable conditions in which employee worked in the textile mills in Bombay during those days, as testified by the Factory Commission of 1875 was the immediate cause for the passing of the Act.. The movement to improve the working conditions of Indian employee started with the passing of the first Indian Factories act in 1881. Earlier attempts at legislation in this country were mainly aimed at regulation of employment

The Factories (Amendment) Act, 1891 was passed as a result of the recommendations of the Bombay Factory Commission of 1884 and the Factory Employee Commission of 1890. The Amalgamated Society of Railway Servants of India and Burma (1897) started a number of friendly benefit schemes. The Printers Union, Calcutta (1905) and the Bombay Postal Union (1907), introduced mutual insurance schemes, night schools, educational stipends, unreal allowances, and so on. The Government of India appointed a Commission in 1907 to study the

working conditions of employee in industry and made recommendations. A more comprehensive Act was introduced in 1911 on the basis of the recommendations of this Commission. The Indian Factories Act of 1911 was made applicable also to seasonal factories working for less than 4 months in a year. . Certain provisions were also made for the health and safety of the industrial workers. The Royal Commission on Employee under the chairmanship of J.H Whitley was appointed in 1929 to enquire into and report on the existing conditions of employee in industrial undertakings, plantations, mines, and so on. The Commission made an in-depth survey of different aspects of health, efficiency, welfare, standard of living, conditions of work and relations between employers and employees and submitted its monumental report on March 14, 1931. It recommended the enactment of a number of legislations relating to payment of wages in time, minimum wages, need for health insurance for industrial workers, and improvement of working conditions of plantation workers. Most of the recommendations of this Commission were accepted by the government and they constituted the powerful influence that led to the enactment of the Factories Act of 1934.

Employee Welfare Measures – Tool of Motivation

Motivation, as a process, started with a need in human being which creates a vacuum in a person. In an attempt to fill the vacuum an internal driving force is generated which starts and sustains a chain of action and reaction. It is at that point that the vacuum is also filled. Managers within companies or organizations are primarily responsible to ensure the tasks or job is done through employees in the right way. To achieve this, these managers must ensure that they have a competent personnel department for the recruitment of the best employees that are capable to do the job. For the company to optimize employee's performance there is need for the employees to be sufficiently motivated. Therefore, motivation in theory and practice

becomes a difficult subject touching on several disciplines. Although a lot of scholarly research has been written on motivation, this subject is not clearly understood and more often than not poorly practiced. On this score, to best understand how motivation can impact on employee's performance one must understand human nature. In as much as motivation impacts on employee performance, there is need to blend the appropriate motivational tools with effective management and leadership to achieve this goal.

The motivation of employees depends on the strength of their motives. Motives are need, wants, desire, or impulses within the individual and these determine human behavior. Therefore, motivation is the process of arousing behavior, sustaining behavior progress, and channeling behavior into a specific course of action. Thus, motives (needs, desire) induce employees to act. Motivation therefore, is the inner state that energizes people, channels and sustains human behavior. Since it has been established that all behavior except involuntary responses are goals directed, manager can apply motivational theories of management in their attempt to direct the job behavior of employees towards the goal of their establishment. Every organization and business wants to be successful and have desire to get consistent progress. The current era is highly competitive and organizations regardless of size, technology and market focus are facing employee retention challenges. To overcome these restraints a strong and positive relationship and bonding should be created and maintained between employees and their organizations human resource or employees of any organization are the most central parts so they need to be influenced and persuaded towards task fulfillments. For achieving prosperity, organizations design different strategies to compete with the competitors and for increasing the performance of the organizations. A very few organization believe that the human personnel and employees of any organization have its main assets to which can lead them to success or if not focused well to decline. Unless and until, the

employees of any organization are satisfied with it, are motivated for the tasks fulfillment and goals achievements and encouraged, none of the organization can progress or achieve success.

Employee Welfare Measure and Job Satisfaction

Job satisfaction implies a subjective and emotional reaction toward different aspects of the job, perceived as an emotional state resulting from the appraisal of one's situation, linked with the characteristics and demands of one's work (Spector 1997). Since job satisfaction arises from the ability to act in accordance with one's motivation, the relationship between what individuals want from their work and what they actually gain are considered important (Abu-Bader 2000).

The question of satisfaction from work cannot be considered without taking into account the values that people attach to their work activity (Kalleberg 1977). The satisfaction an employee obtains from work is a function of his/ her individual motives and values, and not only of the objective properties of that job. The values constitute potential sources of job rewards such as enjoyment of the tasks themselves or gratification received from helping people, reflecting the workers desire to be stimulated and challenged by the job and to exercise acquired skills at work

(Jessen 2010). Basically it combines an individual's feelings and emotions about their and how their job affects their personal lives. Paul Spector (1985) (cited in Tasnim 2006) define job satisfaction as a cluster of evaluative feelings about the job. He identified 9 facets of job satisfaction.

1. Pay- amount and fairness or equity of salary.
2. Promotion-opportunities and fairness of promotion.
3. Supervision-fairness and competence at managerial tasks by one's supervisor
4. Benefits- insurance, vacation, and fringe benefits

5. Contingent procedures-sense of respect, recognition and appreciation.
6. Operating procedure-policies, procedures, rules, perceived red tape.
7. Coworkers- perceived competence and pleasantness of one's colleagues.
8. Nature of work- enjoyment of the actual tasks themselves.
9. Communication- sharing information within the organization (verbally or in writing).

Employee Welfare Measure - Performance Linked Initiative

Job satisfaction - or lack of it - hinges on a productive, accomplishing relationship between staff and management; indeed, the success of any organization depends on staff members who enjoy their jobs and feel rewarded by their efforts. Ultimately, of all the people in the marketplace may suffer the most when this vital success factor is lacking. In earlier ages, many researchers have been directed on job satisfaction but this still remains an issue for many organizations. The ambition of this research paper is to examine the satisfaction level of the employees and helps organizations to know about the elements that influence job satisfaction. Precisely, we acquired employee empowerment and workplace environment as the antecedents to understand their effect on job satisfaction, and further the impact of job satisfaction on job loyalty, job performance and turnover intention.

Job Performance

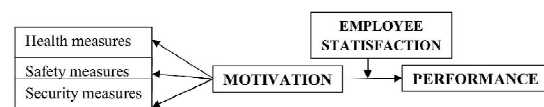
Job performance generally refers to whether a person performs their job well or not. Job performance is the way employees execute their work. An employee's performance is determined The management of people at work is an integral part of the management process. To understand the critical importance of people in the organization is to recognize that the human element and the organization are synonymous. A well-managed organization usually sees an average worker as the root source of quality and productivity gains. Such organizations do not

look to capital investment, but to employees, as the fundamental source of improvement. An organization is effective to the degree to which it achieves its goals. An effective organization will make sure that there is a spirit of cooperation and sense of commitment and satisfaction within the sphere of its influence. In today's dynamic and ever changing environment the job satisfaction has emerged as the key fact for motivating employees towards the organizational goals and objectives.

According to Humana Resource Philosophy employees are an important business resource that must be managed carefully in order to maximize return on investment and achieve business objectives. Organizations have to provide various benefits to ensure employees welfare is taken care off. In fact in this age and era it is almost impossible to operate an organization without offering a basic set of benefits for employees' welfare. Organizations should understand that a healthy and stress free worker is a major asset to the organization and should therefore provide welfare services and programs. The employee welfare programs can be classified into two categories viz. statutory and non-statutory welfare schemes. Job performance generally refers to whether a person performs their job well or not. Job performance is the way employees execute their work. An employee's performance is determined during job performance reviews. A fruitful service firm has invested resources into programs in order to increase job satisfaction and their employees performance. The turnover intention is the degree to which employees leave the organization. It also reflected being as leaving the company or department (Tett and Meyer).

Hypothesized Model

Employee Welfare Measures



Note: Independent variables – Health Measures, Safety Measures, Security Measures

Mediator – Motivation , Moderator- Employee satisfaction ,

Dependent variable- Performance

Conclusion

The study of Employees welfare schemes and its impact on employees efficiency.. The management required to provide good facilities to all employees in such way that employees become satisfied about employee welfare facilities. It increases productivity as well as quality and quantity. Therefore there is necessity of making some provision for improving the welfare facility through that employees will become happy, employees performance level become increase. It leads to improve favorable effects of profitability and products of the organization. At last it can be conclude that the employee welfare facilities provided by the company to employees are satisfied and it is commendable, but still of scope is there for further improvement. So that efficiency, effectiveness and productivity can be enhanced to accomplish the organizational goals.

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HUMAN RESOURCES MANAGEMENT IN STEEL AUTHORITY OF INDIA LIMITED (A CASE STUDY ON SALEM STEEL PLANT)

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ABSTRACT

Human resources management is the strategic and coherent approach to the management of an organization's most valued assets - the people working there who individually and collectively contribute to the achievement of the objectives of the business. The study on human resource management in Salem steel plant helps to know their preference and problem of the employees and their requirement. The study confines to the personnel policy and practices of "Salem Steel Plant" such as Recruitment, selection, training, pay, promotion, welfare, employee relation, employee motivation and job satisfaction. The study is a case study in nature based on field survey method. Based on the discussion, a questionnaire was prepared by the researcher after going through some available literature on the topic. The researcher adopted the random sampling method. In this study the questionnaire consisting mostly close ended questions with "likerts" 5 point scale technique. The results from the study conclusively indicate that it will have strong positive relationship to the Salem steel plant organization. Finally conclude that the organization continues the same stream human resources management in future it may be achieved many glorious things.

Key words: glorious, human resources, policies, people, requirement.

Introduction

Human resources management is the strategic and coherent approach to the management of an organization's most valued assets - the people working there who individually and collectively contribute to the achievement of the objectives of the business. Human resources are heterogeneous in the sense that they differ in personality, perception, emotional values, attitudes, motives and made of thoughts. While other resources depreciate, human resources appreciate with the passage of time. Better educated, more skilled, better aware of their interest and rights are some distinguishing feature of modern human resources. Generally an organisation is made up of four resources namely men, material, money and machinery of these,

the first one is living one i.e., human and the other three are non living i.e., non human. Hence people are the most significant resources in an organisation. Human resources management is the advanced form of the Human resources. It is considered as the backbone of any organisation or firm.

Review of Literature

Miles (1965)¹ contribution, the human resource management concept was rarely discussed in academic writings, but the term started to get increasingly used in practice in the mid seventies and little by little, it begun to replace the Personnel Management terminology. **Dinesh and Kulandaiswamy (1975)**² in his article "participative management" emphasized the need for workers participation in

management. Participative management requires a dynamic personnel policy. **Pandey and Prakash (1984)³** Tend in a study of industrial employees that respondents with achievement motivation were more satisfied than those with other motivation. **Sheridan (1992)⁴** Sheridan found that organizations that emphasize interpersonal relationships were more successful in minimizing employee turnover than those that emphasize work task values. **Armstrong (2000)⁵** proposes that HRM language should refer to the expressions of academics not practitioners who see little relevance in the academic literature. **Trang (2009)⁶** found relationships between human resource management, Work climate and organizational performance in the branch network of a retail bank. Significant correlations are found between work climate, human resource practices, and business performance. The results show that the correlations between climate and performance cannot be explained by their common dependence on HRM factors.

Research Problem

The study on human resource management helps to know their preference and problem of the employees. So the needs of the employees are carefully studied by conducting survey on human resources management. This study is very useful and helpful to know the problem faced by the employees and also know the employees requirements.

Scope of the Study

The scope of the study confines to the personnel policy and practices of "Salem Steel Plant" such as Recruitment, selection, training, pay, promotion, welfare, employee relation, employee motivation and job satisfaction. Hence, the present study is mainly based under both administrative and working group of employees.

Objectives of the Study

The major objectives of the study is to assess the Human resource management in Salem Steel Plant (SSP)

1. To examine the concepts of the Human Resources Management in general.
2. To study the employment policies and procedures of the organisation.
3. To assess the Human Resources Management Practices in the organisation and to find out the employee perception about them.
4. To identify the factors influencing Human Resource Management in the sample unit.
5. To offer suggestions and recommendations for improving Human Resource Management in the organisation.

Geographical Area

The study was carried out with employees in Salem Steel Plant (SSP) Salem District.

Methodology

The present study is an empirical one and field method is used for collection of required data. The personal interview technique method is applied to collect the relevant information from the "Salem Steel Plant" employees. The researcher has to use both primary and secondary sources in their study.

Research Design

The study is a case study in nature based on field survey method. Keeping the objectives, the researcher had a discussion with the officials of the personnel department of the unit. Based on the discussion, a questionnaire was prepared by the researcher after going through some available literature on the topic. The adequate information contained in the questionnaire was tested and the necessary changes were incorporated in the revised questionnaire in the light of the experience gained from the pilot study. A pilot study was conducted with 50 employees. By adopting the method of random sampling, 500 respondents were selected for the study and the information's were collected from them. In this study the questionnaire consisting mostly close ended questions with "likerts" 5 point scale technique.

Limitations of the Study

- ❖ An employee has fear to reveal some negative aspects.
- ❖ The study is applicable only to Salem steel plant and not to any other similar steel authority of India limited.
- ❖ The information regarding employee's performance appraisal scheme is kept secret in the Salem steel plant.
- ❖ The information collected is based on the perception of the respondents.
- ❖ The finding is based on the suggestions of the respondents.

