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MANAGEMENT EDUCATION IN INDIA – AN OVERVIEW

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ABSTRACT

The main objective of the present paper is management education in India. Economic development of a country is correlated with the development of higher education. 21st century India witnessed enormous transformation in its management education system. Globalization transformed the conventional approach of the system with a more efficient professional approach; it also resulted in introduction of new age management courses which have more economic value in today's' time . In the modern economic scenario all over the world, management as a stream of education and training has acquired new dimensions. The field of management is dynamic in nature. New tools and techniques are continually introduced to increase the efficiency and productivity of future managers. Driven by globalization the social, public and business organizations in India also had to embark on many changes in their management structure and operating practices. In response to such changes the educational programs had undergone noticeable changes in the curricula.

***Key words**: Management Education, Structure, Globalization, challenges, opportunities etc.*

Introduction

The term "Management" had acquired many new dimensions as a stream of education and training in recent times. Management is a field which will have an immediate impact on the operations of any organization. The field of Management is dynamic in nature and because of this; the field of management is enlarging its scope dayby- day. With the help of management education and research many new tools and techniques are continually being introduced to improve the efficiency, productivity, and profitability of an organization. Every organization and their departments using the management methodologies, which include problem solving techniques and guidelines for various related activities. Present corporate world is full of competition. New technologies are emerging every day and everything is turning towards globalization. In such challenging situation, young managers possessing management degree turn out to be survivors. The biggest challenge of the corporate world is to produce efficient managers. A management degree from a reputed institution certifies that the person holding the degree has enough managerial skills required to face the competition. Management courses develops skillful workforce which constitutes of leaders of future as well as competitive[1].

Management education in India has come a long way. The history of management education in India goes back to the pre-Independence era. In the 1950s, when India sought to give an impetus to its management education with assistance of many foreign countries like – the United States etc. Knowledge in each field was considered separate with its own reasoning and technology. Science and technology was separated from history, sociology, or philosophy. Observation and fact was the guiding source for knowledge, a position that encouraged a compartmental view of management education. Further, the establishment of management institutes in India outside the University system distanced management education from other fields. Management did draw from a number of other fields, including science, technology, psychology or sociology. But since its own knowledge, methodology and objectives in society were different, management education did not have to go deep into the bases of the other fields or the wider context of society itself. Corporate for placement. Even aspiring faculty members are reluctant to join such institutions.

Management Education in India

Management Education in India has not grown in an evolutionary manner and its development has been random. In an increasingly globalizing economy like India, the organizations are becoming more complex and businesses more competitive. Thus, the demands on the skills of Indian managers are changing. The growth of management education in India has been phenomenal from past two decades. The two year first full-time MBA in India started way back in 1957 in the Andhra University. In view of the industrial growth of Visakhapatnam city and to meet the needs of executives, the Department started three year M.B.A. evening programme in 1977-78. The two IIMs in Calcutta and Ahmadabad appeared in 1961 and 1962 respectively. They had been promoted with the collaboration of Sloan School of Business, and Harvard B-School. In the year 1966, XLRI, Jamshedpur, the number one business school in the private sector opened its doors to Management education. The third IIM in Bangalore and the 4th IIM in Lucknow was inaugurated in the years 1973 and 1984 respectively. Two other important developments for the management education were - the legislative framework on regulation of engineering and management education in India which came into force in the year 1987, and the Association of Indian Management Schools (AIMS) which was inaugurated in the year 1988. Today AIMS has in its membership nearly 450 Business Schools, and is the 2nd largest B-Schools association in the world. At the time of founding AIMS in August 1988, there were just about 100 B-Schools in India. Though many other B-Schools emerged during 1960’s and 1970’s, the real growth in the management education in India too place from 1991. Thereafter there was a massive surge in the number of B-Schools in the country, almost doubling every five years. By the end of 2012 there were 2400 B-Schools in the country of which 1,999 are approved by the All India Council for Technical Education (AICTE) and 400 functions as unapproved private b schools.

Scope and Significance for Management Education

The Management programmes train the students according to their needs and available resources. Through practical training, skills for conceptual, interpersonal and management awareness for Implementation of new structures and strategies in the corporate world are sharpened. Various programmes in Management are also being conducted by various institutions in country and abroad which help the aspiring managers to become effective decision makers in their fields through up gradation of knowledge and highly required managerial skills. Because, the corporate world is getting more and more competitive and complex and Decisionmaking capabilities are of centralized importance today as there are situations where the manager needs to take vital decisions.

Present Structure of Management Education in India

The present structure of management education is divided into six categories. Viz., Indian Institute of Management (IIMs) setup by government of India, University Departments of Management studies, distance, correspondence & part-time courses as well, Colleges & institutes affiliated to universities, Private or Govt. Institutes approved by All India Council for Technical Education (AICTE), Private Institutes or colleges not affiliated to any universities are not approved by AICTE, Private colleges or Institutes offering MBA courses in India in collaboration with foreign universities where degree & diploma certificates are awarded by the foreign universities. The above institutes offering post graduate degrees as well as post graduate diplomas in management alongside some of the institutes offering research degrees in management[5].

Quality of Management Education in India

An important function of Business schools is to develop relevant knowledge, serve as a source of critical thought and inquiry about organizations and management, and thus advance the general public interest as well as the profession of management (Mulla, 2007). Unfortunately, most of the B-schools have thrived on marketing gimmicks and advertising budget rather than intellectual endeavours. The Government of India (GOI) formed the All India Council of Technical Education (AICTE), a statutory body under the Ministry of Human Resources to regulate the functioning of technical institutes in India. AICTE has given full autonomy to the B-Schools vis-à-vis curriculum development, assessment of students, conduct of examination, recruitment of faculty, tuition fee etc. However, there are no checks and balances on these matters.

While the AICTE ensures compliance regarding infrastructure, library and laboratory facilities and student-faculty ratio, it overlooks the indicators of quality education. Although AICTE has laid down standards which are not difficult to follow, many institutes do not comply with the prescribed standards once they get approval (Jagadeesh, 2000). Unfortunately, this statutory regulatory body plays merely advisory and supervisory roles. It has no authority to penalize the institutes not adhering to the set standards. It can, at the most, cancel or withdraw the approval of the erring institute. It has been observed that obtaining extension of approval every year is taken as ritual by institutes.

Working Group on Management Education of National Knowledge Commission (2006-07) rightly observes: 'The materials used for teaching are also not of relevance to the student background or living experiences in India. The focus on campus interviews, careers and jobs further detracts students from gaining a disciplinary understanding of the specializations and society in which they have to innovate and be influential leaders'. Report of the working Group also draws attention towards negligible debate on curriculum, pedagogy and innovation in Management education as well as lack of inherent capabilities of the institutions to address the evolving needs of various stakeholders by upgrading and refining their courses.[6]

Direction for Future Development of Management Education

At present, management education is grouped along with engineering, technology, pharmacy and architectural education all of which come under the classification of technical education. This does not appear to be a logical grouping. In the current scenario, management education deserves to be seen, handled and directed as a separate system. The AICTE norms which are currently in vogue have grown out of the criteria which were developed way back in 1964 they are needed to be revised according to the changing needs.

The AICTE should take a look at the norms and standards recommended by the AIMS. Many management institutions are not following the norms of AICTE where no action has been initiated to control them. Hence a proper mechanism needs to be developing to take disciplinary action on them. All the management institutions should maintain good infrastructure including classrooms, conference halls etc, by using latest technologies like LCD teaching methods etc. The composition of faculty composition with a significant number should be with retired experts. The student teacher ratio as prescribed by AICTE and UGC should be strictly followed. Further research in management education should be initiated at the post graduate level itself to make the students learn about the practical problems before they actually enter in to the industry. Also the doctoral and post-doctoral research in management education should be concentrated hard by identifying new and emerging areas. In this millennium, the Indian Management education is undergoing a major transition. Internationalization, cross cultures, strategic alliances, partnership & mergers are the new trends in management education. So the Indian management education system should also concentrate in this direction[7].

Conclusion

The management education in India had performed well in producing management graduates. Because of this India had seen many great management corporate personnel. But, the business trends in India changing very rapidly, becoming more diverse and complex has that country is growing at a rapid phase. Hence, the need for the hour is to produce quality management graduates who can lead the country into the next generation. Accordingly the governments, ministries and institutions need to be reacting to the situations appropriately. Management education across the globe is facing a unique crisis of relevance in the contemporary scenario. All the aspects of Business education such as quality of MBA aspirants, curriculum, business research, quality of research publications, industry-institute interface, management development programmes, faculty development programmes, placements, compensation packages of B-school graduates, career development trajectory of alumni, diversity among faculty as well as students, governance and accountability, etc. are under critical scanner. Indian B-schools are not untouched by the contextual compulsions of the Management education in the international arena.

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BEHAVIOURAL TARGETING

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ABSTRACT

Digital advertising uses behavioural targeting to serve the consumers based on their previous browsing history.This used persistant cookies to track the information about the consumers. Behavioural targeting uses a technology to learn the surfing behavior of the consumers. This may be beneficial, but there were some issues in using behavioural targeting. There were only limited studies available in behavioural targeting.

Key words : *Behaviour, targeting, cookies, tracking, technology*

Introduction

Advertising is a world of competition. Marketers use advertising to attract consumers to buy their products. In this scenario it is essential for the marketers to identify a strategy to win the consumers. Behavioural targeting is one such technique which displays ads through internet suiting to the consumers need based on their previous browsing history. Behavioral targeting involves the collection of information about a consumer's online activities in order to deliver advertising targeted to their potential upcoming purchases. Behavioral targeting is referred to as "interest based targeted (IBT) marketing," "addressable advertising," "online database marketing," and "targeted marketing." It is targeting web users based on their previous behavior. "Behavioral targeting" is an Internet-based targeting strategy that uses several elements of a consumer's online behavior (e.g., purchases and browsing history) to piece together a user profile that determines the ads displayed to the specific individual (Yan *et al*. 2009). It was different from traditional advertising as traditional is shown to all, but behavioural targeted is serving the particular individual based on his previurs surfing behavior.(Digital advertising alliance 2014).The past browsing behavior was used to assess the intention to purchase a specific product or service. The behavior mentioned above was the intercommunication of the browser with the website and also includes the location of the browser. Targeting was the process of offering the browsers individual site experiences based on their behavior.Hence behavioural targeting concept was to assess the internet users search behavior and serve the required ads . This would help the advertisers to put out their ads to those who will be interested to use their ads..The factors that the web site owners should consider for developing the profile for behavioural targeting were referring sites,referring keywords,internal search queries,pages Viewed (type/category of content),Preferred method of communication: Email vs. Phone vs. Webinar,Purchase Patterns based on seasonality,Demographics: Age, Sex, Education, House Hold Income, Marital Status,Recency,Frequency, Products added to cart,Time Zone,Time of Day on website,Offline Influencers: TV/Radio/ Magazines.

The technique of behavioural targeting

Behavioural targeting analyses the internet users behavior using the cookies in the sites. Internet cookies were pieces of information downloaded to the computer when the user visits the websites. The cookie might be from the Web site itself or from the providers of the advertising banners or other graphics that make up a Web page. A digital tag was inserted within a consumer s browser to track the browsing behavior. The digital tag inserted was loaded with cookies and it functions more like an internal code or index that can connect non-contiguous browsing sessions. Among the cookies, session cookies will close when the user comes out of the system or the browser, but persistant cookies were retained inspite of the closing of the browser or the computer. Three types of persistent state used for behavioral targeting were browser cookies(persistant), Web beacons, and Flash cookies. A browser cookie was a small file placed on the client computer. Another common tagging method was called a Web beacon. It was also called a web bug, clear gif or pixel tag. It was a one by one pixel gif file that was loaded by your browser as an image. It was an image in name only, because it will be invisible, and its purpose is to carry in tags and tracking information.

Web beacons were stored in the browser cache, a local storage area originally designed to improve page loading speeds. The information thus collected was blended with the publisher registeration or survey data like age, gender, postcode. The users were then classified based on the by content viewed, sites visited, search subjects, as well as the time, length and frequency of visits. The information was divided into “personally identifiable information (PII) and not personally identifiable (non-PII). Categories of PII include name, email address, and social security number. Non-PII was age, gender, ethnicity, sites visited, and the pages viewed. The collection of non-PII was carried out by many e-commerce sites without explicit consent from consumers. Local data stores for browser plug-ins, such as Adobe Flash, were also exploited by behavioral targeting (Dixon, 2007). Many e-commerce web sites use the Adobe Flash plug-in for animation and graphics. Adobe Flash uses a local data store that it refers to as shared data objects, but they are also known as Flash cookies. In fact, Adobe offers an online tutorial on how to assign tags to animation files in order to track interactions with Flash movies.

Growing awareness of privacy risks had led to an increase in blocking cookies. This diminishes the effectiveness of cookies for behavioral targeting, so that other methods have been expanded (Dixon, 2007). A common practice of advertising networks is to deploy all three methods at the same time – tagging each consumer with browser cookies, Web beacons, and Flash cookies. This belts and suspenders process of consumer tracking allows advertising networks to “invisibly engage in cross-domain tracking of [web] visitors,” (Jackson *et.al* 2006). Combining multiple methods of data collection offers advertisers a richer picture of consumer behavior. As the FTC has noted, advertisers are eager to expand data collection to new platforms such as the mobile device (2009c).