Data Analysis and Interpretation

Analysis of data is a general ways involves a number of closely related operations, which are performed, with the purpose of summarizing the collected data, organizing these in such a manner that they answer the research questions. The data collected were systemically processed, tabulated and made suitable for analysis and interpretations. It was a study on human resources management in steel authority of India Ltd., with special reference to Salem Steel Plant through data collected by interview schedules. We have used the statistical analysis like, descriptive analysis, non parametric fried mean test, chi-square & ANOVA etc.

Hypothesis Testing

- Factors Influencing Source of Satisfaction towards Various allowances will be positively associated with HRM practices in Salem steel plant.

- Factors Influencing Source of Satisfaction towards Various Welfare facilities, will be positively associated with HRM practices in Salem steel plant

Hypothesis Testing for Allowance

Table No.1.1 Result of Mean & Chi-square

FACTORS	MEAN	CHISQUARE
Dearness allowance	3.15	61.856 with 4 d.f
HRA	2.81	
Conveyance allowance	3.01	
Leavetravel allowance	3.03	
Travelling allowance	3.01	

It could be noted from the above table that among the five factors "Dearness allowance" was ranked first. It is followed by the "Leave Travel Allowance". "Conveyance Allowance and Traveling Allowance" was ranked third.

Result of Chi-Square Test

Chi-square of 61.856 with 4 degrees of freedom is unlikely to have arisen by chance; therefore we conclude that the 500 respondent's do not have equal preference for all factors.

Hypothesis Testing for Welfare Facilities

Table 1.2 Result of Mean and Chi-square analysis

Factors	Mean rank	Chi square
Library	8.26	57.756 with 14 d.f
Gym	8.20	
Community hall	8.36	

It could be noted from the above table that among the fifteen factors "Community Hall" was ranked first. It is followed by the "Library". "Gym" was ranked third.

Result of Chi-Square Test

Chi-square of 57.756 with 14 degrees of freedom is unlikely to have arisen by chance, therefore we conclude that the 500 respondent's do not have equal preference for all factors.

Findings

1. Majority of the respondents belong to the age group of 35 & above years
2. The majority of sample respondents in the maximum study are having the maximum educational qualification as technical qualification.

3. The most dominant working experience among the respondent is 5-10 yrs, which alone constitute 5-10 yrs 31.6 percent to the total followed by the 15-20 yrs with 30.6 percent to the total.
4. Regarding the holding of current position in the organization. 55.6 percent of respondents are non executives, 23.2 percent of them are in junior non executives,
5. Majority of the respondents are satisfied with their recruitment, selection, training, pay, job satisfaction & motivation, allowances and welfare facilities of the organization.
6. Around 74% of the respondents said there is possibility to interacting with their colleagues.
7. Maximum 71.4 %, 76.4%, 81.4% 77.4%, of the respondents are satisfied with the working atmosphere, workload, working hours, and rest interval of the organization.
8. Maximum 50.4% of the respondents are agreed with the job security and safety.
9. Most of the respondents are said promotion will be given through the basis of seniority.

Suggestions

1. The organization should conduct many awareness programmes related to human resources policies and practices, it will improve the knowledge of employees about human resource policies and practices.
2. Major drawback in some departments is less manpower, so Salem steel plant authorities take necessary steps to improve their manpower.
3. Safety equipments provided by Salem steel plant is good. But they want to give the equipments as per cadre wise. It is therefore suggested to provide coat, glove, bottom steel rod shoes to hot rolling mill and cold rolling mill employees. It will reduce the more unwanted accidents.
4. Provide awareness to the Salem steel plant employees about their performance appraisal. The employees do not know which rating scale system adopted for calculating their performance.

5. Santhipom, Sinthipom, Sathipom joint exercise programme conducted by SSP. It is very useful to the employees, so SSP try to continue it in the future aspect also.

Conclusion

The result from the study conclusively indicate that when recruitment, selection, training and development, pay, employee relationship, job satisfaction & policies and practices, it will have strong positive relationship to the Salem steel plant organization. All around of Salem steel plant limited, is a gem of rare brilliance in the grown of public sector organization in India. It is a great blessing to the nation. It has achieved the remarkable task in the field of industrial relations in a very big way. Majority of the employees are being closely associated with every efforts of the organization. Finally conclude that the organization continues the same stream human resources management in future it may be achieved many glorious things.

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A STUDY ON THE IMPORTANCE OF ENGLISH LANGUAGE COMMUNICATION FOR DECISION-MAKING FOR ORGANIZATIONAL DEVELOPMENT

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ABSTRACT

Effective communication is essential to success for both organization and individuals, and ineffective communication is often the cause of minor mistakes, major strategic blunders, and catastrophic failures. It stands for a natural activity of all human beings to convey opinions, feelings, information and ideas to others through words either written or spoken, body language or signs. Without effective Communication, a manager cannot perform his duties well. Communication is as essential to business as blood is to the human body. Success of the communication system affects the success of the business. An efficient system of communication system aims at removing illusions and misunderstanding by communicating facts and figures. Thus, communication cements an organization. The art of decision making provides us a variety of approaches, methods and techniques helpful and useful for making high quality of decision. Decision making and its implementations requires an affective system of communication. On the other hand, communication helps the employees in putting their grievances and suggestions and reactions to the policies before the management. An efficient communication system built human relation.

Introduction

The art of decision making provides us a variety of approaches, methods and techniques helpful and useful for making high quality of decision. A decision maker, as an individual, or as a member of formal organization with his own philosophy and perception of the organization, selects for optimizing values within the constraints imposed by the organization.

Communication is one of the most fundamental elements of business, whether its research team gathering clues about market trends or an inspirational leader guiding a company in pursuit of shared goals. Effective communication is essential to success for both organization and individuals, and ineffective communication is

often the cause of minor mistakes, major strategic blunders, and catastrophic failures. It stands for a natural activity of all human beings to convey opinions, feelings, information and ideas to others through words either written or spoken, body language or signs.

In the process of Communication one's views, ideas, opinions, thoughts, information are exchanged by verbal and non-verbal modes. Communication is one of the commonest things people do. It is like eating and reading. Everyone can do it, and everyone does it – the literate and illiterate, the rich and the poor, the young and the old- all with reasonable success. Keith Davis defined communication as “the process of passing information and understanding from one person

to another. It is essentially a bridge of meaning between people. By using the bridge of meaning a person can safely cross the river of misunderstanding". In broader sense, to communicate means to share through the medium of words, spoken or written gestures or signs.

Objectives of the study

This paper is prepared with the objectives of presenting the views by studying the following questions for organizational development through Business English Communication.

1. What decisions are made?
2. How Business English communication is helpful in decision-making?
3. What decisions need to be made?
4. What factors are important in decision making?
5. What information is useful in making these decisions?

An attempt is made in this study to highlight the solutions to above questions.

Importance of business English Communication

All transactions in every institution necessitate communication in one form or another. The most predominant form of communication in these institutions is letter writing. English communication plays a vital role in the development of all concerns. In this age of competition, communication is the number one problem of management. Competitions, complex method of production, large scale operation, and specialization in production functions have increased the importance of communication. Communication is as essential to business as blood is to the human body. Success of the communication system affects the success of the business.

An efficient system of communication system aims at removing illusions and misunderstanding by communicating facts and figures. Thus, communication cements an organization.

Decision making and its implementations requires an affective system of communication. On the other hand, communication helps the employees in putting their grievances and suggestions and reactions to the policies before the management. An efficient communication system built human relation. Employees know what they have to do and how it creates a sense of cooperation among them. It increases the morale of the employees and each employee will have the job satisfaction.

The internal and external communication process of an organization decides the various activities to be done in order to achieve the various objectives. "Communication is essential to an organization's existence from birth of the organization through its continuing life-when communication stops, organized activity ceases to exist". No functions of management are possible without the communication process. It is important in performing the various functions like planning, organization, direction and leadership, motivation, coordination and Control. Communication is essential not only for the internal management of the organization but it also helps to contact with the outside world. The first executive function is to develop and maintaining a system of communication. It increases the goodwill of the firm and helps in creating a favorable public attitude towards the organization.

Role of Business English Communication

English is acclaimed as an International Language and it is a global language of communication. Speaking English, in any organization is the key to success. English communication plays a very vital role to share information globally. All organizations need an effective internal communication system in order to function smoothly. Good English communication skills and to speak fluently in English leads in enhancing the team spirit which results in improved efficiency and increased productivity.

Companies and organizations search

employees who will be big asset to the organization. In any individual's career, he or she has to be competent enough at a wider range of communication tasks. Having good English communication helps an individual to organize his ideas and information logically and completely.

English communication changes individual's personality and it becomes a matter of pride to communicate in English. It strengthens and improves the ability to maintain the social interactions. Moreover it improves your skills as team interaction, etiquette, listening and nonverbal communication. It explores the advantages in present scenario and develop the etiquette that every communicator needs to succeed in today's multicultural environment.

System Concept of Decision-Making

When a system provides information to be used in the managerial decision process, it is called a true information system. An effort is being made to develop such a system that meet the definition of true information system which contains only the information that is pertinent for making decisions and in addition presents it in a meaningful form and available at correct time. The level of information system thus refers to providing the correct input for the managerial decision process.

Computer Based Business English

Recent technology has created the potential for significant improvement in Business English. The potential has aroused considerable interest about computer based Business English. The computer's features that make a Business English more feasible are:

- ◆ Accurate and rapid processing of data.
- ◆ Vast storage and prompt retrievability of information.
- ◆ Performance of computation and logical operations with very high reliability.

An effective Business English have certain characteristics like selection, comparison, deliver

and immediate access of information that permit the management to facilitate timely decision making. Planned databases constitute the foundation of business English. The database contains a rigorously selected and defined data element that represents organization's activities and also pertinent external inputs. Proper care must be taken about data element which collectively make-up the database consistent and up-to-date. The data element in the database can be combined and manipulated to provide any combination of integrated information. The integrated information can be filtered on the basis of nay set of rules, resulting in selected information.

Decision-Making and Business English

Business English is a processor of information to yield decisions. The quality, quantity, rate of flow and timing of information supplied by the business English to decision makers are critical to effective operation to the company. The function of the system within the organization is to evaluate, select and manipulate information to decision-makers. The process of decision making consisting of five stages which is as follows:

- Sources consisting of the physical objects and activities which are relevant to the business.
- Data-observation, measurement and recording of data from the source.
- Inferences and predictions drawn from the source.
- Values and choice evaluation of inferences with regard to values of the organization and choosing a course of action.
- Taking course of action.

As the corporation gains more experience in dealing with their decision problems and develop better understanding about them, the 'deep structure' of the decision problem becomes more explicit. The Business English performs three functions with respect to decision making:

- It helps managers to make decisions by supplying needed information and solving optimization problem for guidance.

- It makes repetitive types of decisions where decision process remains constant but the input varies.
- The quality of information which is an important factor for the Business English can be measured by factors like uncertain clarity, level of detail, accuracy and completeness. The objective of Business English is to provide information according to trade-offs between costs benefits and objectives for the factors or quality. The most valuable combination of Business English is the information it supplies in support of decisions.

Conclusion

English communication plays an important and vital role in the current business world. It is one of the fascinating areas of study, practice and research. An effective Business English language communication has emerged as a response to the growing recognition that communication is necessary for making an impact on inter personal relationships. In the modern business environment creativity is a vital ingredient in successful decision making. It is particularly useful in perceiving problems and in generating alternative course of action through which the problem can be solved. The creativity ideas should be capable of being accepted and implemented. An effective communication strengthens the connection between a company

and all its stakeholders, those groups affected in some way by the company's action, customers, employees, shareholders, suppliers etc. Conversely, when communication breaks down, the result can be anything from time wasting to tragic. At every stage, communication will help the organization to develop. Communication is one of the most fundamental elements of business. An effective communication is essential to success for both organizations and individuals, and ineffective communication is often the cause of minor mistakes, major strategic blunders and catastrophic failures.

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AN OVERVIEW: CAUSES AND TREND OF SCHOOL DROP-OUT RATE IN INDIA

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ABSTRACT

High rate of school drop-outs and low enrolment ratio in higher education are the major challenges in Indian educational sector at present. Received studies show that due to various reasons, the students do not continue further their school education. In this context, the present study shows "An Overview: Causes and Trend of School Drop-out Rate in India". The objective of the study is to examine the trend of school drop-out and enrolment rate level, gender and community-wise in India. In methodology, this study is based on secondary data sources.

Key words: school drop-outs, enrolment ratio, school education, higher education

Introduction

In India, school drop-out is observed to be one of the major challenges for development of higher education as well as the whole economy. As compared to the developed countries, the enrolment ratio in India is observed to be very small in spite of many government programmes assisting the children to get into educational institutions. (Thorat, 1990; Government of Tamil Nadu, 2014; Rakesh Basant, Gitanjali Sen, 2014; Sam Pitroda, 2009.

Brief Review of Available Studies

Many research organizations and researchers have attempted to study the problem of drop-outs. Various causes for high drop-out and low enrolment ratios have been listed by many studies.

Boredom with courses, financial difficulties, early marriage, pregnancy, family responsibilities, poor grades, dissatisfaction with requirements or regulations, change in career goals, inability to take designed courses or programs, good job

offer, illness, accident, difficulty in commuting to colleges, disciplinary troubles, change in career goals, lack of interest in education/further studies, failures, isolation, interest to earn income early, personal indiscipline, inability to cope with other class-mates are some of the individual level factors (Alexander W. Astin, 1975; Arun. C Mehta, 1995.

At the household / family level, the following are the causes identified. They are low literacy levels of the parents, family characteristics, housing conditions, larger families, large number of children, drinking habits of parents, family circumstances, attitude against female education, sickness of parents, immorality of parents, non-supporting parents, looking after younger siblings, helping in household enterprises and activities, illness and/or death of parents, participation in agricultural operation, animal grazing, negative attitude of parents towards education, collection of water, fuel-wood and economic backwardness of the families

(Swaroop Rani. B, K. et. al, 2013; Usha Jayachandran, 2007).

Teachers' and school authorities' attitude has also been observed to be an important determinant of drop-out. Not permitting the late-comers into class-rooms, negative attitude of the teachers towards slow-learners, high teacher absenteeism, irresponsibility on the part of the teachers, inadequate training for the teachers, frequent transfer of teachers, non-accountability of teachers, partiality among the teachers, misuse of students by teachers, sexual harassment by teaching and non-teaching staff are some of the reasons cited for the drop-out (Seamus Hegarty Mithu Alur, 2002).

Lack of proper road and approach road facilities, lack of transport facilities, congestion in buses, very high rate of accidents in school buses and school zones are also cited as the causes for the drop-out (Vijay, 2007).

Statement of the Problem

This present study proposes "An Overview: Causes and Trend of School Drop-out in India".

Objective of the Study

- To examine the trend of school drop-out and enrolment rate level, gender and community-wise in India.

Methodology

This present study is based on secondary sources. Besides, data are also taken from census, 2011 and educational statistical at a glance reports for analyses of this study. Percentage method has used in the study.

Table. 1 Decadal Trend in Literacy Rate 1961-2011 (%)

Years	Persons	Males	Females
Tamil Nadu			
1961	36.4	51.6	21.1
1971	45.4	59.5	30.9
1981	54.4	68.1	40.4
1991	62.7	73.1	51.3
2001	73.5	82.3	64.4
2011	80.1	86.8	73.4

All-India			
1961	28.3	40.4	15.3
1971	34.5	45.9	22.0
1981	43.6	56.4	29.8
1991	52.2	64.1	39.3
2001	65.4	79.6	54.3
2011	73.0	80.9	64.6

Source: Directorate of Census Operation, Tamil Nadu.

Table.2 Distribution of level-wise Drop-out Rates in School Education

Level/Category	All			SC			ST		
	Boys	Girls	Total	Boys	Girls	Total	Boys	Girls	Total
I-V	28.7	25.1	27.0	29.8	23.1	26.7	37.2	33.9	35.6
I-VIII	40.3	41.0	40.6	46.7	39.0	43.3	54.7	55.4	55.0
I-X	50.4	47.9	49.3	57.4	54.1	56.0	70.6	71.3	70.9

Source: Educational Statistics at a Glance, 2013.

Table. 3 Distribution of Gross Enrolment Ratio (GER) in % age.

Level	All			SC			ST		
	Boys	Girls	Total	Boys	Girls	Total	Boys	Girls	Total
Primary (I-V)	115.4	116.7	116.0	131.3	132.7	132.0	137.2	136.7	137.0
Upper Primary (VI-VIII)	87.7	83.1	85.5	93.8	90.6	92.3	90.7	87.0	88.9
Elementary (I-VIII)	104.9	103.7	104.3	117.3	116.9	117.1	120.5	118.7	119.7
Secondary (IX-X)	69.0	60.8	65.0	74.0	67.5	70.9	57.1	49.1	53.3
I-X	97.6	94.8	96.2	108.7	107.2	108.0	108.2	105.3	106.8
Senior Secondary (XI-XII)	42.2	36.1	39.3	40.3	36.1	38.3	32.7	24.8	28.8
I-XII	88.0	84.8	86.5	97.5	96.0	96.8	96.8	92.8	94.8
Higher Education	20.8	17.9	19.4	14.6	12.3	13.5	12.9	9.5	11.2

Source: Educational Statistics at a Glance, 2013.

Findings

- In India, the drop-out ratio is gradually increased level, gender and community-wise.
- Above mentioned among those community groups particularly in (All and Sc) boys drop-out rate is higher than girls. But, this level is just against in ST community, girls are higher than boys.
- As well as, on other hand India's enrolment ratio is also declined gradually till higher education.
- In Level, gender and community-wise boy's enrolment ratio is higher than girls.

Suggestions

- Both governments must offer many educational free schemes, scholarships and other needed infrastructural facility at school especially for school children.
- The school teachers must identify the problem of drop-out children and their parents and give remedy, awareness and counseling them.
- Both governments must create employment opportunities programmes for educated youth to make an interest and inducement on education to drop-outs children.

If the both governments will do it above mentioned all definitely the education sector will grow rapidly and it can achieve an absolute growth and development in future.

Conclusion

In India, the drop-out and enrolment ratio are worsen in level, gender and community-wise. Hence, it may affect further India's education sector growth and development. Similarly, various causes for drop-out are also given by many researchers. However, this problem till now continues. So, in India both governments (central and state) have concentrate yet more on it particularly to reduce the drop-out and enhance the enrolment ratio because to achieve an absolute growth in education sector.

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CONSUMERS' PURCHASE INTENTION TOWARDS GREEN PRODUCTS – AN EMPIRICAL ANALYSIS

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ABSTRACT

In the present scenario, the environmental protection has emerged as a great concern for governments and people in addition to business organizations. Its significance originates from escalating environmental degradation such as solid wastes, ozone depletion, global warming and air pollution. Current environmental dreadful conditions are ever more menacing consumer health and wellbeing globally. Consumers through their environmental concern are interested in integrating environmental issues into their purchasing decisions. The importance of protecting environment has become the responsibility of every individual. Therefore, this research has been carried out to know the purchase intention of green products and the socio-economic back ground of the consumers of green products in Coimbatore city. The data has been collected from 81 respondents and they were analyzed by using the statistical tools such as percentage, ANOVA and Z-test. The results revealed that the attitude towards green products was influencing the intention to buy the green products.

Keywords: Green products, buying intention, Attitude, and Environmental concern

Introduction

Consumers are becoming increasingly environmentally conscious. Companies and consumers are more thoughtful of green marketing now. Today's market place is different from the yesteryears in a sense that it is more environment-friendly. Consumers nowadays are more concerned about their shopping attitude and purchases. They are concerned about the planet earth they are living and want to contribute towards its longevity and well-being. This positive attitude towards environment is evidenced by their shopping habits; such as their concern regarding product-recycling (Novera Ansar, 2013). Environmental concern has become

an important area of interest for multi-national corporations, government, academics and other stakeholders over the past decades. The concept of green marketing emerged in 1970s and green products became popular during 1990s.

The products manufactured through green technology, and cause no environmental hazards are called green products. Purchase intention is defined as the tendency of consumer to buy the brand or take action relating to the purchase of which is measured by how likely consumers make purchases. The consumer purchase intention is influenced by their attitude held by consumers is concerned. Strong attitude toward a product is a good predictor to determine the products that will

be bought by consumers. The important things are trust in holding such attitudes. Some attitudes may be held with strong conviction, while others may exist with a minimum level of trust. The environmental attitudes are formed because the values are believed to be in a specific situation and used by consumers to solve problems and make decisions. Cultural values of a particular society will affect the purchasing behavior that considers the impact on the social environment (Candra Astra Terenggana et al, 2013).

Today the business and consumers are important indicator to protect and preserve the earth's resources and the environment, their production, consumption and purchasing behaviour will have direct impact on the environment (Laroche, 2001). In this connection, it is essential for marketer to understand purchase behaviour of the consumer towards green products.

Literature Review

According to Chan Yew Ling (2013) environmental attitudes and self efficacy were the factors that drive the purchase intention of consumers on purchasing of green personal care products. The willingness of consumers to pay more on green personal care products was moderating the relationship between environmental attitudes and purchase intention. His findings created an understanding on what are the factors that influencing consumer purchase intention on green personal care product and serve as the information for marketers to plan for the marketing program that able to enlarge the market size of the said products. A finding from Lingyun Chen (2013) reveals that the influences of environmental knowledge, attitudes, environmental concern, and social influence, on the green product purchase intention. Although the present findings provide a better understanding of the process and significant antecedents of green purchase intention, the researcher also highlight two areas for more thorough investigation. They are collectivism and individualism. Nik Fanidautty Nik Ab Majid

(2014) found the determinants of green purchase were classified into social influence, environmental attitude, environmental concern, perceived environmental problem, perceived environmental responsibility, perceived environmental behaviour, concern for self-image and role of government. Siti Nor Bayaah Ahmad et.al, (2010) suggested that the intention to purchase organic products were heavily influenced by the perception on product, belief on the safety and health aspect of the product. Golnaz Rezai et al (2011) suggested that educational level, income and other factors such as food safety and environmental friendliness significantly influence consumers' green foods purchasing intention.

Background of the Study

Green marketing in India and all around the world has been considered as an important phenomenon from the last decade. However, environmental conscious became not only in the developed countries, but also in the developing countries around the world. Those changes in environment bring the concentration to purchase eco-friendly product. Therefore, the study aims to understand the factors that influence consumers' intention towards green products in Coimbatore district.

Purpose of the Study

The purpose of this study undertaken is to investigate the factors that influence the consumers' intention to purchase the green products. Consumers' intention is helpful as an indicator of the possible effects of certain marketing activities. The factors consist of Socio demographic variables and variables under purchase intention. In this study, these factors are considered as the drivers that influencing the consumer in having purchase intention.

Research Methodology

This research has been carried out for the purpose of analysing the consumers' purchase intention towards green products in Coimbatore town. The Coimbatore city has been selected as

the first phase because it is the second largest city in Tamil Nadu next to Chennai in terms of population. Then the data has been collected from 81 consumers by using purposive sampling technique. Questionnaire was used to gather required information from the selected consumers. The data so collected were properly tabulated and coded and analysed by using the statistical tools such as percentage analysis, ANOVA, 'Z'-Test and Garret Ranking test. Statistical software SPSS 23.0 was used for analysing the data.

Objectives of the Study

This study aims to

- Understand the socio economic profile of consumers who buy green products.
- Analyze the reasons for buying green products and
- Identify the factors that influence the consumers' intention to purchase the green products.

Hypothesis Development

According to Mahesh (2013) majority of the consumers claim that the green movement makes them aware of the green products and indicates that the consumers have a positive attitude and purchase intention towards green products. Developing the attitude towards green consumerism will influence and increase the consumers' green products purchase intention. In general, the strong intention has performed behaviour (Ajzen and Fishbein, 1980). The issue of green purchase intention among consumers was analyzed and it shows that consumers' attitude towards green purchase make influence their green products purchase intention and have a direct effect on green purchase behaviour (Punitha and Rahman, 2011 and Lee, 2008).

Therefore to examine factors that influence the purchase intention of green products, it is hypothesized that:

H0: There is no significant association between the demographic profile of consumers

and purchase intention of green products.

Results and Discussion

Relationship between socio economic profile of the respondents and intention to buy green products

The intention to buy green products was analyzed with respect to socio economic factors. It was decided to test the hypotheses that there is no significant association between socio-economic characteristics of consumers and their purchase intention towards green products. The results are shown in Table 1.

Table 1 Socio Economic Characteristics of The Respondents and Green Product Purchase Intention

Variable		Frequency	Percent	Significance
Gender	Female	52	73	Insignificant at 5% level 'Z'=-0.160
	Male	29	27	
Age (in years)	Young	22	31	Insignificant at 5% level 'T'=0.271
	Middle	30	42	
	Old	19	27	
Educational Qualification	Below graduation	30	42	Insignificant at 5% level 'T'=-0.338
	UG	26	37	
	PG	11	15	
	Professional	4	6	
Annual income (in Rs.)	Upto 1Lakh	47	66	Significant at 5% level 'T'=-5.006
	Between 1to 3Lakhs	4	6	
	Above 3 lakhs	20	28	
Occupation	Professional	5	7	Insignificant at 5% level 'F'=1.776
	Employee	15	21	
	Business	10	14	
	Housewife	27	38	
	Students	14	20	

From the Table, it is observed that the gender distribution of the respondents was 73% females and 27% males and majority are middle aged and having below graduation as the educational qualification. Income wise distribution shows that majority of the respondents (66%) earned an annual income of up to Rs.1 lakh. The occupation position shows that they are Professionals (7%), Employees (21%), Business (14%), Housewife (38%) and students (20%).

The results of statistical analysis revealed that the consumers' income is the prime variable which influences the intention to buy green products but with regard to socio-economic characteristics of consumers such as gender, age, educational qualification and occupation are not

influencing the intention of consumers to purchase green products.

Factors Influencing Green Product Buying Intention of The Respondents: Garrett Ranking

There are ten factors which have been considered for the purpose of identifying the factors influencing the consumers to buy green products. For the purpose of analysis, Garret Ranking Technique has been used. Scale values as per Garrett ranking technique for first to ten ranks are: 81, 70, 63, 57, 52, 47, 42, 36, 29 and 18 respectively.

The percentage position of each rank is made into score by referring factors and summed up for assigning rank.