The goal for targeting, according to Keith Johnson, vice-president of product management at i-Behavior, Inc., is to "connect online, offline (for example, catalog) and in-store retail purchase behavior" so that tracking is continuous,comprehensive, and complete (Leggiere, 2009).It was found that small advertisers were benefitted from behavioural targeting than the prominent advertisers(Chen & Stallaert 2014). When a user had used a number of websites on a particular aspect for eg hotels, as per the cookies in his computer, he will be automatically shown advertisements related to hotels when he visits dictionary.com or You tube irrespective of his search(Angwin (2010) and Bazilian (2011)). The application of behavioural targeting in advertising was increasing and had become an industry (Hallerman 2010). Behavioural targeting had increased advertising response rate with high click through rate (670%) when compared to online ads((Beales 2010; Yan et al.2009). It was found that altering the self perceptions produced by behavioural targeting will improve sales of the featured product in future as wellas at the time of the advertisement (Summers et.al 2016)

Conclusion

These studies indicate the technology of behavioural targeting can be applied by the marketers to boost their sales. But as far as the consumer was concerned, the privacy issues should not be interviened by the marketer. Laws should be enacted to protect the consumers privacy. Future studies should work on the effects of behavioural targeting and the laws and regulations for using behavioural targeting

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DEMOGRAPHIC VARIABLES OF WOMEN CUSTOMERS AND THIER INFLUENCE OVER CUSTOMER SATISFACTION IN PUBLIC SECTOR BANKS, CHENNAI CITY

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ABSTRACT

Banking industry is the backbone of any country's economy. Service sector in India is the fastest growing sector, giving more employment opportunities than other sectors. Since the post liberalisation period, the competition for public sector banks grew. So the banks were forced to adopt customer oriented policies. Customer satisfaction is influenced by many factors. An attempt has been made by the researcher to study the influence of demographic factors on customer satisfaction. The study was conducted on women customers of public sector banks in Chennai city. The Sample size was 600. The data collected was then statistically analysed with SPSS package by using ANOVA. The findings show the influence of demographic variables on customer satisfaction. This information may be helpful for the banks to increase their customer satisfaction.

Key words: *Banking industry, economic development, customer satisfaction, demographic variables*

Introduction

Bank plays an important role in the economic development of a country. It is a financial institution that accepts deposits and channels those deposits into lending activities either directly or through capital markets. A bank connects customers which have capital deficits to those customers with capital surpluses. The banking industry in India is facing certain challenges, particularly after the liberalisation, privatisation and globalisation of the Indian economy in 1991, the public sector banks faced severe competition from the private banks. With too many players in the market, a customer has many options. If a customer is not satisfied with their bank, he can easily change his choice of bank. Thus, customer satisfaction became an important factor in the industry. So to attract new customers and to retain their existing customers, the banks are required to frequently increase the quality of services. The level of service quality and customer satisfaction can be determined by some of the demographic factors like age, gender, education, income, occupation etc. So the researcher has made an attempt to study the influence of demographic variables on customer satisfaction through a study of Public Sector Banks in Chennai.

Review of Literature

Chitra (2013) examined the awareness level of various retail banking services offered by SBI in Tirupur city; studied the effectiveness of advertisements for various retail services provided by SBI; analyzed the customer attitude towards the retail services offered by SBI; studied the various problems faced by customers related to retail services offered by SBI; and studied the satisfaction level of customers relating to retail services offered by SBI. Primary data were collected from 200 respondents by personal interview. The study found that customers are not satisfied with user friendliness, speed of service and quality of services at SBI. The study suggests that services should be made more accessible. In order to increase awareness, SBI should advertise its services more. Moreover, services can be made user-friendly. The speed and quality of service should be improved.

Jayshree Chavan and Faizan Ahmad (2013) measured the overall satisfaction of retail banking customers and identified the factors of customer satisfaction in retail banks. The study is confined to public sector, private sector and co-operative sector banks in Sangli and Solapur districts in Maharashtra. 200 customers from public sectors banks, 200 customers from private sector banks and 200 customers from co-operative sector banks were selected. The findings revealed that customer satisfaction, a transaction-specific attribute, is dependent on nine different factors.

Kirti Agarwal (2013) made an attempt to study the various services turns up by banks for customers; and to make a study of bank customer services provided by banks to satisfy their needs from selected public and private sector banks. The results indicate that the number of depositors per branch is nearly equal in both the banking sectors. The depositors are uniformly distributed in various regions in case of public sector banks. The private sector banks have higher number of depositors in metro cities. The amount of total deposits is quite high in case of public sector banks. The number of borrowers per branch and the amount borrowed per branch show a substantial figure in private sector banks. The study concluded that new private sector banks already emerged with computerized bank branches. It's the public sector banks which were lagging behind in this aspect.

Babitha Thimmaiah, Jnaneshwar Pai Maroor and Shainy (2013) made an attempt to find out recent trends in marketing of bank services; to know the problems faced by bankers in marketing; to know the customer problems in getting access to bank services; and to suggest ways to overcome problems. The primary data were collected with the help of interview of branch managers and officers. Secondary data were collected from books, journals, websites, etc. The study reveals that public sector banks are facing two problems namely, inefficiency and competition from private players. The study concluded that these problems can be tackled effectively by giving energy boosters like training and development, motivation of employees and by creating super ordinate goals.

Harinder Singh Gill and Saurabh Arora (2013) identified the factors influencing customer satisfaction in both private and public banks and compared the factors influencing satisfaction level of customers of public and private banks. The analysis revealed that public sector banks though bit behind in technology compared to private banks. A private sector bank on the other hand satisfies customers by giving better technology and more options of investments. The results of this research will be helpful to bankers to devise a better strategy to satisfy their existing customers and also to develop new schemes by understanding the demands and requirements of potential customers in the market.

Objectives:

- To know the demographic profile of the women respondents in public sector banks.
- To find out the influence of demographic profile on the dimensions of banking services.

Methodology

The research work is descriptive in nature. The present research endeavours to appraise the women customer satisfaction in the Public Sector Banks. Both primary and secondary data are used as the source for the study. Sampling unit for the study was the women customers of public sector banks in Chennai. Four Banks were considered for the study, namely: Indian Bank, Indian Overseas Bank, Canara Bank, State Bank of India from Central, South and North regions in Chennai City.

The total sample size was 600, i.e., 200 from each regions of the study area. Convenience sampling method was adopted for the study. Research instrument used for the study was a structured questionnaire addressed to the bank customers. The period of the study was about 6 months i.e., from June 2016 to December 2016. First, the descriptive analysis was carried out for the study and then the statistical analysis was done with the help of SPSS package by using ANOVA.

Profile of the Respondents

Descriptive analysis is used to discuss the profile of the respondents. The analysis revealed that most of the respondents are in the age group 26 to 40 years and 62% of the respondents were married. Considering the educational qualification, a majority of the respondents were Graduates. Regarding the occupation, major of them were salaried persons. About 50% of the respondents' income is below Rs. 25,000 per month. The detailed descriptions of the profile of the respondents obtained through primary data are mentioned in Table 1.

Table - 1: Profile of the Respondents

Profile	Description	No. of Sample Respondents	Percentage
Age	Below 25 years	160	26.70
	26-40 years	**215**	**35.80**
	41-55 years	133	22.20
	Above 55 years	92	15.30
Marital Status	Single	228	38.00
	Married	**372**	**62.00**
Educational Qualification	Professional	148	24.70
	Postgraduate	128	21.30
	Graduate	**213**	**35.50**
	Others	111	18.50
Occupation	Professional	149	24.80
	Businessman	124	20.70
	Salaried person	**262**	**43.70**
	Retired person	65	10.80
Monthly income	**Below Rs.25,000**	**301**	**50.10**
	Rs.25,001-Rs.50,000	175	29.20
	Above Rs.50,000	124	20.70

Customer Satisfaction on the Services Provided by the Banks

Banks provide many services to the customers. But only General services and ATM services were selected for this study. To test the significance of opinions about satisfaction levels towards various aspects of the services, Friedman's test for k-related samples was applied to the study. This test was chosen as the parameters are independent. It is used to detect differences in treatments across multiple test attempts. The procedure involves ranking each row (or block) together, then considering the values of ranks by columns.

Opinions of women customers towards satisfaction level in Internet Banking

Internet banking (or Online banking or E-banking) allows respondents of the Bank to conduct financial transactions on a secured website operated by that Bank. To access online banking facility, a customer having personal Internet access must register with the bank for the service, and set up some password for the use of the service.

Table – 2: Satisfaction level in Internet Banking services of women respondents

Description	Mean Rank	Chi square value
Availability of desired information on website	5.90	164.386** (p<0.001)
Security of transaction	5.29	
Time to get password and user id	4.69	
User friendly website	4.70	
Utility bill payment facility	4.83	
Prompt response to email query	4.62	
Mobile banking	5.03	
Electronic funds transfer	4.87	
E-shopping	5.07	

Parametric Relationship Between Demographic Variables and Dimensions of Services

One way analysis of Variance (ANOVA) is found suitable to find the influence of independent variables on the dependent variables. This tool adapts the mechanism of comparing the mean value of the variables to exactly determine their significance.

i) Testing for significant difference between Demographic Variables with respect to the Internet Banking

Table – 3 : Mean difference between Demographic Variables and Internet Banking

Profile	Description	N	Mean	S D	F-value	P-value
Age	Below 25 years	160	34.34	5.779	1.092	<0.001
	26-40 years	215	34.07	5.188		
	41-55 years	133	34.68	4.477		
	Above 55 years	92	35.19	5.364		
Marital status	Single	228	33.58	5.725	3.200**	0.001
	Married	372	34.98	4.845		
Educational qualification	Professional	148	34.62	5.224	2.507	0.058
	Postgraduate	128	35.45	4.100		
	Graduate	213	33.99	5.767		
	Diploma & School	111	33.96	5.241		
Occupation	Professional	149	34.30	5.184	0.428	0.733
	Businessman	124	34.69	4.776		
	Salaried person	262	34.29	5.356		
	Retired person	65	34.98	5.754		
Monthly income	Below Rs.25,000	301	33.56	5.651	9.252**	<0.001
	Rs.25,000-Rs.50,000	175	35.13	3.957		
	Above Rs.50,000	124	35.64	5.429		

From the above table, it is clear that respondents with age above 55 years have scored higher mean value of 35.19 and the lowest mean was scored by the respondents with age 26-40 years 34.07. This shows that the respondent's with age above 55 years are more satisfied than other age groups, with the Internet banking services. Since the p-value is less than the 1% significant level, the ***Null hypothesis is accepted***. So, there is no significant difference between age group of the respondent's and the Internet Banking services.

With respect to marital status, respondent's who were married have scored higher mean value of 34.98 than the respondents who are living single (33.58). This shows that the married respondent's are more satisfied than the single respondent's towards the Internet banking services. The p-value is greater than 1% significant level. Thus the ***Null Hypothesis is accepted.*** Thus, it can be understood that there is no significant difference between the marital status of the respondents and the Internet banking services.

Respondents' who are postgraduates has scored higher mean value of 35.45 and the respondents who are graduates has scored lowest mean value of 33.96.This shows that the postgraduates are more satisfied than other educational qualifications towards the Internet Banking services. The obtained 'p' value is 0.058 and it is not significant at 5% level. Thus, the ***Null hypothesis is accepted***. The value indicates that there is no significant mean difference between respondent's educational qualifications with respect to Internet Banking services.

With respect to occupation, respondent's who have retired have scored higher mean value of 34.98 and the respondents who are professionals have scored lowest mean value of 34.30. This shows that the retired people are more satisfied than the other occupations towards the Internet banking services. Since, the obtained 'p' value is 0.733 and it is not significant at 5% level, the ***Null hypothesis is accepted.*** The value indicates that there is no significant mean difference between respondent's Occupation with respect to Internet banking services.

From the above table, we can infer that, respondent's earning monthly income above Rs.50,000 have scored higher mean value of 35.64 than the respondent's earning monthly income below Rs.25,000 with the mean value 33.56. This shows that the respondent's with monthly income above Rs.50, 000 are more satisfied than the respondent's with other monthly income slabs with the Internet banking services. The obtained 'p' value is less than 1 % significant level. So, the ***Null hypothesis is rejected***. The value indicates that there is significant mean difference between monthly incomes of respondent's with respect to Internet banking services.

Findings of the Study

With regard to the Internet Banking, out of the five demographic variables, only the Monthly income factor was rejected and the other four were accepted. This means that Monthly income factor plays an important role in determining the satisfaction level of customers in Public sector banking.

Conclusion

Results of this study show that there is significant relationship between the demographic variables and the satisfaction level. In today's competitive world, banks can get competitive advantage by providing superior services to their customers. The finding reinforces the need for banks to place an emphasis on satisfying the customers and take into account the moderating effect of demographics and situational factors. The banks should periodically assess and monitor customer satisfaction levels and recognize its importance in developing and maintaining enduring relationship with their customers as crucial parameters leading to increased performance.

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AN ASSESSMENT OF STOCK PERFORMANCE OF SELECTED PUBLIC AND PRIVATE SECTOR BANKS IN INDIA

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ABSTRACT

Banks are the financial institutions that accept deposits from the public and create credit to the individuals, companies and Whole County. In India banking sector plays vital role in the growth of the economy. To asses stock performance, Risk and return analysis plays a key role in making process for investing in the stock market. Every investor wants to avoid risk and maximize return. For instance risk and return go hand to hand. The objective of the study is to analyse the risk and return of selected public and private sector banks in India and to quantify the amount of dispersion of set of values. This study is based on secondary data and Quota sampling method is used for selecting banks from public and private sector banks. The study is conducted for a period of 10 years from financial 2006-07 to 2015-16. Regression analysis, correlation coefficients were used for to analyse the data. This paper concludes that Private sector banks share performance better compared to the public sector banks.