Table 2 Factors Influencing Green Product Buying Intention of The Respondents

Factors	Total Garret Score	Average Garret Score	Rank
Perception towards environmental issues	4100	50.62	III
Perceived behaviour control	4077	50.33	IV
Associated group	4372	53.98	II
Attitude towards green products	4436	54.77	I
Social benefits	3953	48.80	VI
Education and knowledge	3949	48.75	VII
Family and Peers	3980	49.14	V
Environmental concern	3700	45.68	X
Availability	3715	45.86	IX
Exposure to media	3813	47.07	VIII

The Table 6 exhibits that Attitude towards green products is the most important factor which influenced the consumers to buy green products with the average Garret score of 54.77 followed by Associated group (53.98), Perception towards environmental issues (50.62), Perceived behaviour control (50.33), Family and Peers (49.14), Social benefits (48.80), Education and knowledge (48.75), Exposure to media (47.07), Availability (45.86) and Environmental concern (45.68).

Conclusion

This study concluded in short, the outcomes of the study provide valuable insight to all that interested parties to know the drivers that able to motivate the change of behavior of the consumer in making their purchases on green products. Socio-economic profile of the consumers is

important for marketers because consumers can be targeted using variables such as age, gender and occupation. The effects of variables are useful to understanding consumer behaviour and developing marketing plans. Promotion strategies are developed to obtain a consumer response or influence a consumer opinion. A growing number of consumers are particularly interested to buy the green products by their attitude and their group influence also induces to buy green products. Thus, marketers consider the influences of consumers' green products purchase intention and anticipating future conditions.

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

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

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- நிர்வாக ஆசிரியர்.

GROWTH SCENARIO OF WIND POWER SECTOR IN KANYAKUMARI DISTRICT

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ABSTRACT

Availability of power is one of the biggest inputs necessary for the sustained growth of any economy. This becomes even more important for a state like Tamil Nadu, which is one of the most industrialized and urbanized states in India. Over the last few years, Tamil Nadu has been facing massive power deficits. This paper suggests that Tamil Nadu is one state which has fully converted the challenges into opportunity and ranked first in the country with maximum carbon credit through wind energy generation and in this continued effort to combat environmental degradation and promoting clean energy. So the government should work to design and formulate adequate policies in order to ensure energy security and control environment pollution.

Key words: fossil fuels, energy security , environment pollution, global warming , climate change

Introduction

The limited source of fossil fuels, most expensive oils, experience of the global warming and climate change urge for the search of alternative solution to the worlds energy challenges. Wind is indigenous and enough wind blows across the globe to cope with the ever increasing electricity demand. Moreover, wind power generation is increasingly competitive with conventional fossil fuel sources and today it is on par with new coal or gas fired power stations. Government has successfully leveraged major investments in terms of establishment of wind farm by private sector, thus wind energy has started to bloom as one of the important alternative sources of energy in today's energy-hungry world. Tamil Nadu is one of the leading states in India with regard to wind energy generation. In Tamil Nadu, Kanyakumari district

has attracted more investments and is able to utilize more than 90 percent its wind power potential. With this background an attempt has been made in this paper to analyze the growth performance of wind power sector in Kanyakumari district. The following selected growth indicators have been used for analysis.

- Total Number of Fans Installed
- Total Installed Capacity (in KW)
- Total Generation (in KW)

Details on the number of fans installed capacity and energy generation were collected from the substation offices of TNEB for the period of 1990-91 to 2013-14.

The Model

Growth is studied with reference to annual growth rates computed based on the compound

interest rate formula adopted by World Bank. The least square growth 'r' is estimated by fitting a linear regression trend line to the logarithmic annual values of the variables in the relevant period. The regression equation takes the form $X_t = a + bt + e_t$. This is equivalent to the logarithmic of the compound growth rate $X_t = X_0(1+r)^t$. In this equation X is variable, t is the time and $a = \log X_0$ and $b = \log(1+r)$ are the parameters to be estimated, 'e' is the error term. If b^* is the least squares estimates of 'b' then the average annual percentage growth rate 'r' is obtained as $(\text{antilog } b^*) - 1$ and multiplied by 100 to express it as percentage. The literature does point out that, size, capital, output, sales, labour, profit, installed capacity are considered as important growth indicators and most of the researchers have computed growth rates based on the compound interest rate formula. Hence this study also tries to examine the growth performance of wind power sector with reference to the selected indicators such as number of wind mills, annual energy generation, and installed capacity by using the compound growth rate formula adopted by the World Bank using the least square methods. Moreover, these variables are playing pivotal role in the further analysis of this study.

Statement of the Problem

Availability of power is one of the biggest inputs necessary for the sustained growth of any economy. This becomes even more important for a state like Tamil Nadu, which is one of the most industrialized and urbanized states in India. Over the last few years, Tamil Nadu has been facing massive power deficits. According to the CEA, the state was expected to have a power deficit of around 18 percent in 2012-13. As a result, the state is now facing huge power cuts. On the other hand Tamil Nadu has been generating more wind power. Almost 57 percent of wind power comes from Tamil Nadu alone. Around 15 percent of power availability is still expected to be supplied by wind power industries. The production of wind power sector in Tamil Nadu is concerned, the supply of wind power is found to be high. Kanyakumari district is one of the districts in

Tamil Nadu which is endowed with good wind potential. Aralvaimozhi pass near Kanyakumari district enriches wind energy generation in this area. Hence there is a concentration of wind mill in Kanyakumari district. These wind mills play an important role in meeting energy demand of Kanyakumari district. These problems have encouraged the present study and concentrate on the growth performance of wind power industries in Kanyakumari district. The present study has proposed to intensify the wind power as an alternative solution for power shortage in Tamil Nadu.

Objectives

1. To examine the evolution of wind power sector in Kanyakumari District.
2. To analyze the growth performance of wind power sector in Kanyakumari District.

Period of Study

The study covered the period of twenty four years i.e. from the year 1990-91 to 2013-14.

Sources of Data

The study is based on the secondary data and has been collected from Superintending Engineer, Tamil Nadu Electricity Board (TANGEDCO), Kanyakumari District, and the details of number of wind mills installed, capacity addition, and electricity generation were collected from the selected electricity substations.

Sampling Technique

Though there are eight substations in Kanyakumari Distribution Circle (Nagercoil) only 4 substations have relevant information pertaining to wind generation. The remaining four substations had only the combined data of power generation from wind and other sources. As it was not possible to segregate the data of the wind power for the study period, the study was restricted only to 4 substations. Of which four substations are purposively selected for the analysis, since these substations are established more than two decade.

Growth Performance of Number of Wind Mills Installed

Since the number of wind mills installed

varied between the substation and the years, by using compound growth rate the total number of wind mills for each year has been calculated.

Table – 1 Number of Wind Mills Installed in Kanyakumari District

S.L. No.	Year	Parvathipuram	S.R Puthur	Azhagapuram	Thovalai	Total
1	1990-91	3	1	1	1	6
2	1991-92	3	3	2	2	10
3	1992-93	3	4	2	2	11
4	1993-94	5	5	3	3	16
5	1994-95	12	25	24	18	79
6	1995-96	41	35	49	45	170
7	1996-97	109	75	71	69	324
8	1997-98	153	78	72	70	373
9	1998-99	155	79	72	70	376
10	1999-00	161	82	73	71	387
11	2000-01	164	83	74	72	393
12	2001-02	165	83	74	72	394
13	2002-03	166	83	74	72	395
14	2003-04	166	84	74	72	396
15	2004-05	170	86	80	75	411
16	2005-06	175	87	83	78	423
17	2006-07	181	89	83	78	431
18	2007-08	182	89	84	79	434
19	2008-09	184	89	84	79	436
20	2009-10	188	90	84	79	441
21	2010-11	189	90	84	80	443
22	2011-12	191	90	84	82	447
23	2012-13	191	90	84	82	447
24	2013-14	191	90	84	82	447
C.G.R (%)		18.6	14.85	15.85	15.86	16.41

Source: Compiled from the records of TANGEDCO, Kanyakumari Distribution Circle

C.G.R: Compound Growth Rate.

Table - 1 presents the growth performance of wind mills industry in Kanyakumari district during the period 1990-91 to 2013-14. In the beginning period, the number of wind mills commissioned with all 4 substations in Kanyakumari district was only 6. Financial and environmental benefits, attractive government policies and growing awareness of wind energy encouraged more investors to invest in wind energy generation, hence the State Electricity Board (SEB) provided to connect more wind energy feeder grid in Kanyakumari district. As a result the number of wind mills has increased to 327 in 1996-97 from 170 in 1995-96. It has consistently increased with 447 and recorded a growth rate of 16.41 percent. Among the all substations, Parvathipuram substation has recorded a highest growth of 18.6 percent, followed by Thovalai (15.86 percent), Azhgapuram (15.85 percent) respectively. The lowest growth rate has recorded in S.R Puthur

substation with 14.85 percent. Due to recent technological advancements the capacity per wind mill might also increase which may lead to multiple fold increase in energy generation.

Growth performance of Installed Capacity of Wind Mills

Wind energy generation is based on capacity of Wind Electric Generators (WEGs) installed. Taking this into consideration the total installed capacity in each substation for each year, the compound growth rate of installed capacity is calculated. The installed capacity is expressed in Kilo Watt (KW).

Table – 2 Growth Performance of Installed Capacity of Wind Mills (in KW)

S.L. No.	Year	Parvathipuram	S.R Puthur	Azhagapuram	Thovalai	Total
1	1990-91	750	250	250	250	1500
2	1991-92	750	750	500	500	2500
3	1992-93	750	1000	500	500	2750
4	1993-94	1250	1250	750	750	4000
5	1994-95	2825	6250	6000	4500	19575
6	1995-96	9350	8750	12250	11700	42050
7	1996-97	26550	18500	18050	18000	81100
8	1997-98	37550	19175	18450	18600	93775
9	1998-99	38000	19425	18450	18600	94475
10	1999-00	39350	20100	18700	18850	97000
11	2000-01	40100	20325	18950	19100	98475
12	2001-02	40325	20325	18950	19100	98700
13	2002-03	40550	20325	18950	19100	98925
14	2003-04	40550	20550	18950	19100	99150
15	2004-05	41450	21000	22050	20600	105100
16	2005-06	42575	21250	22400	22600	108825
17	2006-07	43925	21750	22400	22600	110675
18	2007-08	44150	21750	22900	23100	111900
19	2008-09	44600	21750	22900	23100	112350
20	2009-10	45600	21975	23125	23100	113800
21	2010-11	45850	21975	23125	23700	114650
22	2011-12	46350	21975	23925	25300	117550
23	2012-13	46350	21975	23925	25300	117550
24	2013-14	46350	21975	23925	25300	117550
C.G.R (%)		18.53	14.71	16.58	17.02	16.69

Source: Compiled from the records of TANGEDCO, Kanyakumari Distribution Circle

C.G.R: Compound Growth Rate.

Table - 2 presents the growth performance of installed capacity of wind mills in Kanyakumari district during the period 1990-91 to 2013-14. In the beginning period, there were 1500 KW electricity has generated by 4 substations and the installed capacity has increased to 117550 KW in 2013-14 and recorded a growth rate of 16.69 percent. Among the all substations, Parvathipuram substation has recorded a highest growth of 18.53 percent, followed by Thovalai (17.02 percent), Azhgapuram (16.58 percent) respectively. The lowest growth rate has recorded

in S.R Puthur substation with 14.71 percent. It is observed from the table - 2 that, with regard to four substations in Kanyakumari district, the combined installed capacity of wind energy was gradually increased throughout the study period and reached 117550 KW in the year 2013-14.

Growth Performance of Wind Energy Generation

The performance of wind mill substations were judged by the units of wind energy generated. Generation depends on capacity of the wind mill, potentiality of wind, location of wind mills and number of fans installed. The performance of wind mill is assessed based on the generation of power. The generation is calculated for the year by adding the generation from March to February for the period 1990-91 to 2013-14. The wind energy generation has been calculated for each substation separately. Based on the substations performance the overall judgment was made on Kanyakumari District. The following table gives the details of growth performance of wind energy generation in Kanyakumari District.

Table – 3 Growth Performance of Wind Energy Generation (in KW)

S.L.No.	Year	Parvathipuram	S.R Puthur	Azhagapuram	Thovalai	Total
1	1990-91	49.59	18.75	22.65	18.65	109.64
2	1991-92	52.64	42.99	36.20	28.65	160.48
3	1992-93	50.38	78.37	39.44	33.58	201.77
4	1993-94	121.13	120.82	79.07	93.01	414.03
5	1994-95	552.46	828.37	673.40	729.80	2784.03
6	1995-96	923.69	1111.38	1380.95	1181.65	4597.67
7	1996-97	2700.66	2380.07	2060.98	2422.21	9563.92
8	1997-98	3914.72	2550.04	2164.50	2609.77	11239.03
9	1998-99	3915.89	2620.17	2302.78	2364.83	11023.87
10	1999-00	4026.92	2762.79	2232.59	2654.36	11676.66
11	2000-01	4067.66	2752.66	2257.12	2677.89	11755.31
12	2001-02	4109.59	2648.48	2297.08	2739.15	11794.3
13	2002-03	4146.75	2625.99	2256.27	2723.72	11752.73
14	2003-04	4134.14	2707.51	2331.55	2791.95	11965.15
15	2004-05	4094.60	2603.38	2630	2859.96	12187.94
16	2005-06	4179.13	2651.82	2710.16	2472.09	12013.2
17	2006-07	4152.80	2763.05	2679.5	2813.89	12409.24
18	2007-08	4117.97	2800.95	2778.16	3265.08	12962.16
19	2008-09	4187.91	2794.99	2814.38	3390.30	13187.58
20	2009-10	4369.58	2756.85	2942.30	3151.80	13220.53
21	2010-11	4410.42	2735.31	2950.98	4044.07	14140.76
22	2011-12	4183.67	2717.82	3322.35	4288.68	14814.52
23	2012-13	4558.05	2715.99	3327.46	4167.46	14758.96
24	2013-14	4599.48	2768.73	3401.04	3928.74	14697.99
C.G.R (%)		19.03	16.67	18.73	20.27	18.55

Source: Compiled from the records of TANGEDCO, Kanyakumari Distribution Circle

C.G.R: Compound Growth Rate.