Key words: *risk, return, public sector banks, private sector banks*

Introduction

The Basis of Investment Decisions:

An organized view of the investment process involves analyzing the basic nature of investment decisions and organizing the activities in the decision process. Common stocks have produced, on average, significantly larger returns over the years than savings accounts or bonds. Should not all investors invest in common stocks and realize these larger returns? The answer to this question is to pursue higher returns investors must assume larger risks. Underlying all investment decisions is the trade off between expected return and risk.

Therefore, we first consider these two basic parameters that are of critical importance to all investors and the trade- off that exists between expected return and risk.

Given the foundation for making investment decisions the trade off between expected return and risk – we next consider the decision process in investments as it is typically practiced today. Although numerous separate decisions must be made, for organizational purposes, this decision process has traditionally been divided into a two step process: security analysis and portfolio management. Security analysis involves the valuation of securities, whereas portfolio management involves the management of an investor's investment selections as a portfolio, with its own unique characteristics.

Return: Why invest? Stated in simplest terms, investors wish to earn a return on their money. Cash has an opportunity cost: By holding cash, you forego the opportunity to earn a return on that cash. Furthermore, in an inflationary environment, the purchasing power of cash diminishes, with high rates of inflation bringing a relatively rapid decline in purchasing power. In investments it is critical to distinguish between an expected return and a realized return. Investors invest for the future for the returns they expect to earn but when the investing period is over, they are left with their realized returns. What investors actually earn from their holdings may turn out to be more or less than what they expected to earn when they initiated the investment. This point is the essence of the investments process; Investors must always consider the risk involved in investing.

Risk: Risk is explained theoretically as the fluctuation in returns from a security. A security that yields consistent returns over a period of time is termed as "risk less security"or " risk free security". Risk is inherent in all walks of life. An investor cannot foresee the future definitely; hence, risk will always exist for an investor. Risk is in fact the watchword for all investors who enter capital markets. Investment risk can be an extraordinary stress for many investors. When the secondary market does not respond to rational expectations, the risk components of such markets are relatively high and most investors fail to recognize the real risk involved in the investment process. Risk aversion is the criteria commonly associated with many small investors in the secondary market. Many small investors look upon the market for a definite return and when their expectations are not met, the effect on the small investors' morale is negative. Hence these investors prefer to lock up their funds in securities that would rather give them back their investment with small returns than those securities that yield high returns on an average but are subject to wild fluctuations.

There are different types and therefore different definition of risk. Risk is defined as the uncertainty about the actual return that will earn on an investment. When one invest, expects some particular return, but there is a risk that he ends up with a different return when he terminates the investment. The more the difference between the expected and the actual the more is the risk. It is not sensible to talk about the investment returns without talking about the risk, because the investment decision involves a trade-off between the two, return and risk.

Review of literature

Suryanarayana.K.S. (2012), examined the returns and the risk associated with selected securities in one of the Gulf Markets viz. Muscat Securities Market (MSM). The Systematic Risk (â) of individual securities with that of market index was found out. A sample of thirty companies were drawn out of companies listed in MSM, ten each representing banking, manufacturing and service sectors. The study was conducted for a period of six months commencing from 1st September 2009 to 28th February 2010. The average returns of these selected securities were calculated along with their market beta on daily basis (using MS Excel function – average and slope respectively) to find out whether securities with high beta resulted in high returns. The correlation between the individual securities returns with that of the market returns was done to find out the movement of the share price with reference to the market (using Karl Pearson's coefficient of correlation). The result of the analysis carried out showed that the securities which fall under the low risk categories have performed better during this period immediately after the global financial crisis in general and Dubai market in particular. The report provides an insight and could be of much helpful to any rational investor, fund managers and academicians in general.

Osama Wagdi (2014) in his research aims to an overview of risk return in stock market. CML, CAPM & other model are the most common models analysis the relationship between Risk & Return. The population of the study was 40 common stock; from USA, UK, Egypt & Saudi Arabia; During the period from January 1990 to September 2013. Finally, the study found that total risk explains (50.6%) of common stock return at the 1% level of significance, but this explanation cannot found for return from systematic risk that measured Estimate beta coefficient according to (CAPM), so the study has accept (CML), rejection (CAPM), The study found need to develop (CAPM) by new methodology; It will Change the basis of Estimate beta coefficient; we suggest by relying on economic growth as the basis for estimating beta coefficient rather than market indices.

Dr. S. Krishnaprabha & Mr.M. Vijayakumar (2015) analysed importance of Risk and return in most individual decision making process. Every investor wants to avoid risk and maximize return. In general, risk and return go hand. If an investor wishes to earn higher returns than the investor must appreciate that this will only be achieved by accepting a commensurate increase in risk. Based on risk and return analysis, high risk gives high returns with low risk gives to low return, based on this concept in Banking and Automobile sector high risk gives low return, and in Information technology, Fast moving consumer goods, Pharmaceutical sector low risk gives high return. Alpha stock is positive and the companies are independent to market return and have a profitable return.

Research Gap

Risk and return of any stock is considered to be as one of the important decisions that the individual or a firm would make for to invest in stock market. It must be depend upon what portion of earnings is to be retained by the firm and what portion is to be paid off. There is always an inverse relationship between these two larger intentions such as investment decision and financial decision-making of the firm. Banking Industry shows an impressive growth figures over the recent years. The present paper highlights the evaluation of risk and return of selected public and private sector banks in India.

Some of the researchers analysed on the factors which determine the risk and return of particular stock in overall stock exchanges and come to the conclusion that academic researchers cannot specify a theoretical optimal risk and return policy that simultaneously fits all firms.

Objectives of the study

- To study and analyse the risk and return of selected public and private sector banks in India
- To quantify the amount of dispersion of set of values of commercial banks.

Research Methodology

Source of Data - The study based on secondary data collected from BSE. The data on monthly market prices of leading sector listed in BSE have been collected. In addition the other sources are also used for data collecting like yahoo finance and other websites. Published data will be available in News papers, Websites, Journals, books, Reports by management, scholars, researchers, brokers etc.., The reason behind choosing the yearly prices is that long term fluctuations in the market prices of the stocks due to internal and external factors can be catch hold off. Through it is possible to make much an analysis using daily prices; collection of data for long period of time is not possible. Hence the yearly prices are considered.

Sample Size - The sample size for the number of stocks is taken as 6 out of which 3 from public sector and 3 from private sector banks were collected based quota sampling method for analysis of stocks as very exhaustive and requires detailed study.

Data Collection Method - The sample of the stocks for the purpose of collecting secondary data has been selected on the basis of Quota Sampling. The 6 stocks are chosen based on top market capitalization in BSE and top 3 from public and 3 from private sector were chosen.

Method of Sampling – Quota sampling involves the choice of subjects who are most advantageously placed or in the best position according to market capitalization are chosen for analysing the data.

The following sector scrip are selected for sample.

Public sector Banks:

State bank of India

Bank of Baroda

Punjab National Bank

Private Sector Banks:

HDFC Bank

ICICI Bank

Kotak Mahindra Bank

Period of The Study

The data used for the analysis are average stock prices relating to selected commercial bank for the period of 10 financial years i.e. from 2006-07 to 2015-16. The data of financial year from 2005-06 average share prices are also used for calculating 10 years average returns.

Data Analysis & Interpretation:

Table 1: Average share price of State Bank of India and average BSE bank index

Financial Year	Average Share Price	Average Returns	Average Bank index	Average Returns
2005-06	16.25		4641.85	
2006-07	21.97	35.19	5954.34	28.28
2007-08	51.59	134.83	9122.20	53.20
2008-09	44.00	-14.70	5933.13	-34.96
2009-10	80.82	83.65	9030.47	52.20
2010-11	128.88	59.47	12379.3	37.08
2011-12	116.03	-9.97	11518.1	-6.96
2012-13	142.71	22.99	12770.7	10.87
2013-14	148.03	3.73	12665.0	-0.83
2014-15	242.83	64.04	19214.1	51.71
2015-16	228.06	-6.08	19597.6	2.00

From the above table, beta value (Risk) of 1.44441 indicates that one unit change in bank index will cause a 1.44441 change in SBI return. This shows that the market and the SBI stock move in slightly tandem. This shows stock is more volatile compared to the market. Alpha value 9.49 of SBI stock for 10 years period is indicating that overall return and performance of stock is good. The R^2 indicates that 80 percent of the variation that occur in stock return is explained by variations of the stock return. This shows the high relationship of the stock with the market. Correlation coefficient multiple R is 0.89 which shows a perfect uphill leaner linear relationship between State Bank share price and BSE bank index.

Table 2: Average share price of Bank of Baroda and Average BSE bank index

Financial Year	Average Share Price	Average Returns	Average Bank index	Average Returns
2005-06	12.54		4641.85	
2006-07	13.45	7.26	5954.34	28.28
2007-08	23.54	75.05	9122.20	53.20
2008-09	22.21	-5.67	5933.13	-34.96
2009-10	48.50	118.41	9030.47	52.20
2010-11	92.61	90.94	12379.2	37.08
2011-12	96.31	4.00	11518.1	-6.96
2012-13	101.63	5.52	12770.7	10.87
2013-14	99.98	-1.62	12665.0	-0.83
2014-15	163.03	63.06	19214.1	51.71
2015-16	158.66	-2.68	19597.6	2.00

From the above table, beta value (Risk) of 1.2878 indicates that one unit change in bank index will cause a 1.2878 change in Bank of Baroda return. This shows that the market and the Bank of Baroda stock move in tandem. This shows stock is more volatile compared to the market. Alpha value 10.62 of Bank of Baroda stock for 10 years period is indicating that overall return and performance of stock is good. The R^2 indicates that 68 percent of the variation that occur in stock return is explained by variations of the stock return. This shows the high relationship of the stock with the market. Correlation coefficient multiple R is 0.82 which shows a perfect uphill leaner linear relationship between bank of Baroda share price and BSE bank index.

Table 3: Average Share Price of Punjab National Bank and Average BSE bank index

Financial Year	Average Share Price	Average Returns	Average Bank index	Average Returns
2005-06	22.87		4641.85	
2006-07	26.39	15.40	5954.34	28.28
2007-08	37.40	41.71	9122.20	53.20
2008-09	34.31	-8.28	5933.13	-34.96
2009-10	71.98	109.81	9030.47	52.20
2010-11	116.59	61.98	12379.23	37.08
2011-12	110.99	-4.80	11518.14	-6.96
2012-13	102.34	-7.80	12770.72	10.87
2013-14	96.95	-5.26	12665.04	-0.83
2014-15	166.68	71.91	19214.12	51.71
2015-16	124.83	-25.11	19597.69	2.00

From the above table, beta value (Risk) of 1.2103 indicates that one unit change in bank index will cause a 1.2103 change in PNB return. This shows that the market and the PNB stock move in tandem. This shows stock is more volatile compared to the market. Alpha value 1.64 of PNB stock for 10 years period is indicating that overall return and performance of stock is not satisfactory. The R^2 indicates that 67 percent of the variation that occur in stock return is explained by variations of the stock return. This shows the high relationship of the stock with the market. Correlation coefficient multiple R is 0.81 which shows a perfect uphill leaner linear relationship between Punjab national bank share price and BSE bank index.

Table 4: Average share price of HDFC Bank and Average BSE bank index

Financial Year	Average Share Price	Average Returns	Average Bank index	Average Returns
2005-06	105.26		4641.85	
2006-07	133.84	27.15	5954.34	28.28
2007-08	233.01	74.09	9122.20	53.20
2008-09	191.74	-17.71	5933.13	-34.96
2009-10	283.44	47.82	9030.47	52.20
2010-11	398.69	40.66	12379.23	37.08
2011-12	458.22	14.93	11518.14	-6.96
2012-13	591.10	29.00	12770.72	10.87
2013-14	642.06	8.62	12665.04	-0.83
2014-15	889.93	38.61	19214.12	51.71
2015-16	1037.86	16.62	19597.69	2.00

From the above table, beta value (Risk) of 0.763 indicates that one unit change in bank index will cause a 0.763 change in HDFC Bank return. This shows that the market and the HDFC Bank stock move in tandem. This indicates stock is less volatile compared to the market. Alpha value 13.26 of HDFC stock for 10 years period is indicating that overall return and performance of stock is excellent. The R^2 indicates that 84 percent of the variation that occur in stock return is explained by variations of the stock return. This shows the high relationship of the stock with the market. Correlation coefficient multiple R is 0.92 which shows a perfect uphill leaner linear relationship between HDFC Bank share price and BSE bank index.

Table 5: Average share price of ICICI Bank and Average BSE bank index

Financial Year	Average Share Price	Average Returns	Average Bank index	Average Returns
2005-06	44.40		4641.85	
2006-07	59.70	34.47	5954.34	28.28
2007-08	100.48	68.31	9122.20	53.20
2008-09	56.17	-44.10	5933.13	-34.96
2009-10	92.30	64.32	9030.47	52.20
2010-11	127.34	37.97	12379.23	37.08
2011-12	123.32	-3.16	11518.14	-6.96
2012-13	149.65	21.35	12770.72	10.87
2013-14	169.77	13.44	12665.04	-0.83
2014-15	271.96	60.19	19214.12	51.71
2015-16	264.00	-2.93	19597.69	2.00

From the above table, beta value (Risk) of 1.1688 indicates that one unit change in bank index will cause a 1.1688 change in ICICI Bank return. This shows that the market and the ICICI Bank stock move in tandem. Alpha value 9.49 of ICICI Bank stock for 10 years period is indicating that overall return and performance of stock is satisfactory. The R^2 indicates that 96 percent of the variation that occur in stock return is explained by variations of the stock return. This shows the very high relationship of the stock with the market. Correlation coefficient multiple R is 0.98 which shows a perfect uphill leaner linear relationship between ICICI Bank share price and BSE bank index.