Table - 3 presents the growth performance of electricity generation of wind mills in Kanyakumari district during the period 1990-91 to 2013-14. In the beginning period, there were

109.64 KW electricity produced from wind mills in 4 substations and it has gradually increased throughout the study period and reached 14697.99 KW in 2013-14 and recorded a growth rate of 18.55 percent. Among the all substations, Thovalai substation has recorded a highest growth of 20.27 percent, which was the growth rate higher than the growth of total generation (18.55 percent) in Kanyakumari district. Parvathipuram (19.03 percent) and Azhagapuram (18.73 percent) were in occupying the next position respectively. The lowest growth rate has recorded in S.R Puthur substation with 16.67 percent. It is observed from the table - 3 that the combined wind energy generation in Kanyakumari District was 109.64 KW in 1990-1991 which has steadily increased to 14697.99 KW with improvement in technology, wind electric generators, with higher capacity and increased efficiency were installed. Government also encouraged wind energy generation by providing more incentives through attractive policies. As a result there was an increasing trend prevailing in wind energy generation in Kanyakumari District.

Comparative Analysis of Substations Growth Rates

Table - 4 presents the compound growth rates of selected growth indicators of 4 different substations in Kanyakumari district for the period of 1990-91 to 2013-14. The overall growth rate of wind power industry was 18.13 percent. Among the four substations, the overall growth rate was received maximum in P.Puram substation (19.83 percent) followed by Thovalai substation (18.60 percent). Azagapuram substation had posted 17.95 percent and S.R Puthur reached 16.25 percent of growth rate during the study period in Kanyakumari district.

Table-4 Comparative Analysis of Substation Growth Rates

S.no	Name of Substation	No of Wind Mills (C.G.R)	Total Capacity (C.G.R)	Total Electricity Generation (C.G.R)	Overall Growth Rate (%)
1	P.Puram	18.6	21.59	19.03	19.83
2	S.R Puthur	14.85	17.25	16.67	16.25
3	Azhagapuram	15.85	19.29	18.73	17.95
4	Thovalai	15.86	19.68	20.27	18.60
Wind Power Industry		16.41	19.44	18.55	18.13

Source: Compiled from the records of TANGEDCO, Kanyakumari Distribution Circle
C.G.R: Compound Growth Rate.

Conclusion

Powering ahead towards a new dawn, the emergence of wind energy is considered as better than the best. A futuristic vision for a better tomorrow requires development of wind energy. The exact reasons for the rapid development of wind energy today, is the ever increasing demand for energy, fast depletion of fossil fuels and global climate change which is one of the greatest threats to the future of mankind. As the world witness a growth in demand for clean energy. Tamil Nadu recognizes green energy as one of its focus sectors and thus emerged as a leader of India's future energy security. Tamil Nadu as a state has kept a constant emphasis on mitigation initiatives in exploiting the clean and green energy potential through promotion of renewable energy. All the indicators of wind energy are noticed significant growth during the period in Kanyakumari district. Among the indicators, the installed capacity posted highest growth rate compare to wind energy generation, number of wind mill

commissioned. From the analysis, it is witnessed that the performance of wind power sector has grown considerably in the study period.

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A STUDY ON PERFORMANCE APPRAISAL WITH SPECIAL REFERENCE TO MANAGEMENT INSTITUTIONS LIBRARIES, IN BANGALORE, KARNATAKA

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ABSTRACT

Libraries serve as social and cultural institutions in the community. People tend not to see libraries as any ordinary commercial organizations. Today, many libraries and information centers are operated like commercial organizations. It is very common in business corporations to evaluate their employees using quantity standards, that is, by measuring the number of tasks they finish within a certain period of time. Performance Appraisal (PA) in this study refers to the process of evaluating the performance of academic libraries both conceptually and practically. The specified mechanism, including the evaluation objectives, participants, procedures, criteria, and rating scales etc., used to guide and regulate the evaluation, other terms used interchangeably with PA in the literature and this article include appraisal, evaluation, and review. PA has been a management topic covered by mainly library educators, personnel staff and library administrators (Aluri & Reichel, 1994). Its wide application in libraries and its influence on library employees, however, has made it a common concern of not only administrators but also librarians in general.

Keywords : appraisal system, job performance, personnel planning, staff productivity, personal growth,

Introduction

Effective performance appraisal system is essential to ensure good management and good job performance, to assist in organizational personnel planning, to assess an employee's future and potential progress, to maintain control of staff productivity, to help with personal growth, to be an effective system of motivation, to assess an individual's strengths and weaknesses objectively, and to identify areas that need improving.

In majority of management institution libraries are not having a exclusive libraries or sharing the library services with main library of the

institution and lack of staff members or staff with multiple duties is common in most of the libraries and some of the libraries are lacking in systems ,automation, OPAC and others and moreover evaluation of library services is another complicated task since it is quantitative and qualitative task . So in this research the researched has made Ernest efforts to study the best performance measurement practices in management institutional libraries.

Libraries have traditionally tried to measure their performance by getting feedback from the students that is the customers in order to justify their existence and prove their value. However of late there has been a sea change among the

librarians to provide the best possible services by keeping a renowned and well accepted library in the near vicinity of their respective institutions. It is in this context that the researcher has identified the statement as examining the work process and productivity of the a management institutional library against that of other libraries in order to enhance the performance by adopting or adapting the performance practices followed in the best management educational institutional libraries.

Research methodology

Descriptive survey approach was adopted. In selecting the population for this study, management institutional libraries were considered. The population is therefore made up of the 100 management institutional libraries. The sampling is enumerative as all members of the population were taken as subjects for this study. A five point Likert type questionnaire was used for data collection. Reactions to each item in the questionnaire were indicated by ticking one of the options in the category strongly agree, agree, neither agree nor disagree, disagree and strongly disagree. The scales were given values of 5, 4, 3, 2 and 1 respectively, however scoring was reversed for negatively worded items. The scores of the items were later added up to yield an individual's score.

The following techniques are used to derive the result

1. The simple percentage method
2. Weighted average score method
3. Average weighted average score method
4. Compound annual growth rate
5. Single factor Anova etc.

Was used for data analysis. A total of 100 questionnaires were sent out to the respondents, out of which 0 were returned thereby representing a response rate of 100%

The research has following objectives such as understand the Growth of management

institutional libraries, measure the performance appraisal practices at management institutional libraries and identify the best practices at libraries

The scope of the study is limited to the process adopted in management institutional libraries in Bangalore capital city of Karnataka State, and may not be applicable to other libraries. out of total management institutions in Bangalore offering BBM,BBA, MBA and other post graduate programmes in management areas has taken in to consideration and survey has conducted during June 2015 to January 2016.

Total 100 respondents are selected by using random sampling method, the total area considered for the survey is Bangalore city which is further classified in to four divisions like Bangalore east, Bangalore west, Bangalore North, Bangalore South and list of colleges are identified which

Observations

Out of total 100 respondents 61% are belongs to Post Graduate and only 10 percent belongs to Doctorate and 29 percents belongs to Graduates, majority of respondents are Post Graduate.

In ranking of libraries by the respondents based on services of library, in which books ranked the first followed by thesis ,conference papers and standards, where others like news papers ,back volumes ranked least,

In weighted average score and Ranking of the respondents response on Bibliographic Databases Prefer To Search , which shows that Emerald ranked first with WAS of 4.34 and Others ranked least with a WAS of 3.56 and other resources like , EBSCO, Web of management, Pro-Quest, J-Gate shared 2,3,4,and 5th rank.

89 percent are having the Library committee and only 11percent of respondents are not having a committee in there libraries, its clear that majority of them are having a library committee.

respondents preference of resources by the type of documents shows taht Books ranked first with 89% followed by Reports and Current

periodicals/journals ranked 2nd and 3rd ranks respectively and other information sources ranked least with 25% response.

Response on sources of library as per AICTE and UGC norms, in which 92 are having resources as per AICTE norms and 89 are having resources as per UGC norms so it is understood that majority of respondents are having the library resources as per UGC or AICTE norms.

40% HOD, 25% Faculty, 10% each from Books selection committee and University authority and only 5% each from Research scholars and others. acts as a Recommendation of Sources. Source for Purchase of library resources in which 60% relying on Indian Books which is highest among the group and only 10% depends upon Govt of India Publications and Foreign books sources which is least among the groups.

Regarding Journals 80% of respondents are purchase through Publishers in which 62% of Indian journals and 18% of Foreign Journals and only 20 % are purchasing from vendors. It is understood that majority of respondents are purchase the sources (journals) through Publishers.

In weighted average score and Ranking of the respondent's response on Frequency of Usage, shows that Daily Usage ranked first with WAS of 4.51 and Rarely usage ranked least with a WAS of 3.27 and other resources like, Once a week, Once fortnightly, Once a month usage shared 2,3rd and 4th rank.

In weighted average score and Ranking of the respondent's response on **Preference about Library Services**, in which CD-ROM / On-line Database ranked first, Access to e-journals/e-books and News Clipping Service ranked second and where as Reprographic services ranked least out of total 11 services.

Out of total 100 respondents 79% of respondents are using free flow of information and only 21% are not using free flow of information.

In web enabled information services in which FAQs ranked first with WAS of 4.55 and Documents Acquisition Least's ranked 10 among

the groups it shows that majority prepares FAQ services.

the response on materials interested for contribution shows that 30% of respondents prepares Reprints and 15%, 11%, 10%, 5% 7%, 7%, 9%, 5% 1% of respondents prepares Eprints, Technical Reports, Lecture / Presentation, Images, Scholarly Publication, Conference Papers, Course materials, Data Sheets and others respectively.

61 % of respondents are known to Open Access Journals and 29% are unknown to Open Access Journals and 71%, 45% and 47% are known to respondents and 29%, 55% and 53% respondents are unknown to services like Archives, E-print Archives and Institutional Repository services respectively.

Rating of OPAC services by the respondents shows that Make available all types of material like datasheets, audio, video, images, etc ranked first with WAS of 3.83 where as Facilitates me to search current research and Preserves the research output of your institute and thesis, conference papers and standards ranked least among the other services.

The ranking of Comments / Concerns about E-Resources by the respondents shows that Lack of infrastructure ranked first with WAS of 3.29, where Lack of expertise data base ranked least with a WAS of 1.97

The ranking of Prefer to Place Material by the respondents shows that others ranked first with WAS of 3.82, where Departmental/ Institutional website ranked least with a WAS of 1.97

The ranking of Prefer to Search by the respondents shows that Other repositories ranked first with WAS of 3.29, Open Access Journals ranked least with a WAS of 2.65.

The ranking of Preference document for Downloading by the respondents shows that Other ranked first with WAS of 4.29 and HTML ranked least with a WAS of 1.97

The ranking of strategy for staff development shows that Staff are sent on job training ranked first with WAS of 4.48 and Others ranked least

among 5 strategy its shows that majority prepares job training for staff development rather than other strategies.

The response on Library Automation in which 89% of respondents says that Library Automation work Started at their libraries and 11 % says that Automation work not yet started in their libraries. The response on Year of commencement of above mentioned activity in library in which majority of activities are started during 200 to 2010 and whereas around 20% of activities are commenced after 2010.

The represents the response on Hardware availability in library shows that 115 computer systems are available with following configuration like Pentium –I, Pentium –II, Pentium –III and Pentium –IV with 10,15,25,65 systems respectively and Total 400 Computer systems are available ,total 94 CD drivers,86 CDV and out of 149 Printers 24 Dot matrix,64 Inkjet and 61 Lasers printers are available in the respondents libraries its shows that majority of the libraries equipped with computer hardware's.

The response on schemes adopted in Document Classification out of 94 respondents 36 adopted CD ,20 UDC,10 LC and 30 respondents are adopted DDC r Schemes in their libraries.

The response on OPAC Service in which out of 100 respondents 97% respondents had OPAC and only 3% respondents doesn't had OPAC services.

95 respondents says that Users are allowed to search the OPAC services and had OPAC and only 2 respondents says that Users are not allowed to search the OPAC service.

Time taken for processing book in which out of 95 respondents 57 respondents need 1 week , 28 need 2 week,7 need 3 week and 3 need 1 month time for processing books .

The response on charging of due charges, in which out of 100 respondents only 11 are not charging due charges and 89% of respondents are charging ,its clear that majority are charging due charges.

Out of 100 respondents only 91% libraries had Photocopying services in which 94% are charging

for the Photocopying services and 94% of respondents had Internet service/ wi-fi services out of which 99% are allowed to the users ,and 86% of respondents are providing Users education /orientation programmes.

The availability of Database search services in library shows that out of 100 respondents only 91% libraries had Database search and 9 libraries are not having Database search.

In Stock Verification services in library, out of 100 respondents only 97% libraries had Stock Verification and 3 libraries are not having Stock Verification

The frequency of Stock Verification services in library, shows that out of 97 respondents only 81 respondents verify the stock once a year,10 are twice in a year and only 6 are regularly verifying the stocks .

Appropriate loss of information in library shows that out of 100 respondents 50% losses recorded in Books, Journals and 35% recorded in back volumes and 3% in others.

Out of 100 respondents 82 are planning new services in libraries and 18 are not planned any new libraries

In Composition of Library committee , out of 100 respondents 60 are Principal,HOD,Librarian in the library committee and only 9 are having Management , HOD,Librarian in their committee.

In Functions of Library; out of 89 respondents 40 are involving in 1. Selecting, 2.Ordering, 3.Purchasing and 20 are involving in 1. Selecting, 3.Purchasing, 5.Issuing and 24 had 1. Selecting, 2.Ordering, 5.Issuing functions.

Conclusion:

Libraries are much more than brick-and-mortar structures housing collections. They are a vital and important anchor of any community. The goal of this Key Performance Indicator (KPI) Report and Info Stat Scorecard is to provide the all libraries with a concrete set of metrics that can be used to measure success in a digital age. At the outset we can conclude that measurement of performance of libraries is most challenging and more ever qualitative task rather than quantitative task.

A STUDY ON WOMEN EMPLOYEES IN BANKS IN COIMBATORE

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ABSTRACT

Women employees in India across the industry are distinct from their male counterparts in that they have to additionally shoulder familial responsibilities besides their career responsibilities. The jobs of banking sector are turning more stressful on account of intense of competition, unleashed by globalisation. Despite job security, and strong welfare measures protection in private sector banks and opportunity for qualification up gradation by women employees, it is the fear of transfer on promotion in that keeps the womenfolk to continue to languish in lower cadres. The plight of womenfolk in new generation banks is no war brighter. Feminine traits no doubt help them fare better than male colleagues in certain aspect of delivery of banking service.

Keywords: Work-life Imbalance, Family commitment, Role of women, Working Women, Career Decisions, Work – Family Conflict.

Introduction

Indian banking system has not only made rapid strides in net work expansion but it itself has undergone a complete and never-dreamt of transformation in its very objectives, approaches, and scale of operation. Technology has indeed played a significant role in this sea-change. The distinctive feature of Indian career women is that they do not abandon their conventional role of home maker. In the context of epoch making changes that the Indian banking scenario witnesses, their level of performance needs an-depth study. Women are supposed to blend judiciously the traditional love for home and professional excellence. They have certain inborn qualities of patience, tolerance, courtesy, affability etc. qualities most required for banking which is essentially a service industry. They

should enable them to handle with success even challenging situations and go up in the banking hierarchy. But the picture that the industrial scene unfolds points to the contrary. Only a small proportion of women hold high end jobs. In these days when the wave of social change is obliterating gender boundaries, what factors still dampen their spirit to become what they are capable of becoming also needs critical evaluation. Therefore an appraisal of their executive role in banks assumes singular significance.

Nature and Scope of the Study

The study is purely exploratory in nature and seeks to identify the factors preventing women employees from aspiring for higher post, the factors hindering career advancement, studying the impact of work life of women employees on

their home life and the impact of family responsibility on career decisions of women employees in banking industry. Further this aims also at finding out the organizational support for women employees to achieve better work life balance. The present study intends to survey only women employees who confront challenging situations which demand skills of a higher order for meeting them successfully. The strains and stresses involved are also high. As for banks all the three kinds of banks – public sector, private sector and new generation private sector commercial banks were surveyed.

Objectives of the Study

- To study the factors preventing women employees from aspiring for higher post.
- To study the factors hindering career advancement.
- To study the impact of work life of women employees on their home life.

Study Area

Coimbatore is a research study area multilingualistic, multi-ethnic, multi-religious and multi-cultural. This diversity makes it more attractive for this research. Besides, the state, though small in geographical area, has branches of all leading commercial banks.

Research Design

Sample and Questionnaire

Data were collected using the personal contact approach. Questionnaires were distributed to a sample of 120 women executives (36 Public Sector Bank Executives, 52 Private Sector Bank executives and 32 New Generation Private Sector Bank executives) located in Coimbatore women employees in executives' cadre working in public sector, private sector and new generation private banks were surveyed. Convenient survey method was adopted for collecting data. The statements/items for the questionnaire were formed after consulting relevant literature and some relevant research conducted in the area. Besides attitudes scale, the survey questionnaire also included a

section to capture the general profile of respondents. They were asked about their demographic background including age, education level, marital status, job level, year of experience, nature of organisation and type of ownership. The present study has used tools like simple percentage, Garret ranking method and Analysis of variance (ANOVA).

Analysis and Interpretation

Table – 1 Demographic Profile of Respondents

Variables		Frequency(N)
Age	Below 30	22 (18.3)
	30 – 40	40 (33.3)
	41 – 50	38 (31.7)
	Above 50	18 (15.0)
Educational Status	Graduate	39 (32.5)
	Post Graduate	32 (26.7)
	Doctorate	3 (02.5)
	Professionally Qualified (Ex. CAIIB)	46 (38.3)
Designation	Branch Manager	18 (15.0)
	Asst. Chief Manager	28 (23.3)
	Accountant	47 (39.2)
	Officers/ Executives	21 (17.5)
	Other	6 (05.0)
Experience	Less than 10 years	31 (25.8)
	10 to 20 years	48 (40.0)
	21 to 30 years	27 (22.5)
	Above 30 years	14 (11.7)
Salary Range / Month	Less than Rs.20000	26 (21.7)
	Rs.20000 – Rs.30000	43 (35.8)
	Rs.30001 – Rs.40000	32 (26.7)
	Above Rs.40000	19 (15.8)
Sector of Employment	Public Sector	36 (30.0)
	Private Sector	52 (43.3)
	New generation banks	32 (26.7)
Marital Status	Married	86 (71.7)
	Unmarried Single	27 (22.5)
	(Divorced or Widow)	7 (5.8)
Type of Family	Nuclear	97 (80.8)
	Joint	23 (19.2)

Source: Primary Data

It can be seen from the profile table 1 that the 33.3 per cent of the women respondent is aged between 30 and 40. Thirty one per cent of the respondent is aged between 41-50 years of age. Only 18 respondents forming 15 per cent are concentrated in the age group of above 50. Twenty two respondents are in the age group of below 30. In short it can be concluded that 65 percent of womenfolk' employed in the banking sector in Pondicherry are in the age group of 30-50. As regards educational status 71 respondents (69.2 percent) are graduates while 46 women employees forming 38.3 percent are

professionally qualified. Only a miniscule minority viz, 3 are doctorates. As for designation of bank employees, 47 employees constituting 39.2 percent are accountants; 28 respondents (23.3 percent) are assistant Chief Managers; 21 (17.5 percent) are officers and 18 respondents (15 percent) are branch managers. As far as experience is concerned 75 employees forming 62 percent are aged between 10-30 years. Thirty one employees (21.8 percent) are having experience of less than 10 years. It is only 11.7 percent of employees have got experience of more than 30 years of banking service. An analysis of salary structure reveals that 75 employees (62.5 percent) are earning between 20000-40000 per month.

While 26 employees (21.7 percent) are at the entry level earning less than Rs. 20,000, nineteen employees (15.8 percent) are earning above Rs. 40,000. Only 52 employees (43.3 percent) are employed in private sector banks while 36 employees (30 percent) and 32 employees (22.7 percent) are engaged in public sector and new generation banks respectively. Large number respondents (71.7 per cent) are married and 22.5 per cent are unmarried and 5.8 percent are singles. As regards type of family, 97 employees (80.8 per cent) are in nuclear family while the remaining was in joint family.

Table – 2 Factors Preventing Women Employees from Aspiring for Higher level posts in Banking Hierarchy: Garret's Ranking Method

S.No	Factors	Total Score	Total Mean Score	Rank
1	Taking care of the family.	6844	57.0	II
2	Combining domestic work and office work leaves no time for making us fit for higher posts.	7656	63.8	I
3	Physical strain necessitating longer hours of stay in the office	5852	48.7	IV
4	Difficulty of better judgment and quick decision making required in higher posts.	4965	41.3	V
5	Strain of frequent tours and/ field visits.	3680	30.6	VI
6	Fear of transfer which disturbs family life and domestic peace.	6740	56.1	III

Source: Primary Data

A table 2 shows various factors hindering women employees from aspiring for higher level posts in banking sector. A Garret ranking method has been applied to find out the order of factors preventing women employees from assuming

higher level post. It is the factor 2 which occupies first rank viz., combining domestic work and office work is hindering women employees from accepting the higher level post. The women employee's very need to take care of their family has been ranked second hindering factor. Another factor of fear of transfer associated with promotion is the third one standing in the way of women's advancement in their career. It is clear from the lower rank scored by other factors namely physical strain, lack of sense of judgement and inability to take quick decision and need to take tour and field visits are not the critical factors obstructing their upward movement in banking hierarchy.

Table – 3 Factor Hindering Women Employees in Achieving Career Advancement: Garret's Ranking Method

S.No	Factors	Total Score	Total Mean Score	Rank
1	Fear of challenges to be faced.	6676	55.6	III
2	Fear of physical strain associated with higher posts.	4933	41.1	V
3	Separation from family.	7569	63.1	I
4	Burden of shouldering higher responsibility.	7407	61.7	II
5	Lack of proper communication skill.	3617	30.1	VI
6	Difference in food habits, language barriers, and mingling with strangers, if posted in far off locations as for example, in North India.	5812	48.4	IV

Source: Primary Data

Table 3 lists the factors hindering career advancement of the employees. Though the 50 percent of the women employees have qualified themselves with professional degrees, their unwillingness to be separated from the family is a great stumbling block in the road to career advancement in view of the first rank scored by the factor. The second and third ranks arrived at for those factors indicate that women employees resent the burden of work associated with high end job and fear of challenges keep the women employees at bay in their career. However the fact that women employees are least bothered about the inconvenience in serving in far off locations is borne out by fourth rank. Physical strain associated with higher post (fifth rank) and lack of communication skill (sixth rank) is not

critical factors in the career advancement decision of women employees.

Table – 4 Impact of Work Life on Homelife

S.No	Factors	Yes	No
1	Satisfaction with contribution at home	38 (31.7)	82 (68.3)
2	Adverse effect on children's education	64 (53.3)	56 (46.7)
3	Behavioral problems on children	48 (40.0)	72 (60.0)
4	Hindrances of domestic responsibilities at career	84 (70.0)	36 (30.0)
5	Work emergencies affecting domestic life	28 (23.3)	92 (76.7)
6	Ability to cope with work and career	16 (13.3)	104 (86.7)

Source: Primary Data

Impact of career and home life has been examined in table number 4. The women respondents numbering 82 (68.3 per cent) have responded negatively to the statement implying that they could not contribute their mite in various roles on home front. Sixty four respondents (53.3 per cent) have responded positively to the statement that being working women has an adverse effect on children's education. It implies that their work in banking industry affects children's education. However 36 respondents (30.0 per cent) have stated that their career did not affect their children's education. As regards the impact of career on behavioural problem of children, 70 percent of the respondents do not support the statement while 30 percent accept that their children's behaviour is not affected. As for hindrance of domestic responsibility in career development, 70 per cent of the respondents numbering 84 reported that domestic responsibility do interfere with their career. As regards work emergencies affecting domestic life, a vast majority 76.7 per cent has stated that at times they have to stay back in the office to complete the backlog of work or they have to spend more time than the regular hours during the account closing times and during the visits of audit team. Such emergencies that warrant their presence impacts adversely the domestic life. With respect to work – life balance three – fourth majority (86.7 per cent) replied that they could not manage effectively both the lives. In short, it is clear from the above analysis that working women in the banking sector could not achieve a work-life balance satisfactorily and the negative impact of career on home life prevails.

Conclusion

The analysis of family structure reveals that woman employees from nuclear family are suffering more than those from joint family system on account of their inability to advance professionally for want of support system. Similarly women employees from the nuclear family are more disturbed by the fear of transfer and consequent loss of peace of mind. Women professionals from nuclear family are found to be more underperforming than those from joint family. Flexi working hours has benefitted more those from nuclear family. The analysis of marital status and job performance shows that married women employees are more troubled by the fear of transfer than the unmarried and single categories. As regards ambition for career growth, unmarried and single categories have moderate ambition. In this backdrop banks have to restructure the jobs to address work life conflict through initiatives like flexi working hours, job sharing, compressed work scheduled, work home options, shift system, job splitting etc.. Banks have to take initiative to provide childcare facilities and have to tweak the transfer policy a little to favour married women employees. The leave policy of the bank may be so altered to enable those who save leaves can transfer the excess to the needy employees. All these measures have potential to address the current challenges faced by women employees and thereby enabling them to improve their performance by leaps and bounds.