Table 6: Average share price of Kotak Mahindra Bank and Average BSE bank index

Financial Year	Averag e Share Price	Average Returns	Average Bank index	Average Returns
2005-06	46.76		4641.85	
2006-07	81.96	75.27	5954.34	28.28
2007-08	205.88	151.21	9122.20	53.20
2008-09	111.91	-45.64	5933.13	-34.96
2009-10	172.85	54.45	9030.47	52.20
2010-11	208.32	20.52	12379.23	37.08
2011-12	235.51	13.05	11518.14	-6.96
2012-13	306.99	30.35	12770.72	10.87
2013-14	355.22	15.71	12665.04	-0.83
2014-15	545.24	53.49	19214.12	51.71
2015-16	674.96	23.79	19597.69	2.00

From the above table, beta value (Risk) of 1.3424 indicates that one unit change in bank index will cause a 1.3424 change in Kotak Mahindra Bank return. This shows that the market and the Kotak Mahindra Bank stock move in tandem. Alpha value 13.36 of Kotak Mahindra Bank stock for 10 years period is indicating that overall return and performance of stock is excellent. The R^2 indicates that 62 percent of the variation that occur in stock return is explained by variations of the stock return. This shows the high relationship of the stock with the market. Correlation coefficient multiple R is 0.78 which shows a perfect uphill leaner linear relationship between Kotak Mahindra Bank share price and BSE bank index.

Table 7: Return, Risk, R square and correlation coefficient of selected public and private sector banks

Script	SBI	BOB	PNB	HDFC	ICICI	KOTAK
Return(α)	9.496192	10.6228	1.645599	13.26776	2.475382	13.36439
Risk (β)	1.44441	1.287807	1.21035	0.763856	1.168802	1.342447
Coefficient of Determination(R^2)	0.802702	0.688219	0.672079	0.849162	0.968168	0.623402
Correlation coefficient	0.895937	0.82959	0.819804	0.9215	0.983955	0.789558

- From the table it is observed that state bank of india stock is more volatile with beta value of 1.44 followed by kotak mahindra bank with 1.34 volatality and bank of baroda with 1.28 volatality. HDFC Bank is less volatile with beta value of 0.76.
- The R^2 indicating that variation that occur in the stock return is explained by variations in the BSE bank indices. So R2 is very high for ICICI BANK with 0.96 variation followed by HDFC bank with 0.84 variation.
- Correlation coefficient between Bank indices and ICICI Bank is very high with 0.98 followed by SBI with 0.89

Findings

It is observed from the overall analysis that HDFC bank and Kotak Mahindra bank are having more returns compared to other banks which are selected for sample.

It is also observed that HDFC bank and ICICI bank are having less risk compared to other banks which are selected for the sample.

Correlation coefficient between HDFC bank & ICICI bank to the BSE bank index is very high compared to the other banks which are selected for analysis.

Suggestion

It is observed that private sector banks are performing well in the stock market and it is suggested that private sector banks like HDFC bank, ICICI bank and Kotak Mahindra bank are better investment portfolios compared to the public sector banks.

Conclusion

Share holders wealth is majorly determined by the maximising returns and minimising the risk of particular stock. Public sector banks are the banks whose majority of the stake (50%) is held by government where as private sector banks majority of the stake is held by private share holders. In stock market, private sector banks are performing well compared to the public sector banks. So for the growth of the economy depends on public sector banks, they should take some major initiatives for maximising the profit and also to protect/ maximise the shareholders wealth.

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RELATIONSHIP BETWEEN EMOTIONAL CLIMATE AND LEADER FOLLOWER RELATIONSHIP IN THE PEOPLE'S BANK IN BATTICALOA AND TRINCOMALEE DISTRICTS

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ABSTRACT

*Researchers have conducted different studies in banking sector form different point of views that highlight about different analysis such as factor analysis for emotional climate and leader follower relationship. Researchers did not find relationship testing studies in between emotional climate and leader follower relationship. This study tries to find out the relationship between emotional climate and leader follower relationshipin the People's Bank in Batticaloa and Trincomalee Districts. In this study, researchers have identified few research articles with respect to emotional climate and leader follower relationship.Conceptual model between emotional climate and leader follower relationship is suggested in this study. Results of the R square revealed that emotional climate explain 71%of the variation over leader follower relationship. The factor, emotional climate, positively increases with leader follower relationship. This study has revealed a simple regression model as "Leader follower relationship = 0.400 + 0.138 * emotional climate".*

Keywords: *Batticaloa, Emotional Climate, Leader follower relationship, People's Bank, Relationship, Trincomalee District.*

Introduction

Emotional climate that exists in financial service organizations are important in today's World. There are conceptual models to investigate emotional climate in different oranisational setting including service sector. Similarly, leader follower relationship is the focus point with reference to service sector including financial and banking sector. Albeit, the combinational studies with regard to the emotional climate and leader-follower relationship are rarely studied in banking setting as far as the referenced made by researchers. There are studies in banking sector form different point of views. There are studies with respect to factor analysis that highlight about emotional climate and leader follower relationship. There are rare studies with respect to relationship between emotional climate and leader follower relationship. To fill this research gap, this study is attempted in relationship between emotional climate and leader follower relationship in the People's Bank in Batticaloa and Trincomalee Districts.

Rationale of the Study

This study is conducted for several purposes. Studies with respect to emotional climate and leader follower relationship bring several benefits and outcomes to organisations. Patterson (2005) indicated that positive emotions may leadto favourable outcome to organization. On the other hand, studies have found that negative emotions may lead to negative outcomes to the organisations. Burke (2002) pointed out that the display of negative emotions will lead to negative customer outcomes. Therefore, in banking sector emotional studies play an important role for having favourable outcomes and avoiding negative consequences. At the same time, leader follower relationship is also vital in organizational context. There may be an organization with good leader follower relationship. Such types of organisations may have good outcome. Good leader follower relationship may be instrumental for banking sector to make valuable decision about the future and ensure the sustainability of business and long term of survival. From these research findings, it is understood that both emotional climate and leaderfollower relationship should be studied in banking context.

Statement of the Problem

Based on the literatures from Malcolm, Patterson, West, Shackleton, Dawson, Lawthom, Maitlis, David. Robinson and Allace (2005) suggest, 'research has shown that perceptions of a positive climate have been linked to favourable outcomes at the individual, group, or organizational level'. Working condition has to be pleasant in order to carryout routine tasks accordingly. Organization need to ensure there is a cordial relationship between leaders and followers because when internal customers not satisfy with their job it may negatively affect entire service encounters. There are different studies for identifying factors determining factors for emotional climate as well as leader follower relationship. But, this study tries to find out the relationship between emotional climate and leader follower relationship.

Research Question and Research Objective

In this study, researchers raise "is there relationship between emotional climate and leader- follower relationship in the People's Bank in Batticaloa and Trincomalee Districts". In order to answer to this research question, researchers have set an objective as "to find the relationship between emotional climate and leader follower relationship in the People's Bank in Batticaloa and Trincomalee Districts"

Related previous studies

In this study, researchers have identified few research articles with respect to emotional climate and leader follower relationship. Emotional climate has been studied in service sector specially in home care services. Olsson and Ingvad (2001) studied the emotional climate of care-giving in home-care services. The emotional aspects of the care-giving relationship in home-care services are studied, starting from the home-care recipients' and the home-care workers' perception of the emotional climate. Their experiences of the care-giving relationship and the influence from different aspects of the care-giving situation and social processes in the work organization are explored. 222 recipients and their home-care workers in three typical Swedish municipalities were studied. The emotional climate is described with the help of a scale of 85 adjectives. Results show that home-care workers are more likely to experience the climate with a higher degree of emotionality. In some other studies, emotional climate has been studied in family settings. David, O'Halloran, Manicavasagar, Clark, Piatkowska, Tennant, and Rosen (1997) studied about the family attitude scale regarding reliability and validity of a new scale for measuring the emotional climate of families. This study described the development of the Family Attitude Scale (FAS), a 30-item instrument that can be completed by any informant. In this study, parents of undergraduate students and in 70 families were considered. It was found that the FAS was associated with the reported anger, anger expression and anxiety of respondents. Substantial associations between the parents' FAS and the anger and anger expression of students were also observed. Aftermath of review of the literature, the factors which are influenced in emotional climate are conflict, personal attitude, job facilitation and culture.

Ronald and Perry (2011) studied about the relationship of subordinate upward influencing behavior, satisfaction and perceived superior effectiveness with leader—member exchanges. This study investigated how reported subordinate upward influencing behavior varies with perceived quality of leader-member exchanges (LMX). Subordinate upward influence effectiveness, satisfaction with the superior and superior effectiveness was also of interest. Wong and Cummings (2009) studied about authentic leadership which is a new theory for nursing or back to basics. Authentic leadership is an emerging theoretical model purported to focus on the root component of effective leadership. In this study, the origins and key elements of the model, assesses the theoretical, conceptual and measurement issues associated with authentic leadership are outlined. This study compared it with other leadership theories frequently reported in the nursing literature. Findings showed that the emerging authentic leadership theory holds promise for explaining the underlying processes by which authentic leaders and followers influence work outcomes and organizational performance.Martin, Thomas, Charles, Epitropaki, and McNamara (2005) studied about the role of leader-member exchanges in mediating the relationship between locus of control and work reactions. The relationship between locus of control, the quality of exchanges between subordinates and leaders (LMX), and a variety of work-related reactions (intrinsic/extrinsic job satisfaction, work-related well-being, and organizational commitment) are examined. It was predicted that people with an internal locus of control develop better quality relations with their manager and this, in turn, results in more favorable work-related reactions. Results from two different samples (N=404, and N=51) supported this prediction, and also showed that LMX either fully, or partially, mediated the relationship between locus of control and all the work-related reactions. These reviews help to formulate the relationship between emotional climate and leader follower relationship.

Conceptual Model

Conceptual model between emotional climate and leader follower relationship is depicted in Figure 1. In order to carry to this study, emotional climate has been taken as independent variable. Emotional climate is measured by four factors such as conflict, personal attitude, job facilitation and culture. Contrarily, leader-follower relationship has been taken as dependent variable. Leader-follower relationship is measured by four factors such as cooperative, delegation, power, and problem solving. he both variables have been identified by its measures.

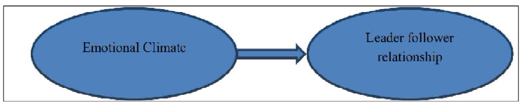

Figure 1: Conceptual model between emotional climate and leader follower relationship

Hypothesis Development

The following set of null and alternative hypotheses are developed in this study.

- Null hypothesis: Emotional climate is not related with leader follower relationship
- Alternative hypothesis: Emotional climate is related with leader follower relationship

Results and Discussion of Findings

Regression analysis between emotional climate and leader follower relationship [Individual Analysis]

Model summary

Emotional climate has been has variables such as culture, conflict, and job facilitation. Analysis has removed one variable. Following the removal of this variable, regression analysis was conducted in this study. In terms of R, R square and adjusted R square, model is a fitted model. Model summary of regression analysis is shown in Table 1.

Table 1: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.854a	.730	.727	1.45354
a. Predictors: (Constant), CUTURE, CONFLICT, JOB FACILITATION				

Analysis of Variation

Sum of square, Mean square and F statistics show that model is statistically significant. It is also proved by sig value. Since sig value is less than 0.05 model is statistically significant. It is shown in ANOVA Table 2.

Table 2: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1332.011	3	444.004	210.152	.000b
	Residual	492.276	233	2.113		
	Total	1824.287	236			
a. Dependent Variable: LEADER FOLLOWER RELATIONSHIP						
b. Predictors: (Constant), CUTURE, CONFLICT, JOB FACILITATION						

Coefficient

Table 3 tabulates the coefficient table.

Table 3: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std. Error	Beta		
1	(Constant)	.561	.446		1.257	.210
	CONFLICT	.142	.043	.209	3.314	.001
	JOBFACILITATION	.168	.036	.310	4.650	.000
	CULTURE	.233	.044	.388	5.283	.000
a. Dependent Variable: LEADER FOLLOWER RELATIONSHIP						

Formulation of Regression Equation

From the above table, formula for emotional climate has been developed. It is shown in eq. (1)

Leader Follower Relationship = 0.561 + 0.142 * Conflict + 0.168 * Job Facilitation + 0.233 * Culture ……………..........................eq.(1)

Relationship between emotional climate and leader follower relationship [Total Analysis]

Following the individual analysis, relationship between emotional climate and leader follower relationship has been analysed on the basis of total analysis.

Model Summary

Regression analyses were conducted for emotional climate and leader follower relationship on a total basis. In terms of R, R square and adjusted R square, model is a fitted model. Since model is a fitted model is also suitable to describe the leader follower relationship. Model summary of regression analysis is shown in Table 4.

Table 4 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.844a	.712	.711	1.49422
a. Predictors: (Constant), EMOTIONALCIMATE				

Analysis of Variance

Sum of square, Mean square and F statistics show that model is statistically significant. It is also proved by sig value. Since sig value is less than 0.05 model is statistically significant. It is shown in ANOVA Table 5.

Table 5: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1299.602	1	1299.602	582.077	.000b
	Residual	524.685	235	2.233		
	Total	1824.287	236			
a. Dependent Variable: LEADER FOLLOWER RELATIONSHIP						
b. Predictors: (Constant), EMOTIONALCIMATE						

Coefficient

Table 6 tabulates the coefficient table.