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A STUDY ON PRODUCTIVITY MEASUREMENT OF TAMIL NADU STATE TRANSPORT CORPORATION IN KUMBAKONAM DIVISION

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ABSTRACT

Productivity in the STUs in the short run means efficient and effective utilisation of the existing resources that is to say, men, money, materials, methods and markets. However, the productivity of the same in the long run is determined by the creation of new resources in the form of men, money, materials, methods and markets. Productivity in transportation should be viewed in terms of efficiency of operation. The problem of internal efficiency deals with criteria such as fleet utilisation, cost per kilometer, revenue collection per km, etc. Thus physical performance standards are the vital indicators of the extent of productivity. The Corporation has high fleet utilisation indicates the efficiency of the Corporation. The average vehicles utilisation of the Corporation is shows the operational efficiency of the Corporation. The bus—staff ratio of the Corporation shows effective utilisation of personnel of the corporation. The Corporation's activities have expanded considerably which is revealed by the average daily kilometers operated. The cost of operation per km of kumbakonam division has increased due to inflation and hike in prices of fuel, oil, spares, tools, etc. The earnings per km shows increasing trend on account of introduction of new routes and fare revision. On the whole, the overall productivity of the Corporation is Satisfactory as indicated by the above parameter.

Keywords : Productivity, Money, Materials, Machines, Man Power

Introduction

The study to explain the problems of measuring productivity in general and to measure the productivity of State Transport Corporation Kumbakonam division, in physical terms. "Productivity is everybody's business", it is generally said. Paradoxically everybody's business has become nobody's business with the result that there is lot of confusion about the concept of productivity itself. It is heartening that generally productivity is being understood as the optimization of the use of available resources such as money, materials, machines, man power, etc. Even though productivity is being understood

and appreciated, the measurement of productivity continues to be a difficult job for the management, the work men and the Government. The major problems in the measurement of productivity are I Productivity of any system should be depicted by a net work of relationships rather than a single ratio. II Productivity changes should be examined at the sources responsible for the changes, at the nature of input relationships involved and at the managerial choices among the alternative means of harnessing their potential benefits. III Effects of highly complex and intangible factors like motivation, environment factors, etc. on productivity should be taken into consideration.

IV Difficulties in dealing with qualitative changes in inputs or outputs through a period of time should be reckoned with. V Inter relationship between quantitative achievement and monetary values of input should be studied.

Public enterprises are conceived as an important instrument for achieving rapid socio economic transformation of our economy. While greater emphasis is laid on the expansion of public enterprises, it is necessary to ensure that public enterprises increase their productivity. Moreover the recent thinking is that public enterprises should find for themselves in meeting the requirements of expansion and modernization. Gone are the days when public enterprises were established to meet some societal needs and their existence justified on fulfillment of such needs and not on commercial profitability.

Now they are expected not only to justify their existence in terms of proper returns on investment, but they should also serve as a model of efficiency and viability to private enterprises in the same line. In the light of these developments a study on productivity assumes a lot of significance in public enterprises. Modern economic activity requires speedy movement of men and materials. A good transportation system inessential for sustained economic growth and can significantly contribute to it. An efficient public transportation system is also essential for improving the quality of life of the community.

Parameters of Productivity in State Transport Corporation in Kumbakonam Division

People mix up 'productivity' with 'profitability'. In private sector the efficiency is judged by the extent of profits earned by the company. Financial accountant's measure the productivity by comparing the Rate of Return on Investment (Role). However, public sector transport undertakings are not run for making huge profits, but for providing cheap, quick and efficient service. So, the parameters of productivity in public transport undertakings cannot be the same as those in private sector. The fleet and the vehicle utilization in bus operation

that is to say, the number of vehicles on the road as a percentage of fleet owned, and the average daily kilometer age operated by the buses on road are generally recognized as good indicators of efficient operation of transport organization. Other indicators of productivity often used are cost and income per kilometer, staff-bus ratio, occupancy ratio, breakdown and accident rates, etc. These indicators undoubtedly give a reasonable idea of the efficiency of the organization, but unless they are comprehensively viewed and interpreted in the context of the internal and external conditions under which the system is operating, they cannot indicate the true level of productivity of the organization. While it is probably not possible to develop a simple mathematical formulation which would serve as the productivity indicator of a transport organization, a proper analysis of the various factors which go to determine productivity and their co relation with each other would help in assessing the productivity levels of a public sector transport undertaking and in suggesting management policies which would bring about improvements in these levels. The National Seminar on productivity in State Transport undertakings has suggested certain indicators of productivity in state transport undertakings. By and large, the productivity will have to be assessed in terms of

- i. Fleet utilization
- ii .Vehicle utilization
- iii. Staff ratio per bus
- iv. Breakdowns per 10,000 kilometers
- v. Cost/Income per kilometer
- vi. Occupancy ratio
- vii. Average daily kilometer age operated
- viii. Accidents per 1, 00,000 kms

Objectives of the Study

1. To study the performances of TNSTC in Kubakonam Division.
2. To analyse the productivity trend of TNSTC in Kubakonam Division.

Methodology

The present study is based on the secondary data viz. The data collected from Tamil Nadu State Road Transport Corporation Years 2000-01 to 2011-12. In order to examine the various objectives of the study percentage method and financial ratio analysis have been used.

Table-1

S. No	Year	No. of Buses on Road	No. of Buses held	% of Fleet Utilization	Average Effective kms (in lakhs)	Buses Utilization kms	Breakdown Per 10000kms	Occupancy ratio	Accident per 10000kms
1	2000-01	2483	2642	93.2	3930.54	436.5	0.34	78.88	1.54
2	2001-02	2459	2545	94.8	3946.37	437	0.31	83.06	1.36
3	2002-03	2480	2649	94.1	4054.96	445.4	0.28	76.11	1.06
4	2003-04	2493	2645	94.3	4136.94	455.7	0.23	74.51	0.76
5	2004-05	2529	2638	95.9	4131.28	456.9	0.15	71.64	0.27
6	2005-06	2548	2655	96	4314.78	456.9	0.14	73.53	0.76
7	2006-07	2603	2725	95.5	4505.14	452.7	0.1	77.57	0.08
8	2007-08	2698	3015	96.1	5192.55	489.6	0.06	76.12	0.23
9	2008-09	3086	3217	96.2	5626.67	497.9	0.03	77.21	0.23
10	2009-10	3108	3337	96	5750.46	505.1	0.02	79.65	0.22
11	2010-11	3188	3316	96.1	5896.25	587.2	0.01	88.6	0.21
12	2011-12	3190	3328	95.9	5915.3	506.6	0.01	78.81	0.19

The above table reveals that the fleet utilization of kumbakonam division from the year 2000-01 to 2011-12. The fleet Utilization ranges from 93.2 percent in 2000-01 and 95.9 percent in 2011-12. 2001-04 and the average utilization is 94.1 percent. The fleet utilization in 12 years is above average and the same in the second 3 years is below average. As the table reveals the variation in fleet utilization during the period of study is meager and as such during all the years, productivity in terms of fleet utilization is very high. The table reveals the intention of the Corporation to utilize all the buses held to the maximum extent possible. This is understood from the highest utilization percentage of 96.2 percent. This also shows the efficiency of the Corporation in maintenance. The above table reveals that the vehicle utilisation ranges from 436.5 kms per day in 2000-2001 to a maximum of 587.2 kms per day in 2010-11. The average utilisation was 473.70 kms. Same is above average. The vehicle utilisation in middle 3 years below average and remaining 8 years. The same in above average. Fleet utilisation has increased from 436.5 kms in 2000-01 to 587.2 kms in 2010-11. These figures reveal the productivity level of Traffic and Maintenance Departments. The above table reveals that the rate of breakdowns is maximum i.e. 0.34 in the year 2000-01 and lowest

i.e. 0.01 in the year 2010-11. This decrease in the rate of breakdowns might be due to the effective maintenance policy of the Corporation. But from 2004-05, there is an increase in the rate till 2010-11. This increase in the rate might be due to careless and rash driving of buses by the drivers resulting in mechanical defects and thus increasing the rate of breakdown. The above table reveals the Occupancy ratio of kumbakonam division buses from the year 2000-01 to 2011-12. The occupancy ratio ranges from 71.64% in 2002-01 to 2009-10 79% in 1975-76 and the average occupancy is 73%. The occupancy ratio for eight years is below average and for the other eight years it is above average. As the table reveals, there is considerable variation in the occupancy ratio and only for 8 years the occupancy ratio is more than 75%, which shows that the Corporation operates many uneconomic routes for the benefit of the public. The above table reveals that the average daily kms operated ranges between 435.6 and 506.6 lakh kilometers. The coverage of the Corporation has continuously increased, which shows the expansion of the operations of the Corporation. The decline in daily kilometers operated in the year 2001-02 was due to the transfer of some of the routes Rate per lakh of effective kms Total effective kilometers Total number of accidents 1,00,000 to the newly formed kumbakonam division established on account of bifurcation. But again the coverage of the Corporation has increased due to expansion of the Corporation taking many new routes. The rate of accidents ranges from 1.54 in to 0.19 in. The average rate of accidents per 1, 00,000 kms is 0.14. During eight years, the accidents per 1, 00,000 kms of kumbakonam division are higher than the average. In the being three years of study, i.e 2000-01 and 2003-04, there is high rate of accidents, when compared end of year 2011-12 is degreasing. This might be due to number of transport vehicles on road resulting in traffic jam and also due to improper driving habits of drivers to reach the destinations quickly.

Table-2

Sl. NO	Year	Drivers	Conductors	Technical Traffic Supervisor	Admin	Others	Total
1	2000-01	2.62	2.71	0.10	0.49	1.55	7.47
2	2001-02	2.63	2.71	0.16	0.57	1.55	7.51
3	2002-03	2.62	2.71	0.10	0.49	1.55	7.47
4	2003-04	2.39	2.51	0.12	0.54	1.51	7.07
5	2004-05	2.42	2.53	0.12	0.52	1.95	7.03
6	2005-06	2.35	2.47	0.09	0.45	1.40	6.76
7	2006-07	2.33	2.44	0.08	0.52	1.20	6.55
8	2007-08	2.78	2.85	0.09	0.45	1.04	7.20
9	2008-09	2.79	2.87	0.10	0.34	0.98	7.15
10	2009-10	2.82	2.88	0.09	0.38	0.96	7.13
11	2010-11	2.61	2.62	0.09	0.29	1.28	6.88
12	2011-12	2.53	2.54	0.09	0.26	0.93	6.35

The Corporation had its own norm of staff-bus ratio as 7.47 per bus in 2000-01 and reduced it to 6.35 per bus in the year 2011-12. For the sake of uniformity, the CIRT fixed it at the level of 7.2 per bus. As against the GIRT norm of 7.2, the Corporation has a lower staff-bus ratio which reflects the efficient management of kumbakonam. When we analyze Category wise, the kumbakonam division has a lower staff bus ratio except for administrative category. This may be due to the increase in fleet utilization. In view of the fact that staff-bus ratio has to be evolved in consultation with the fleet utilization percentage, the Corporation has an apt staff-bus ratio moving around the CIRT norm of 7.2 per bus with a high fleet utilization of 80%.

Table-3

Sl NO	Year	Total Cost (Rs. in Lakh)	Effective kms (In Lakh)	Cost per Kilometer (in paise)	Increase Over Pervious year
1	2000-2001	52445.81	5848.47	8.97	-----
2	2001-2002	52068.74	4051.75	12.85	4.3
3	2002-2003	54625.68	4249.22	12.86	0.07
4	2003-2004	57161.21	4310.56	13.26	3.11
5	2004-2005	61204.07	4403.56	13.90	4.82
6	2005-2006	70975.63	4441.00	15.98	14.96
7	2006-2007	77149.69	4676.26	16.50	3.25
8	2007-2008	85326.12	5306.30	16.08	-2.54
9	2008-2009	98514.20	5642.30	17.46	8.58
10	2009-2010	101617.55	5794.56	17.54	0.45
11	2010-2011	120660.15	5917.85	20.39	16.24
12	2011-2012	138471.84	5994.72	23.10	13.29

Source:CIRT,Pune

Every year, the total cost registered an increase over the previous year. The increase was the highest in 2010-11, and the lowest in 2000-01. The increase in cost was due to the increase in the cost of inputs, i.e fuel, lubricating oil, etc. For

example, in the year 2011-12 the Corporation experienced an increase in the variable cost from due to price hike in fuel, lubricants. The increase in cost was also due to the operation of uneconomic routes. For example, the Corporation was operating uneconomic routes which resulted in a loss. The increase in cost was due to additional bonus paid to employees on account of good performance, revision of wages and salaries and the increase in motor vehicle tax paid by the Corporation to the Government. Income or Earning per kilometer (EPK) is the ratio of total earning to the total effective kilometers. Earning per kilometer is one of the useful ratios to indicate the earning potential of a route/ depot division / organization. The EPK is related to the carrying capacity of the buses, fare structure and the earning potential of routes. The Earning per kilometer is expressed in terms of paise. The EPK may be in relation to either traffic or gross revenue

Table-4

Sl. NO	Year	Income Rs. in Lakhs	Effective kms (in lakhs)	Earnings per kms (in paise)	Increase over Pervious year %
1	2000-01	51649.67	5848.47	8.83	----
2	2001-02	52672.24	4051.75	13.00	47
3	2002-03	55833.30	4249.22	13.14	1.07
4	2003-04	59153.15	4310.56	13.72	2.35
5	2004-05	64406.18	4403.45	14.63	6.63
6	2005-06	66606.63	4441.00	15.00	2.52
7	2006-07	73574.72	4676.26	15.73	4.86
8	2007-08	81206.62	5306.30	15.30	-2.73
9	2008-09	88766.63	5642.30	15.73	2.81
10	2009-10	93086.76	5794.56	16.07	2.16
11	2010-11	98302.78	5917.85	16.61	3.36
12	2011-12	112206.47	5994.72	18.72	12.70

Source:CIRT,Pune

The above table reveals that EPK is on an increasing trend, which ranges from the lowest of 8.33 in 2000-01 to a maximum of the year 2011-2012. There was fare revision only during five years i.e. 2001-2002, 2003-2004, 2004-2005, 2005-2006, and 2006-07. However, increase of EPK in 2001-02 was only on account of increase the fuel cost and low level utilization because of low level of matinee. In the year 2007-08, revenue on account of negative the cost is increase of the previous year. The passenger fare was increased from year. The benefit of fare increase given effect. Although 20, fare increase was made, the operational income increased only by

10%, presumably due to consumer resistance and economic conditions of commuters. Again in 2011-12 there was fare revision. In the years of fare revision, EPk has increased over previous year by more than 10%. During the other years, increase of EPK was due to increase in introduction of new buses and routes.