Table 6: Coefficients

Model 1	Unstandardized Coefficients		Standardized Coefficients	T	Sig
	B	Std. Error	Beta		
(Constant)	.400	.452		.884	.378
EMOTIONALCLIMATE	.138	.006	.844	24.126	.000
a. Dependent Variable: LEADER FOLLOWER RELATIONSHIP					

Formulation of Regression Equation for emotional climate and leader follower relationship

From the above table, formula for the relationship between emotional climate and leader follower relationship has been developed. It is shown in the eq. (2).

Leader follower relationship = 0.400 + 0.138 * emotional climate…………………………eq.(2)

Conclusion

This study set an objective as "to find out the relationship between the emotional climate and leader follower relationship". Regression analysis between emotional climate and leader follower relationship has been carried out in this study. Results of the R square revealed that emotional climate explain 71%of the variation over leader follower relationship. The factor, emotional climate, positively increases with leader follower relationship. This study set an objective as "to find out the relationship between the emotional climate and leader follower relationship". Regression analysis between emotional climate and leader follower relationship has been carried out in this study. Results of the R square revealed that emotional climate explain 71%of the variation over leader follower relationship. The factor, emotional climate, positively increases with leader follower relationship.

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PROBLEMS AND PRESPECTIVES OF CONSTRUCTION WOMEN WORKERS IN TIRUCHIRAPPALLI DISTRICT

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ABSTRACT

Enhancing women's participation in economic development is the key to development. According to a recent World Bank report, investing in women not only result in proportionate pay offs but also promotes quicker general development. When women move forward the family moves the village moves. These Words of Pandit Jawaharlal Nehru are often repeated because it is an accepted fact that only when the women are in the main stream of progress can any economic and social development be meaningful.

Keywords : *Social System, Women Development, Contruction Workes*

Introduction

Women play a key role in development, both in contest of the family and in society at large, including its economy and social system. Women are in a strategic position in human resource development are the ones who are primarily involved in the upbringing of the young and manage households. They safeguard children "s health and nutrition they also tend to be better house gold managers and more informed producers, consumers and traders. Women are becoming a great force in the present day world. The increasing female participation in all fields of activities, whether it is in the family or in the community is a visible attempt to reduce the male domination. This increased participation gives them a sense of belonging, satisfaction and partnership in the development process. It also increases the sense of "self worth" which promoted the productive activity of women and calls for greater in put in their education, skill, and training, health protection of right and employment opportunities.

Research Methodology

The objectives of the study are to find out the reasons why women construction workers should be empowered to become masons, to determine the process by which men are being trained in construction sector, to determine the willingness of women construction workers to become mason and the willingness of men construction workers and constructor to train and employ, women as masons. There are many studies on construction sector which recommended that women could be empowered by training to do the task of masons in India. But there is hardly any study in India which identifies the process by which these women could be empowered in the construction sector. This study is again on attempt to barriers which prevent women construction workers.

Objectives of Study

To study the socio economic characteristics of the construction women workers.

To study the savings and credit operation of the women workers.

To study the expenditure pattern of the construction women workers

This study finds out the problems of the construction women workers

Statement of the Problem

Women in India are being totally neglected in all sorts of lives. They are not even allowed to involve in the main stream of development even though are large in number. They are practically considered in for men in all activities. Thus the main issue which is still being debated the kind of strategy to be evolved for raising their status and participation in the process of development. The predicaments women are dowry harassment, social humiliation(poverty) , illiteracy and male chauvinism. Mostly they are also deprived of finance, food education and solely depend upon their males their. Childhood as a child to father, as a wife to her husband, as a mother to her son even though they possess wealth, they are chiefly controlled by their men. In many village women are not encouraged to get educated and have the knowledge in day to day affairs, on the whole, are enslaved and engaged by male chauvinistic society.

Sample Design

The total construction workers in trichy block has been considered as the universe from which 100 construction women workers have been selected for the study. Random sample method is used to collect the primary data with the help of structured questionnaire from 100 households.

Data Collection

The primary data are collected by conducting a preliminary survey among 100 construction women workers of household.

Period Of Study

The data have been collected during September 2016.

Suggestions for Empowering Women Construction Workers

The percent study has shows that there is disparity in wages and promotion opportunities between men and women in the construction sector. The study also shows that women were found to use their income profitably-for the welfare of the family and they are capable of doing masonry work. They have the competency, capability, ability, skills, and work culture to become masons. Most of the women want to become masons and they have tried and are already doing some of the takes carried out by men masons, Which shows that women have the potential to become masons. So steps can be taken to train and employ women and quasigovernmental agencies and nongovernmental organizations can come forward to honor such women masons and the contractors who employ them and can give wide media publicity. Women groups can take of sensitizing male masons and contractors.

Conclusion

Women in the construction sector are involved only in unskilled work. Their potential as masons is still untapped. This study analyzed the reasons why women could be empowered and it has been found that women should be empowered because of their skills, good spending habits, capability, potential, and aptitude to work sincerely. The study has also shown that women are willing to be trained and are already carrying out some of the tasks of masons. Men are willing to train women and give them opportunity to work along with them so it is proposed that the methodology of offering informal training now practiced in construction sector to train men workers could be extended to train and empower women for masonry work.

To implement this informal training it is proposed that union membership of women has to be increased and men union workers must be motivated to come forward to train women informally. The male construction workers must also be motivated to give informal training to their wives and relatives. If some women are trained and employed as masons, they will in turn become mentors other women and encourage and train other women to do the job of masonry. Legislation could be enacted in India to make it mandatory for the contractors to offer informal training to women construction workers in government sites and employ a certain percentage of women masons in all sites. These positive steps will enhanced the resource potential among women construction workers and empower them leading to the growth of the families and the advancement of the nation.

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WOMEN EMPLOYEES SATISFACTION TOWARDS FIREWORKS WITH SPECIAL REFERENCE TO SIVAKASI TALUK

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ABSTRACT

Job satisfaction is the collection of feelings and benefits that people have about their current job. Level of degree of job satisfaction can range from extreme satisfaction to extreme dissatisfaction. Having a particular attitude regarding their job as a whole; people can also have a particular attitude about various aspects about their job- such as the type of work they do, their co-workers, supervisors, subordinates, and their monetary compensation. Job satisfaction in the manufacturing sector refers to a person's feelings regarding the nature of her work. They are 180 respondents are selected. The study reveals the Mann - Whitney U test and Kruskal – Wallis test is applied. The dimensions identified in this study can be used by employees as well as researchers, to evaluate women employees' satisfaction and job satisfaction of firework industries.

Key words: *Job satisfaction, women employee, firework industries, supervisors, subordinates*

Introduction

Job satisfaction is the collection of feelings and benefits that people have about their current job. Level of degree of job satisfaction can range from extreme satisfaction to extreme dissatisfaction. Having a particular attitude regarding their job as a whole; people can also have a particular attitude about various aspects about their job- such as the type of work they do, their co-workers, supervisors, subordinates, and their monetary compensation. Job satisfaction in the manufacturing sector refers to a person's feelings regarding the nature of her work. This feeling is subject to a variety of factors, such as the quality of the relationship with the supervisors, the quality of working environment and so on. Moreover, job satisfaction is defined as the feeling of people about their job and about the various aspects of their job. It is degree to which people like (satisfaction) or dislike their jobs.

Statement of the Problem

Women employee satisfaction is essential to the success of any business. A high rate of women employee satisfaction is directly related to a low turnover rate. Thus, keeping women employees' satisfied with their careers should be a major priority for every employer. While this is a well-known fact in management practices, economic down turns like the current one seem to cause employers to ignore it. There are numerous reasons why women employees can become discouraged with their jobs and resign, including high stress, lack of communication within the company, lack of recognition, or limited opportunity for growth. Management should actively seek to improve these factors if they hope to lower their turnover rate. Even in an economic downturn, turnover is an expenses best avoided. The research has made an attempt to analyse the job satisfaction of the women employees of fireworks industry functioning in the sivakasi Taluk.

Objectives of the Study

The following are the objectives of the present study.

- To examine the socio economic profile of the respondents.
- To analyse the association between socio economic profile of the respondents and their opinion about job satisfaction.

Hypotheses

To fulfil the above objectives the following hypotheses have framed.

- There is no significant association between marital status of the respondents and their job satisfaction.
- There is no significant association between Nature of Resident of the respondents and their job satisfaction.
- There is no significant association between age of the respondents and their job satisfaction.
- There is no significant association between Type of Job of the respondents and their job satisfaction.

Collection of Data

This study is based on both primary data and secondary data. Primary data were collected with the help of well structured and pre tested interview schedule. Secondary data were collected from standard text books, journals, published record, magazines, newspapers and websites.

Sampling Design

In sivakasi taluk there are 27 fireworks units are functioning. In this 27 fireworks units, 1800 women employees are working. The researcher has selected 10% of women employees using proportionate random sampling technique.

Analysis and Interpretation

The following table shows the socio economic profile the respondents.

Table – 1 socio economic profile of the respondents

S.No	Variable	Category	No.of respondents	Percent-age
1	Nature of Residence	Rural	150	83.30
		Semi-Urban	25	13.90
		Urban	05	2.80
		Total	180	100.00
2	Age	19 to 28 years	59	32.80
		28 to 38 years	65	36.10
		39 to 48 years	35	19.40
		Above 48 years	21	11.70
		Total	**180**	**100.00**
3	Marital status	Married	142	78.90
		Unmarried	38	21.10
		Total	180	100.00
4	Type of job	Skilled	37	20.60
		Semi skilled	68	37.80
		Un skilled	75	41.70
		Total	**180**	**100.00**

Source: Primary Data

From the above table it is found that majority of the respondents(83.30%) residing in rural area, majority of the respondents(36.10%) are in the age group of 28 to 38 years, majority of the respondents(78.90%) are married and majority of the respondents (41.70%) are doing unskilled type of work.

2. Opinion of the respondents about the various factors of Job Satisfaction

The following table shows the opinion of the respondents about the job satisfaction under various factors.

Table – 2 Job factors

S. No	Variable	HS	S	NO	DS	HDS	Total
1	Satisfaction towards the present job	46 (25.06%)	83 (46.10%)	23 (12.80%)	21 (11.70%)	07 (3.90%)	180 (100%)
2	Satisfaction towards relationship with owners	29 (16.10%)	60 (33.30%)	50 (27.80%)	26 (14.40%)	15 (8.30%)	180 100%)
3	Satisfaction towards relationship with co-workers	91 (50.60%)	47 (26.10%)	30 (16.70%)	08 (4.40%)	04 (2.20%)	180 (100%)
4	Satisfaction with income	24 (13.30%)	57 (31.70%)	45 (25.00%)	40 (22.20%)	14 (7.80%)	180 (100%)
5	Satisfaction with bonus	18 (10.00%)	65 (36.10%)	51 (28.30%)	36 (20.00%)	10 (5.60%)	180 (100%)
6	Satisfaction with working time	21 (11.70%)	58 (32.20%)	47 (26.10%)	38 (21.70%)	15 (8.30%)	180 (100%)
7	Satisfaction towards leave facilities	10 (5.60%)	42 (23.30%)	55 (30.60%)	55 (30.60%)	18 (10.00%)	180 (100%)
8	Satisfaction towards lunch time	18 (10.00%)	53 (29.40%)	39 (21.10%)	35 (19.40%)	35 (19.40%)	180 (100%)
9	Satisfaction with welfare facilities	13 (7.20%)	63 (35.00%)	61 (33.90%)	27 (15.00%)	16 (8.90%)	180 (100%)
10	Satisfaction towards industrial relations	19 (10.60%)	36 (20.00%)	82 (45.60%)	29 (16.10%)	14 (7.80%)	180 (100%)

Source : Primary Data

The above table clearly shows that most of the respondents (46.10%) are satisfied towards the present job, most of the respondents (33.30%) are satisfied towards relationship with owners, majority of the respondents(50.60%) are highly satisfied towards relationship with co – workers, most of the respondents(31.70%) are satisfied with income, most of the respondents (30.10%) are satisfied with bonus, most of the respondents (30.60%) have no opinion and dissatisfied with leave facilities, most of the respondents (29.40%) are satisfied towards lunch time, most of the respondents (35.00%) are satisfied with welfare facilities, and most of the respondents(45.60%) have no opinion about satisfaction towards industrial relations.

I. Association between Marital status and Satisfaction level of the women employees

To know the Association between marital status and Satisfaction level of the women employees' analysis has been made with the following hypothesis.

Hypothesis – I

"There is no significant association between marital status of the respondents and their job satisfaction".

To test the above hypothesis Mann-Whitney Rank Sum 'U' test is applied and the result is presented in the following table.

Table – 3 Mann – Whitney Test

Variables	Mann-Whitney U	Wilcoxon W	Z	Sig.(2 – tailed)
Satisfaction towards the present job	2462.00	3203.00	-.881	.378
Satisfaction towards relationship with owners	1901.50	2642.50	-2.889	.004
Satisfaction towards relationship with co-workers	2106.50	12259.50	-2.251	.024
Satisfaction with income	2518.00	3259.00	-.651	.515
Satisfaction with bonus	2608.00	12761.00	-.329	.742
Satisfaction with working time	2494.00	3232.00	-.739	.460
Satisfaction towards leave facilities	2598.50	33390.50	-.362	.717
Satisfaction towards lunch time	2520.50	12673.50	-.639	.523
Satisfaction with the Welfare facilities	2480.50	12633.50	-.798	.425
Satisfaction towards industrial relation	2149.50	2890.50	-.2.036	.042

Source: Computed Data

From the above result of Mann-Whitney U test it is found that the women employees are varied in the satisfaction towards relationship with owners, co-workers and industrial relation when they are classified based on their marital status. That is the significance value is less than 0.05. Hence the null hypothesis is rejected and it is concluded that there is a significant association between the marital status of the respondents and their job satisfaction.