Conclusion

Productivity in the STUs in the short run means efficient and effective utilisation of the existing resources that is to say, men, money, materials, methods and markets. However, the productivity of the same in the long run is determined by the creation of new resources in the form of men, money, materials, methods and markets. Productivity in transportation should be viewed in terms of efficiency of operation. The problem of internal efficiency deals with criteria such as fleet utilisation, cost per kilometer, revenue collection per km, etc. Thus physical performance standards are the vital indicators of the extent of productivity. The Corporation has high fleet utilisation of 96.2% which indicates the efficiency of the Corporation. The average vehicles utilisation of the Corporation is approximately 586.2 kms which shows the operational efficiency of the Corporation. The bus—staff ratio of the Corporation shows effective utilisation of personnel of the corporation. Accident rates and breakdown rates are as low as 0.01 per 1, 00,000 kms and 0.06 per 10,000 kms respectively which reveal the efficiency of the traffic and maintenance Departments. The average occupancy ratio of the Corporation is neither too low nor too high which indicates that the corporation operates many uneconomic routes. The Corporation's activities have expanded considerably which is revealed by the average daily kilometers operated. The cost of operation per km of kumbakonam division has increased due to inflation and hike in prices of fuel, oil, spares, tools, etc. The earnings per km

shows increasing trend on account of introduction of new routes and fare revision. On the whole, the overall productivity of the Corporation is Satisfactory as indicated by the above parameters.

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CASTISM IN INDIA

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ABSTRACT

Economic and political empowerment of the people in the country is decided by caste system. Scheduled caste people will be treated as vote bank of almost all leading political parties and they were not allowed to politically powerful even in the twenty first century. Casteism is considered as a social problem as it disturbs the effective governmental politics and democracy and paves the way for mutual group conflicts. Casteism is mani-fested in the form of clashes between various castes for higher share in the socio-eco-nomic privileges and power.

Key words: Caste , Caste system, Casteism, political empowerment, Manusmitri, vote bank

Introduction

Caste is a word which is one of the obligatory in Indian history that decide the social, economical and political empowerment of the people even in the 21st century in the country. In India, a person can covert his/her religion to any religion that can be legitimate as per our system, but no one can convert from his / her own caste to another caste. This is the supremacy of the caste system in India which has been established as a social customs by the prehistoric Vedas. Caste is a part and partial of the social and political organization of the country in all aspects and this can be protected by the group of leaders, organization and political parties to sustain in their identity. The present article focuses on an overview of caste system in India.

Caste system

The term *caste* is not an Indian word. Caste comes from the Spanish and Portuguese word “casta” which means “race”, “breed”, or “lineage”. Many Indians use the term “jati”. There are **3,000 castes** and **25,000** sub castes in India, each related to a specific occupation. According

to the *Oxford English Dictionary*, it is derived from the Portuguese *casta*, meaning “race, lineage, breed” and, originally, “‘pure or unmixed (stock or breed)’”. (*Oxford English Dictionary. 1989*) There is no exact translation in Indian languages, but *varna* and *jāti* are the two most proximate terms. (Corbridge. 2013).

Kaka Kalelkar, was an Indian independence activist, social reformer and journalist. He was a major follower of the philosophy and methods of Mahatma Gandhi. According to Kaka Kalelkar, “Casteism is an over-riding blind and supreme group loyalty that ignores the healthy social standards of justice, fair play, equity and universal brotherhood.” An Indian novelist, journalist, historian, administrator and diplomat K. M. Panikkar said “Casteism is the loyalty to the sub caste translated into political. According to D.N. Prasad, “Casteism is a loyalty to the caste translated into politics. In general, Casteism may be defined as a phenomenon by virtue of which persons belonging to a certain caste group are either discriminated against or shown favour regardless of their merits and demerits, just on the basis of their caste.

The caste system in India is division of society into strata, influenced by the classic Aryan Varna's of north India, and Dravida jati system found in south India. Caste is a form of social stratification characterized by endogamy, hereditary, transmission of a lifestyle which, often includes on occupational, ritual states in a hierarchy and customary social interaction. The use of spelling "caste" with this later meaning, in first attested to in English in 1613.

This caste system became fixed and hereditary with the emergence of Hinduism and its beliefs of pollution and rebirth. The Laws of Manu (*Manusmitri*), refer to the impurity and servility of the outcastes, while affirming the dominance and total impunity of Brahmins. Those from the "lowest" castes are told that their place in the caste hierarchy is due to their sins in a past life. Vivid punishments of torture and death are assigned for crimes such as gaining literacy or insulting a member of a dominant caste. Among the writings of Hindu religious texts, the *Manusmitri* is undoubtedly the most authoritative one, legitimizing social exclusion and introducing absolute inequality as the guiding principle of social relations

Historically the caste system in India has consisted of thousands of endogamous groups called jatis or quoms. All the jatis were clubbed under the Varna's categories, during the British colonial census of 1901. The terms of Varna and jati are two distinct concepts. While Varna is the idealized four parts of division. There are four major castes and hurdles of minor castes; each caste has specific duties and privileges.

Brahmins – relating to originally the priests and intellectuals

Kshatriyas - relating to soldiers

Vaishyas – relating to traders

Sudras – performed menial tasks

Perspectives of Caste system

Perspectives of Caste system will be depend upon the conceptual approach of the eminent

personalities in the field of sociology or history based on their perception of caste and its related dimensions. There are at least two perspectives for the origins of the caste system in ancient and medieval India, which focus on either ideological factors or on socio-economic factors. The first school focuses on the ideological factors which are claimed to drive the caste system and holds that caste rooted in the four *varnas*. The second school of thought focuses on socio-economic factors and claims that those factors drive the caste system. It believes caste to be rooted in the economic, political and material history of India.

Table No 1 Population trends for major religious groups in India (1951–2011)

Religious group	Population % 1951	Population % 1961	Population % 1971	Population % 1981	Population % 1991	Population % 2001	Population % 2011
Hinduism	84.1%	83.45%	82.73%	82.30%	81.53%	80.46%	79.80%
Islam	9.8%	10.69%	11.21%	11.75%	12.61%	13.43%	14.23%
Christianity	2.3%	2.44%	2.60%	2.44%	2.32%	2.34%	2.30%
Sikhism	1.79%	1.79%	1.89%	1.92%	1.94%	1.87%	1.72%
Buddhism	0.74%	0.74%	0.70%	0.70%	0.77%	0.77%	0.70%
Jainism	0.46%	0.46%	0.48%	0.47%	0.40%	0.41%	0.37%
Zoroastrianism	0.13%	0.09%	0.09%	0.09%	0.08%	0.06%	n/a
Other religions / No religion	0.43%	0.43%	0.41%	0.42%	0.44%	0.72%	0.9%

Source : Censuses Report of India

Table No 1 indicates the Population trends for major religious groups in India during the year 1951 to 2011.

As regards Hindu population, in the year 1951 censuses were found 84.1 per cent but it has been slowly decreased to 79.80 per cent in censuses 2011. As regards Islam population, in the year 1951 censuses were found 9.8 per cent but it has been slowly increased to 14.23 per cent in censuses 2011. As regards Christianity population, in the year 1951 censuses were found 2.3 per cent and it remain constant with 2.3 per cent in censuses 2011. As regards Sikhism population, in the year 1951 were found 1.79 per cent but it has been slightly decreased to 1.72 per cent in censuses 2011. As regards Buddhism population, in the year 1951 were found 0.74 per cent but it has been slightly decreased to 0.70 per cent in censuses 2011. As regards Jainism population, in the year 1951 were found 0.46 per cent but it has been slightly

decreased to 0.37 per cent in censuses 2011. As regards Zoroastrianism population, in the year 1951 were found 0.13 per cent but it has been slightly decreased to 0.06 per cent in censuses 2001. As regards Other religions / No religion population, in the year 1951 were found 0.43 per cent but it has been slightly decreased to 0.9 per cent in censuses 2011. On the whole, Hindu population has been reduced by 4.3 per cent and Islam population has been increased by 4.43 per cent.

Religious population

In Indian, religion is one of the major parts of the social system which decide the status of the people in the society. According to the Constitution (Scheduled Castes) Orders (Amendment) Act, 1990, Scheduled Castes can only belong to Hindu or Sikh or Buddhist religions. There is no religion bar in case of Scheduled Tribes. The Sachar Committee report of 2006 revealed that scheduled castes and tribes of India are not limited to the religion of Hinduism. The 61st round Survey of the NSSO found that 90 per cent of the Buddhists, one-third of the Sikhs, and one-third of the Christians in India belonged to the notified scheduled castes or tribes of the Constitution.

Table no 2 Distribution of each religion by caste category

Distribution of religion	Scheduled Caste (%)	Scheduled Tribe (%)	Other Backward Classes (%)	Others (%)	Total (%)
Hinduism	22.2	9.1	42.8	26.0	100
Muslim	0.8	0.5	39.2	59.5	100
Christians	9.0	32.8	24.8	33.3	100
Sikhs	30.7	0.9	22.4	46.1	100
Jains	0.0	2.6	3.0	94.3	100
Buddhists	89.5	7.4	0.4	2.7	100
Zoroastrians	0.0	15.9	13.7	70.4	100
Others	2.6	82.5	6.2	8.7	100
Total	19.5	8.7	41.1	30.8	100

Source : compiled from various sources

Table no 2 shows that the distribution of each religion by caste category in India. Scheduled Caste population consist of 19.5 per cent,

Scheduled Tribe population consist of 8.7 per cent, Other Backward Classes consist of 41.1 per cent and others are consisting of 30.8 per cent of the total population.

As regards Hinduism , 22.2 per cent are belongs to Scheduled Caste, 9.1 per cent are belongs to Scheduled tribe, 42.8 per cent are belongs to other backwards classes and 26, per cent are belongs to other categories which are mostly belongs to upper caste.

As regards Muslim , 0.8 per cent are belongs to Scheduled Caste 0.5 per cent are belongs to Scheduled tribe, 39.2 per cent are belongs to other backwards classes and 59.5, per cent are belongs to other categories.

As regards Christians , 9.0 per cent are belongs to Scheduled Caste 32.8 per cent are belongs to Scheduled tribe, 24.8 per cent are belongs to other backwards classes and 33.3, per cent are belongs to other categories.

As regards Sikhs , 30.7 per cent are belongs to Scheduled Caste 0.9 per cent are belongs to Scheduled tribe, 22.4 per cent are belongs to other backwards classes and 46.1, per cent are belongs to other categories.

As regards Jains , 2.6 per cent are belongs to Scheduled tribe, 3.0 per cent are belongs to other backwards classes and 94.3, per cent are belongs to other categories .

As regards Buddhists , 89.5 per cent are belongs to Scheduled Caste 7.4 per cent are belongs to Scheduled tribe, 0.4 per cent are belongs to other backwards classes and 2.7 per cent are belongs to other categories .

As regards Zoroastrians , 15.9 per cent are belongs to Scheduled tribe, 13.7 per cent are belongs to other backwards classes and 70.4, per cent are belongs to other categories.

As regards others , 89.5 per cent are belongs to Scheduled Caste 2.6, per cent are belongs to Scheduled tribe, 6.2 per cent are belongs to other backwards classes and 8.7 per cent are belongs to other categories.

Casteism is considered as a social problem as it disturbs the effective governmental politics and democracy and paves the way for mutual group conflicts. Casteism is manifested in the form of clashes between various castes for higher share in the socio-economic privileges and power.

Conclusion

Indian caste system is based on Hindu religion that manipulates and decides the caste system in the society. Casteism has become all-encompassing. It has entered into the spirit and bones of a sizeable section of the society. Its root has gone bottomless into Indian soil. It cannot be uprooted overnight. It is in the interest of both the individual and society that Casteism should be eradicated from the Indian social atmosphere at the original. Economic and political empowerment of the people in the country is decided by caste system. Scheduled caste people will be treated as vote bank of almost all leading political parties and they were not allowed to politically powerful even in the twenty first century.

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