II. Association between Nature of Residence and Satisfaction level of the women employees

To know the Association between Nature of Residence and Satisfaction level of the women employees' analysis has been made with the following hypothesis.

Hypothesis-II

"There is no significant association between Nature of Residence of the respondents and their job satisfaction".

To test the above hypothesis Kruskal-Wallis test is applied and the result is presented in the following tables.

Table – 4 Kruskal-Walls Test

Source: Computed Data

Variables	Chi-Square	Df	Asymp.Siq.
Satisfaction towards the present job	1.094	2	.579
Satisfaction towards relationship with your owners	1.336	2	.513
Satisfaction towards relationship with your co-workers	1.904	2	.386
Satisfaction with your income	.474	2	.789
Satisfaction with bonus	1.113	2	.573
Satisfaction with working time	.468	2	.791
Satisfaction towards leave facilities	3.686	2	.158
Satisfaction towards lunch time	4.745	2	.093
Satisfaction with the welfare facilities	4.246	2	.120
Satisfaction towards industrial relation	.220	2	.896

From the above result of Kruskal-Wallis test it is found that the women employees are not varied in the satisfaction level when they are classified based on the Nature of Resident . That is the significance value is more than 0.05 for all factors. Hence the null hypothesis is accepted and it is concluded that there is a no significant association between the nature of the residence of the respondents and their job satisfaction.

III. Association between Age and Satisfaction level of the women employees

To know the Association between age and Satisfaction level of the women employees' analysis has been made with the following hypothesis.

Hypothesis-III

"There is no significant association between age of the respondents and their job satisfaction".

To test the above hypothesis Kruskal-Wallis test is applied and the result is presented in the following tables.

Table – 5 Kruskal Wallis Test

Source: Computed Data

Variables	Chi-Square	Df	Asymp.Siq.
Satisfaction towards the present job	24.982	3	.000
Satisfaction towards relationship with your owners	24.921	3	.000
Satisfaction towards relationship with your co-workers	8.353	3	.039
Satisfaction with your income	11.649	3	.009
Satisfaction with bonus	3.037	3	.386
Satisfaction with working time	.915	3	.822
Satisfaction towards leave facilities	.649	3	.835
Satisfaction towards lunch time	.858	3	.836
Satisfaction with the welfare facilities	5.473	3	.140
Satisfaction towards industrial relation	1.402	3	.705

From the above result of Kruskal-Wallis test it is found that the women employees are varied in the satisfaction towards relationship with present job, owners, co-workers and income when they are classified based on their age. That is the significance value is less than 0.05 for all factors. Hence the null hypothesis is rejected and it is concluded that there is a significant association between the age of the respondents and their job satisfaction.

IV. Association between Type of Job and Satisfaction level of the women employees

To know the Association between Type of Job and Satisfaction level of the women employees analysis has been made with the following hypothesis.

Hypothesis-IV

"There is no significant association between Type of Job of the respondents and their job satisfaction".

To test the above hypothesis Kruskal-Wallis test is applied and the result is presented in the following tables.

Table – 6 Kruskal Wallis Test

Variables	Chi-Square	Df	Asymp.Siq.
Satisfaction towards the present job	3.866	2	.145
Satisfaction towards relationship with your owners	11.059	2	.004
Satisfaction towards relationship with your co-workers	8.957	2	.011
Satisfaction with your income	2.383	2	.304
Satisfaction with bonus	7.612	2	.022
Satisfaction with working time	5.243	2	.073
Satisfaction towards leave facilities	3.448	2	.178
Satisfaction towards lunch time	16.979	2	.000
Satisfaction with the welfare facilities	.638	2	.727
Satisfaction towards industrial relation	.652	2	.722

Source: Computed Data

From the above result of Kruskal-Wallis test it is found that the women employees are varied in the satisfaction towards relationship with present job, owners, co-workers and lunch time when they are classified based on the Type of Job. That is the significance value is less than 0.05 . Hence the null hypothesis is rejected and it is concluded that there is a significant association between the Type of Job of the respondents and their job satisfaction.

Findings of the Study

The following are the major findings of the study.

- The most of the respondents (36.10%) are in the age group of 28 to 38 years.
- The majority of the respondents (78.90%) are married.
- The majority of the respondents (83.30%) belong to rural area.
- The most of the respondents (41.70%) are doing unskilled type of work.
- The majority of the respondents (58.9%) are satisfied towards the Present job.
- It is concluded that there is a significant association between the marital status of the respondents and their job satisfaction.
- It is concluded that there is no significant association between the nature of residence of the respondents and their job satisfaction.
- It is concluded that there is a significant association between the age of the respondents and their job satisfaction.
- It is concluded that there is a significant association between the Type of Job of the respondents and their job satisfaction.

Suggestions

The detailed analysis of job satisfaction of workers in the fireworks units has made by the researcher and the following suggestions and made for the betterment of the job satisfaction of the women employees.

- Depending upon the number of women employees, rest room which adequate facilities should be organised. The women employees can make use of rest room when they feel sick. The rest room should be used only for the women employees and not for business purpose.
- Drinking water, lighting, canteen and sitting facilities should be made available to them at the work place itself.
- The working place should not be congested and it should be arranged in a way that the women workers feel free to work with.
- With regard to the safety measures, good housekeeping, maintenance of emergency gateway, provision of alarm, fire resistance and training for using them are necessary to minimize the risks.

Conclusion

Job satisfaction of the women employees of the company is the back bone to the success. Hence, the employers of the fireworks industrial units in the study area expected to follow the above suggestion to increase the job satisfaction of their women employee.

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தமிழாய்வுச் சங்கமம்

(பன்னாட்டு தமிழ் இலக்கிய ஆய்விதழ்)

TAMILAIVU SANGAMAM

(An International Research Journal on Tamil Lilterature)

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தமிழ் அறிஞர்கள், பேராசிரியர்கள், ஆய்வாளர்கள் மற்றும் எழுத்தாளர்களின் வேண்டுகோளையும், தேவைகளையும் பூர்த்திச் செய்யும் நோக்கத்தோடு IARA–ன் மூன்றாவது இதழான "**தமிழாய்வுச் சங்கமம்**" என்ற பன்னாட்டு ஆய்வு இதழின் அடுத்த தொகுதி ஜுன் 2017ல் வெளிவர இருக்கிறது.

இவ்விதழில் ஆய்வுக்கட்டுரை சமர்ப்பிக்க விரும்புகின்றவர்கள் தங்களது ஆய்வுக்கட்டுரைகளை மின் அஞ்சல் வாயிலாக (பாமினி எழுத்துருவில் மட்டும்) iara@selptrust.org என்ற முகவரிக்கு அனுப்பலாம்.

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

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A STUDY ON CONSUMER ATTITUDE TOWARDS ADVERTISEMENT IN MEDIA IN SALEM DISTRICT

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ABSTRACT

Advertising in India has today gained a exceptional significance. In fact the modern India cannot do without advertisement. Formally the newspapers, house magazine and television were means of advertising. But with the advent of the online advertising, it has involved to life and culture as it did never before. Education, science, competitions, domestic living and even kitchen menu are now under the remote control of the advertisers. This has forced the researcher to find out to what extent advertisements create an impact and influence on the purchase decision of the customer. For this purpose media of advertisement taken for the study are print media, broadcast and telecast media, outdoor, direct mail and online. The present study aims to analyze the customer attitude towards advertisement and to exhibit their awareness regarding advertisement. The main object of the study is to determine the reason for selecting advertising medial of the respondents in the study area. So the advertisement creates positive impact on consumers buying behavior . So advertisement is very important one.

keywords : *advertising, media, commercial message*

Introduction

Egyptians used papyrus to make sales messages and wall posters. Commercial messages and political campaign displays have been found in the ruins of Pompeii and ancient Arabia. Lost and found advertising on papyrus was common in Ancient Greece and Ancient Rome. Wall or rock painting for commercial advertising is another manifestation of an ancient advertising form, which is present to this day in many parts of Asia, Africa, and South America. The tradition of wall painting can be traced back to Indian rock art paintings that date back to 4000 BC. Advertising in India has today gained a exceptional significance. In fact the modern India cannot do without advertisement. Formally the newspapers, house magazine and television were means of advertising. But with the advent of the online advertising, it has involved to life and culture as it did never before. Education, science, competitions, domestic living and even kitchen menu are now under the remote control of the advertisers.

Advertisement Media

In advertising the term media refers to communication vehicles such as newspaper, magazines, radio, television, billboards, direct mail, and the Internet. Advertiser's use media to convey commercial message to their target audiences, and the media depend to different degrees on advertising revenues to cover the cost of their operations. Newspapers, magazines, television and radio are considered mass media because they deliver message to a widespread, anonymous audience. The wide coverage of the mass media makes them ideal vehicles for advertisers who need to reach a large audience.

Statement of the Problem

Media efficiency is a primary goal of advertisement. An increasing competitive marketing environment, unprecedented audience fragmentation and promotional options have continued to create uncertainty for late advertisement and media executives. Today the markets are flooded with different types of advertisement. Each advertisement is trying to attract the customer by introducing innovations. This has forced the researcher to find out to what extent advertisements create an impact and influence on the purchase decision of the customer. For this purpose media of advertisement taken for the study are print media, broadcast and telecast media, outdoor, direct mail and online

Scope of the Study

The present study aims to analyze the customer attitude towards advertisement and to exhibit their awareness regarding advertisement. The present study measure consumers attitudes toward advertisements for different purposes/functions (brand building and directional) and different media (traditional and Internet-based). A better understanding of interactivity can also help to improve the effectiveness of interactive media such as the advertisement.

Objectives of the Study

The following are the objectives of the study

- To ascertain the awareness of different media of the respondents in the study area.
- To identify the factors influence in purchase of the products of the respondents.
- To study the level of awareness about different media among the respondents.
- To study the reason for selecting advertising medial of the respondents in the study area.
- To analysis the problems of advertisement media in the study area in the study area.

Research Methodology

Research simply means a search for facts answerers to questions and solutions to problems. It is purpose of investigation. It is an organized enquiry. It find explanations to unexplained phenomenon to classify the doubtful facts and to correct the misconceived facts. Research is common parlance refers to a search for knowledge. One can also define research as a scientific and systematic search for pertinent information on a specific topic.

Sample Size

In the study of sample size is 100 respondents. The respondents were of different age group having different occupational status.

Research Design

A research design is the arrangements of conditions for collecting an any analysis of data. In a manner that aims of combine relevance to the research purpose with economy of procedure. The research has undertaken a descriptive type of research. This type of study mainly helps to know the past, present and future.

Sampling Dedigns

On the basic of convenience sampling

technique the respondents were chosen. The population elements selected for inclusion in the sample are based on the case of access, and hence it is convenience sampling.

Statistical Tools

The tools used for the purpose of analyzing the data.

1. Percentage Analysis. 2.Chi-square test 3. Simple ranking analysis 4.ANOVA

Area of the Study

The area of the study was conducted in and around Salem District. The area is selected by into account time and cost

Period of the Study

The Period of the present research study is Dec2015 to Dec2016

Limitations of the Study

The study pertains to Salem District only. The result may not applicable to other places. The sample size is restricted to 100 respondents. The study restricts only to literate respondents who are aware of different media.

Review of Literature

Advertisement is a form of mass communication a powerful making tools, a means of financing the mass media, social institutions, an art form, an instrument of broad media, a field of employment and a profession. Advertisement means 'public announcement'. It induces communication with the public about a product idea or service through a medium to which the public has access. The medium may be print such as newspaper, Magazine, Poster etc and electronic media like television, radio, internet etc. This chapter deals with review of literature.

Winter (1973) Studied on "A laboratory experiment of individual attitude in response to advertising exposures" with an objective of examining the influence or advertising change. The conclusion derived from the study suggested that the more familiar a consumer is with a brand, the less are the chances of any possible attitude change and that only prior negative attitude may turn positive as a result of advertising exposures.

Gorn (1982) Conducted a study on " the effect of music in advertisement on choice behavior, a classical condition approach" with an objective of finding whether feature like lemur, color and music in the advertisement merely increase attention of consumers to product information in the message or they can

S.NO	AGE GROUP	NO.OF RESPONDENTS	PERCENTAGE (%)
1	Below 20 years	8	8
2	21-30 years	40	40
3	31-40 years	40	40
4	Above 41 years	12	12
TOTAL		100	100

directly influence brand preference of

Data Analysis and Interpertation About Consumer Attitude Towards Advertisement Media Age Group of the Respondents

Table 1

Source: Primary data

Interpretation

The above table shows that 40 percentage of the respondents are in the age group of 21-30 years and 31-40 years, 12 percentage of the respondents are in the age group of above 41 years finally 8 percentage of the respondents are in the age in the age group of below 20 years. It is concluded that the majority of the respondents (40%) are belongings to the age group are 21-30 to 31-40 years.

Occupational Status of the Respondents

The above table states that 36 percentage of the respondents are employee, 23 percentage of the respondents are student, 22 percentage of the respondents are house wifives, 14 percentage of the respondents are businessman finally 4 percentage of the respondents are agriculture, 1 percentage of the respondents are professional. It is concluded that the majority of the respondents (36%) are employee in the study area.

Findings of the Study

The majority of the respondents (40%) are belongings to the age group are 21-30 to 31-40 years. The great majority of the respondents (55%) are female in study area of Salem District. The majority of the respondents (55%) are female in the study area. The majority of the respondents (55%) in the family members are having 4-6 members. The fifty four percentage of the respondents are belonging to the unclear family in the study area of Salem District. The majority of the respondents (36%) are employee in the study area.Rs.15001-Rs.30,000. The majority of the respondents(56%)are school level. The great majority of the respondents(63%) are one members earning in the family. The majority of the respondents (34%) are influence through self and friends. The majority of the respondents (52%) aware the advertisement between11-15 years in the study area. The majority of the respondents (45%) are choosing newspaper media in the study area. The 29 percentage of the respondents are buying product through news in the study area of Salem District. The majority of the respondents (49%) are blowing Radio music in study area. The great majority of the respondents (44%) are awaring posters outdoor advertisement in Salem District study area. The fifty three percentage of the respondents are preferring the price list of direct mail advertisement. Majority of the respondents(62%)are impact banners. The majority of the respondents 40 are influence through broad and telecast advertisement. Majority of the respondents 30 are reason for selecting particular media is information.

Chi-Square Test

There is close relationship between educational qualification and awareness of advertisement of the respondents in the study area. There is significance relationship between to the Gender and Print Media There is significance relationship between to the Occupational Status and Print Media There is significance relationship between to the gender and television Advertisement There is significance relationship between to the occupational status and television advertisiment. There is significant relationship between to the Educational qualification and impact on advertisement in the study area.

Ranking Analysis

Factors considered which type of media prefer the respondents. The first rank is given to the factor of Broad / Telecast (T.V and Radio) of types of media. Factors considered the type of TV channel prefer to enjoy the respondentThe first rank is given to the factor of Entertainment channels of mediaFactors considered which type of advertisement impact the respondents The first rank is given to the factor of Broad / Telecast (T.V and Radio) of types of media.

Anova Two Way Analysis

There is no significant relationship between to the educational qualification and print

Suggestions

The results of this research show that when consumer is exposed to advertisements of similar type of products, they easily switch over from one brand to another. So the advertisements can easily change the purchasing decision of the consumer if the products are of almost same quality. In such cases the marketers need to keep a closer eye on all the advertisements of competitive products. The strategies like product repositioning may prove beneficial in such situations. Tough competition is being faced by companies in market media planners should be more careful in giving message to the customers. Media are liked by customers due to their positive features. These points of high quality of audio, video, clarity of message and cost involved should be taken care of specially in advertising campaign. Mainly one sided message are given in advertising. When it is required and not harmful then two sided message should be given by the media planners. In print media adverting copy attract customers. To do so further more attention should be given on shape, size, body and headings, colour and composition etc. Strategic planning effectiveness is good and sincere efforts should be taken by planners to improve its result to very good and excellent. The downloading of websites is very slow in many parts of the world, including India. The ads that pop up in between only irritate the Internet users. So consumer's suggestion for increase internet speed and download the pages for online. Most of the Internet users belong to middle upper class or upper class audience. Therefore, Internet medium enables to reach the affluent market of the society. Television and radio are used by customers in evening and night. In preparing message media planners pay proper attention. In future they should be more careful for improvement in advertising campaign. Since using the billboard, magazines and newspaper have also role in attracting the audience and increase demand for durables, so it is recommended to the activists of durables industry to invest on these advertising media also

Conclusion

Advertising plays a very important role in Consumer life. Consumers are the people who buy the product only after they are made aware of the products available in the market. If the product is not advertised, no Consumer will come to know what products are available and will not buy the product even if the product was for their benefit. One more thing is that advertising helps people find the best products for themselves, their kids, and their family. When they come to know about the range of products, they are able to compare the products and buy so that they get what they desire after spending their valuable money. Thus, advertising is important for the Consumer. Advertisement helps the people to save their busy schedule. It also help the consumers to identify the goods quality product. Even though the consumers are very good in their knowledge they will select the product which is not a good quality. This carelessness will be reduced by advertisement. So the advertisement creates positive impact on consumers buying behavior . So advertisement is very important one.

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A STUDY ON LEARNING STYLES OF ENGINEERING COLLEGE STUDENTS ACCORDING THE GENDER LEVEL

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ABSTRACT

The purpose of the study is to determine the effect of gender , department , and brain hemisphere dominance impact of the learning style. memletics learning style inventory was developed by the memletic (2003) was applied to the participants. the student's learning style preference was analysed through frequency (f) and percentage (%). student' learning style preference was compared with gender, department by using Chi-square Test. According to the result of the study; it was found that 67.6% respondents were male and 32.4% respondents were female. So majority of respondents were female. 68.4% respondents were from EEE, 31.6% were from Mechanical engineering. So majority of the respondents were from EEE. As regards the female category; 58 respondents (11.6%) are low level; 172 respondents have (34.4%) medium level and 103 respondents have (66.6%) high level of learning. This paper discusses about the A Study on learning styles of Engineering Colleges Students according to demographical level in around Coimbatore city.

Key words: dimension of learning styles, learning strategies, learning preferences,

Introduction

The term 'learning styles' has no one definition – in much of the literature it is used loosely and often interchangeably with terms such as 'thinking styles', 'cognitive styles' and 'learning modalities'. Research in the field of learning styles is conflicting and often methodologically flawed. The literature draws on the fields of pedagogy, psychology and neuroscience, but generally fails to engage fully with any of them. There are numerous theories and opinions on learning styles, but few generally agreed facts. Some researchers emphasise the importance of working memory or sensory pathways in determining how students learn, while others subscribe to the idea of multiple intelligences. A lack of academic clarity and the competing commercial interests in the field have led to a confused and confusing array of concepts, models and tools. Some are more influential than others, but no model of learning styles is universally accepted.

The Learning Style and Learning Strategies

A significant number of theorists and researchers (Kolb, Honey and Mumford, for instance) have argued that learning styles are not determined by inherited characteristics, but develop through experience. Styles are therefore not necessarily fixed, but can change over time, even from one situation to the next. Theorists such as Entwistle, on the other hand, are more interested in how students tackle a specific learning task (learning strategy) than any habitual preference (learning style). What these authors have in common is an emphasis not simply on the learner but on the interaction between the learner, the context and the nature of the task. Indeed, Bloomer and Hodkinson (2000) argue that learning styles are only a minor factor in determining how learners react to learning opportunities: the effects of contextual, cultural and relational issues are much greater.

In discussing this situation, we will explore:

1) Analyse the learning style are particularly significant in engineering College student education?

2) Which learning styles are preferred by most of the engineering college students among demographical level?

Data Analysis

In analyzing the data, frequency (f) and percentage (%) distribution and gender , departments were used for the distribution of the data related with their learning style and Chi- Square Test has been used for comparing frequency and percentage distribution related with department levels. significance level has been determined as 0.05 in the research. The data collected through questionnaire was coded and analyzed through SPSS 16.0.

Result

Data collected through questionnaire was analyzed in light of objectives of the study. Gender wise, learning style wise and personality factor wise calculated in percentages. To infer the significance of results, F-test and chi-square were applied. The findings drawn from the data analysis are given below.

Table No. 1

Gender wise distribution of sample

Gender	Particulars	Frequency	Percentage
	Female	162	32.4
	Male	338	67.6
	Total	**500**	**100.0**

Source: Primary data

Table 1 makes it clear that 67.6% respondents were male and 32.4% respondents were female. So majority of respondents were female.

Table No. 2

Programme wise distribution of sample

Dept	Particulars	Frequency	Percentage
	EEE	342	68.4
	Mech	158	31.6
	Total	**500**	**100.0**

Source: Primary data

The above table shows that 68.4% respondents were from EEE, 31.6% were from Mechanical engineering. So majority of the respondents were from EEE.

Table No. 3

Gender – Visual Learning style

<table>
<tr><th rowspan="2">Gender</th><th colspan="3">Visual</th><th rowspan="2">Total</th><th rowspan="2">Chi-Square Value</th><th rowspan="2">df</th><th rowspan="2">p-value</th></tr>
<tr><th>Low</th><th>Medium</th><th>High</th></tr>
<tr><td rowspan="2">Female</td><td>58</td><td>172</td><td>103</td><td>333</td><td rowspan="6">27.8</td><td rowspan="6">1</td><td rowspan="6">0.0598**</td></tr>
<tr><td>11.6%</td><td>34.4%</td><td>20.6%</td><td>66.6%</td></tr>
<tr><td rowspan="2">Male</td><td>42</td><td>120</td><td>05</td><td>167</td></tr>
<tr><td>8.4%</td><td>24%</td><td>01%</td><td>33.4%</td></tr>
<tr><td>Total</td><td>100</td><td>292</td><td>108</td><td>500</td></tr>
<tr><td></td><td>20%</td><td>58.4%</td><td>21.6%</td><td>100%</td></tr>
</table>

Note: ** Denotes significant at 5 % level

The value of chi-square test (27.8) at low p-value of (0.0598) indicates that the null hypothesis rejected at 1 percent level of significance. Hence it may be concluded that there is a significant relationship between gender and visual learning style.

The above table value reveals that the gender and visual learning styles in engineering college students.

It focuses that 167 respondents (33.4%) respondents are male; 42 respondents (84%) with low level, 120 respondents are (24%) with medium level and 05 respondents have (0.1%) high level of learning style.

As regards the female category; 58 respondents (11.6%) are low level; 172 respondents have (34.4%) medium level and 103 respondents have (66.6%) high level of learning.

Table No. 4

Gender – Verbal Learning style

Gender	Verbal			Total	Chi-Square Value	df	p-value
	Low	Medium	High				
Male	75	25	150	250	1.333	2	0.513**
	15%	*5%*	*30%*	*50%*			
Female	75	25	150	250			
	15%	*5%*	*30%*	*50%*			
Total	**150**	**50**	**300**	**500**			
	30%	***10%***	***60%***	***100%***			

Note: *NS - Not significant at 5 % level

The values of chi-square (1.333) at high value of (0.513) verify that the null hypothesis is rejected at 5 per cent level of significance. Hence it may be concluded that there is no significant difference between gender and verbal learning style.

The above table reveals that the gender and verbal learning style of engineering college students.

Out of 250 male respondents, 150 respondents have learning at high (30%) level and 75 respondents are with (15%) low level and 25 respondents are with (5%) medium level of learning style.

It is clear that out of 250 female respondents; 150 respondents have high level (30%); 75 respondent have (15%) low level and 25 respondents have (5%) medium level of learning style.

A maximum of respondents both male and female 300 respondents (60%) have high level of learning style accepted.

Table No. 5

Gender – Logical learning style

Gender	Logical			Total	Chi-Square Value	df	p-value
	Low	Medium	High				
Male	68	15	215	298	11.43	2	0.0565**
	13.6%	*3%*	*43%*	*59.6%*			
Female	50	25	127	202			
	10%	*5%*	*25.4%*	*40.4%*			
Total	**118**	**40**	**342**	**500**			
	23.6%	***8%***	***68.4%***	***100%***			

Note: ** Denotes significant at 1 % level

There is no association between gender and logical learning style. The values of chi-square test (11.43) at low level of (0.0565) verify that the null hypothesis is accepted at 5 per cent level of significance. Hence it may be concluded that there is no significant difference between gender and logical learning style.

Out of 298 respondents, 215 respondents have learning at (43%) high level, 68 respondents are with (13.6%) low level and 15 respondents have (3%) medium level of learning style usage.

It is found that out of 202 respondents; 127 respondents learning at (25.4%) high level; 50 respondents are with (10%) low level and 25 respondents are with (5%) medium level of logical learning style usage.

The majority of 342 respondents (68.4%) are with high level of logical learning and a minimum of 40 respondents are with (8%) medium level of logical learning style usage.

Findings and discussion

Makes it clear that 67.6% respondents were male and 32.4% respondents were female. So majority of respondents were female. 68.4% respondents were from EEE, 31.6% were from

Mechanical engineering. So majority of the respondents were from EEE. As regards the female category; 58 respondents (11.6%) are low level; 172 respondents have (34.4%) medium level and 103 respondents have (66.6%) high level of learning. A maximum of respondents both male and female 300 respondents (60%) have high level of learning style accepted. The majority of 342 respondents (68.4%) are with high level of logical learning and a minimum of 40 respondents are with (8%) medium level of logical learning style usage.

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GOVERNMENT SCHOOL AND INFRASTRUCTURE FACILITY IN PUDUKKOTTAI DISTRICT, TAMIL NADU

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ABSTRACT

Providing well-built infrastructure facility at all schools is one of the biggest challenges at present in India's educational sector. For which, both governments (central & state) allocate so much funds at every budget. However, still today the goal has not been achieved yet. In state of Tamil Nadu (TN), till now most of the high and higher secondary schools do not have basic needs like drinking water, toilet, building and playground. It is also higher compared with Primary and Upper primary schools. A report found that, in TN, two per cent of high and higher secondary schools do not have toilet, (2.7 per cent) electricity and (4.2 per cent) libraries. Hence, this study focuses on "Government School and Infrastructure Facility in Pudukkottai District, Tamil Nadu". The objective of the study is to examine the accessibility and availability of infrastructure facility at government schools. The research has been conducted at Keeranur town Panchayat in Kundrandar Kovil block of Kulathur Taluk. Findings and results of the study is at both schools, drinking water, toilet, building and electricity only (boys), fan, library, computer and internet connection are available but it is not fully accessible at present.

Key words: *Education, infrastructure facility,* educational sector, *Upper primary schools*

Introduction

Education is powerful weapon for human development as well as economic. Providing a well infrastructure facility at all schools is one of the biggest challenges at present in India's education sector. For which, both governments (central & state) allocate so much funds at each budget. In state of Tamil Nadu (TN), yet most of the high and higher secondary schools do not have basic needs like drinking water, toilet, building and playground. It is also higher compared with Primary and Upper primary schools. A report has found in TN, yet two per cent of high and higher secondary schools do not have toilet, (2.7%) electricity and (4.2%) libraries.

Statement of the Problem

Many research organizations and researchers have attempted to study the problem of infrastructure facility of higher secondary schools in past. Andre Beteille, (2008) has identified in India, the literacy rate has been grown up, but it is very slow. On other hand, the school management and infrastructure facilities are also very poorest. Mala Lalvani, (2007) has revealed both governments at present invest more funds on social service or education at every year of budget of India. Hindu (2013) stated that schools do not have proper toilet and other infrastructure facilities by which both male and female students are affected. Besides, students always go outside of school campus to passing urine and two both. Jaisankar (2014) has found that, in Karur at a government higher secondary schools students suffer do not have toilet and other infrastructure facilities. Hindu (2014) declared the member of differently able welfare association demands to up-grading the high school into higher secondary school. Hindu (2015) examined Ambedkar government hostel students have injured by a damaged room in Truchy. Those hostel students demand to renovate the hostel. Ramesh (2015) stated in Tanjavur district at a school, students do not have a sufficient class rooms. Most of the students are studied sat on soil under a banyan tree without bench. Even that school has not also got a proper toilet facility.

Hence, observed above mentioned all those problems at present a study is important especially on infrastructures facility of schools. By which, the present study is analyzed the accessible and available of infrastructure facility of government higher secondary schools how is it at present in this study area.

Objective of the Study

- To examine the accessibility and availability of infrastructure facility at government schools in Keeranur town.

Methodology

The research has been conducted at Kundrandar Kovil block of Kulathur Taluk in Pudukkottai district of Tamil Nadu. The primary data have been collected directly from the respondents administering questionnaire. The study area is Keeranur town. From keeranur, two government higher secondary schools have randomly been taken. One is boys' school and second is girls' school. 30 samples have been taken from each school out of 60. Heterogeneous groups and schools are included. Data have been given in numerical value and percentage.

Government Investment on Education in India

Table.1 Distribution of (Revenue) on Education by Education and Other Department by Sector—Budget Estimate-2011-12.

Category	Expenditure on Education (Rs. Crore)			Expenditure as % of GDP		
	States/ Uts	Centre	Total	States/ UTs	Centre	Total
Elementary Education	112545.04	35205.58	147750.62	1.35	0.42	1.77
Secondary Education	78187.15	9523.32	87710.47	0.94	0.11	1.05
University & Higher Education	38834.43	25066.90	63901.33	0.46	0.30	0.76
Adult Education	512.02	603.66	1115.68	0.01	0.01	0.01
Technical Education	24707.10	23194.89	47901.99	0.30	0.28	0.57
Total (Education)	254785.74	93594.35	348380.09	3.05	1.12	4.17

Source: Educational Statistics at a Glance.

The table no.1 implies that, both centre and states government's revenue allocation on education in 2012 budget. The amount has been allocated the category-wise of education. In GDP, especially for secondary education both governments have spent Rs. 1.05 crore. As well as, for University & higher education both are spent Rs.0.76 crore. In 2012 budget, both governments' total expenditure is 4.17 crore.

Table.2 Accessibility and Availability of Infrastructures Facility at Girls' School

Sl. No	Kind of Infrastructures	Accessibility		
		Yes (%)	No (%)	Total (%)
1	Drinking Water	30 (100)	0	30(100)
2	Building	30 (100)	0	30 (100)
3	Toilet	30 (100)	0	30 (100)
4	Computer with Internet connection	6 (20)	24 (80)	30 (100)
5	Block board	30 (100)	0	30 (100)
6	Electricity (Fan and Light)	30 (100)	0	30 (100)
7	Chair & Desk	30 (100)	0	30 (100)
8	Play Ground & Boundary wall	0	30 (100)	30 (100)
9	Sports Equipments	30 (100)	0	30 (100)
10	Library	4 (13)	26 (87)	30 (100)
11	Laboratory	30 (100)	0	30 (100)
12	Hostel	30 (100)	0	30 (100)

Source: Primary data

Table.3 Accessibility and Availability of Infrastructures Facility at Boys' School

Sl. No	Kind of Infrastructures	Accessibility		
		Yes (%)	No (%)	Total (%)
1	Drinking Water	10 (33)	20 (67)	30 (100)
2	Building	20 (67)	10 (33)	30 (100)
3	Toilet	5 (17)	25 (83)	30 (100)
4	Computer with Internet Connection	0 (0)	30 (100)	30 (100)
5	Block board	30 (100)	0 (0)	30 (100)
6	Electricity (Fan and Light)	8 (27)	22 (73)	30 (100)
7	Chair & Desk	30 (100)	0 (0)	30 (100)
8	Play Ground & Boundary wall	30 (100)	0 (0)	30 (100)
9	Sports Equipments	30 (100)	0 (0)	30 (100)
10	Library	4 (13)	26 (87)	30 (100)
11	Laboratory	30 (100)	0 (0)	30 (100)
12	Hostel	30 (100)	0 (0)	30 (100)
13	Chair & Desk	30 (100)	0 (0)	30 (100)

Source: Primary data

Findings

Boys' School and infrastructures Facility

Drinking Water

Drinking water is available at this school. But the school administration does not clean properly it. This is the biggest problem. Sometimes, water does not come frequently. Students go outside of the campus to get drinking water. They also spend money on water pocket and bottles at shops.

Toilet

Toilet is another problem at this school. Over 1000 students study this school. But they have only three two both and as well as urine toilets. Students say toilets are enough to us. But it does not properly clean. Besides, there is not available water to clean it. Sometimes, after finishing two both we could not clean it. So cleaning is fully difficult. For which, students go outside of the campus towards city among located bonds for it.

Building

Most of the buildings are perfect with cement wall and concrete. But few buildings are made by the sheet. Among these buildings few are also damaged. Students are also broken few windows, doors, desks and chairs of the school.

Electricity

The electricity is another problem. Most of the buildings do not have light and electricity. In rainy season, students could not able to see and study the books. Because, room is fully darken. But in beginning, the school administration was already found these facilities at this school. But students were broken it.

Computer with Internet

This school does not have students used common computer facility. By which students could not develop their technical knowledge.

Library

This school does not have library facility. By which students could not improve their knowledge through reading other non syllabus books.

Fan

Each class room is having only one fan. That is located only on teacher's head. Summer season, sitting inside of class is fully difficult to students.

Above mentioned other all infrastructures facilities are perfect at this school.

Girls' School and infrastructures Facility

Above mentioned all infrastructure facilities of girls' schools like (building, electricity, chair and desk, laboratory, sports and equipment, hostel, fan) are available. But in these some of them are inaccessible. Like (fan, sports and equipment, drinking water, toilet, play ground).

Among these the sports and equipments are available. But students could not able to use or access of them. Because, there is no playground. Students play only shipping, carom board, ball throw and catching. But they could not play Wally ball, foot ball, and other games. Only on the sports day, the girl's students go and play at boys' school ground.

Fan

Each class room is having only one fan. That is located only on teacher's head. Summer season, sitting inside of class is fully difficult.

Drinking Water

Drinking water is another problem at this school. This school is having only pot water. Each classroom is having only one pot of drinking water. Students say this is not enough to all students to per day. Hence, most of the students carry a water bottle from at home. Carrying water bottle is fully difficult in bus students' complaint.

Some of the students buy water bottle and pockets at shop at lunch time. The school is also located nearest high way road. Hence, crossing road is full difficult.

Toilet

Toilet is another problem of this school. Over 1,164 students are studied here at present. But this school has only two toilets. This is not enough to all students. Students are standing so far in queue to use toilet at interval time. All students could not use at a time. Toilets also do not clean regularly. Bad smells are also coming from inside of it. By which students also affects by so many the health related diseases.

Computer and Internet Connection

This school does not have students used common computer facility. By which students could not develop their technical knowledge.

Library

This school does not have library facility. By which students could not improve their knowledge through reading other non syllabus books.

Above mentioned other all infrastructures facilities are perfect at this school.

Recommendations

Boys' School

- Build new building at boys school
- Give electricity and light connection at all class rooms and make awareness among students do not damage school property.
- Renovate all toilets, induce lab our regularly clean it, create water connection and give water at all time and make awareness among students how keeps and use toilet.
- Offer common computer lap class to all students to improve their skills of computer knowledge.
- Make a library and motivate students to improve their reading habits.
- Provide fan to all class rooms in sufficient level.

Girls' School

- Build drinking water connection sufficient to all students and avoid pot water system.
- Build new additional toilets sufficient to all students, give water connection, induce lab our regularly clean it, make awareness among students how keeps and use toilet.
- Offer common computer lap class to all students to improve their skills of computer knowledge.
- Make a library and motivate students to improve their reading habits.
- School teachers and students request the educational department/government to make a play ground for this school.
- Provide fan to all class rooms in sufficient level.

Conclusion

In both schools, the government has invested huge amount and fulfilled the infrastructural facility. Although, among those few infrastructures are only available. The infrastructure available is even inaccessible to all the students because of several problems like maintenance and unavailability of water. Since, this situation may also affect student's curricular activities, health and education. Hence, what it shows both schools are still now poor in infrastructure facilities particularly in this study area. If both governments will concentrate on it more and include above mentioned recommendation on its policy, it is sure that the government school's enrolment will increase. There is no doubts as it can reduce the school dropout cases also.

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At the bottom of first page, Postal address of the corresponding author and co-author(s), and also Departmental address with designation, Tel. No. Fax No. and E-mail ID etc., must be specified.

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GREEN REVOLUTION AND INFORMATION COMMUNICATION TECHNOLOGY

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ABSTRACT

Second Green Revolution in the country with the objective of attaining food and nutritional security of people which at the same time augmenting farm incomes and employment through this new approach. Mechanization increases the income of farmers and could transform the traditional agriculture into commercial agriculture leading to the introduction of capitalist farming. Coimbatore district lies on north of Tamil Nadu. Coimbatore District situated at between 11°00'58" and 11°01'61"North latitude and 76°58'16" and 76°09'71"East longitude. The total geographical area of the district is 3,97,883 hectares. In this district the gross cropped area was 1,91,147 hectares. Thondamuthur Block was one of the important block in Coimbatore district. The study concluded that ICTs innovation plays a key role in improving agricultural production and the value chain. Food traceability systems using ICTs had become very important risk-management tools that allow food business operators or authorities to contain food safety problems and promote consumer confidence.

***Key words:** Green Revolution, commercial agriculture, biotechnology, eastern region*

Introduction

The first green revolution in India, the government was now planning to introduce, Second Green Revolution" in the country with the objective of attaining food and nutritional security of people which at the same time augmenting farm incomes and employment through this new approach. The government was of the view that with more advances in science and technology in areas such as biotechnology coming from private sector, it was important to ensure availability of these products to the poor farmers. The success of the second green revolution would depend largely on the strategies which would make it sustainable and make the green revolution really green. In order to bring green revolution to the eastern region of the country, the budget 2010-11 made provision with allocation of Rs 400 crore. The programme mainly intended to address the constraints limiting the productivity of rice based cropping systems in Eastern India. Rs 1000 crore was allocated during 2012-13. Again praising the success of bringing the green revolution to Eastern India and the success of Assam, Bihar, Chhattisgarh and west

Bengal in raising the rice production, the budget 2013-14 proposed an allocation of Rs 1000 crore as incentive fund to boost agricultural output.

Background of the Study

Mechanization of farm indicated the uses of machines for conducting agricultural operations replaced the traditional methods which involve human and animal labour. Thus, mechanization was a process of replacing biological sources of energy involving animal and human labour to mechanized sources of energy which included various machines like tractors, threshers, harvesters, pump sets, etc. The benefits had include such as mechanization of farms had led to increase in the volume of agricultural production. In developed countries like U.S.A, farm mechanization had resulted in increase in agricultural production and productivity (Monoj Kumar Chowdhury, 2016). Mechanization increases the labour productivity as the same output can be raised by the lesser number of labourers. Application of farm machines had relieved the agricultural labourers much of the heavy work like land reclamation, ploughing , digging and carrying of soil. Large scale farming had become possible due to mechanization of agriculture which had reduced the cost of production. Mechanization could solve the labour bottlenecks faced by the farm during the peak period. Mechanization made the intensive cultivation successful and helped the farmers to follow multiple cropping in a suitable manner. Mechanization increases the income of farmers and could transform the traditional agriculture into commercial agriculture leading to the introduction of capitalist farming. Mechanization of agriculture helps to derive an increased volume of economic surplus which not only induces the farmers to develop their agricultural farm but also help towards industrial development and infra-structural development in a country. Technological measure in 1966, the Government adopted New Agricultural Strategy through the application of HYV seeds, fertilizers, pesticides etc. and adopted farm mechanization technique through the use of tractors, oil engines, tube wells etc.

Present Status of Indian Agriculture

The impacts of climate change on agriculture and serious things of concerns of climate change for Indian agriculture, it was of vital importance to study the present state of Indian agriculture. It was therefore here it was endeavored to assess the present state of Indian agriculture by taking into account some important indicators of agricultural development for the latest period prominently and also considering the data availability. It had been clearly established that there were significant variations in climate change impact at the nation and regional levels across the globe, variations that will be significant in terms of policy and social actions (Parvathi,C. and Yajanthini,D.,2015). The following table-1 explains a details of Indian Agriculture sector scenario.

Table-1 Indian Agriculture Sector Scenario

S.No	Item	2011-12	2012-13	2013-14	2014-15
1	Growth in Agriculture GDP	5.0	1.5	4.2	-0.2
	Share in total GVA	18.5	18.2	18.3	17.4
	Of which, Agriculture	12.1	11.8	11.9	10.9
2	Share in total GCF	8.6	7.8	8.6	7.7
	Of which, Agriculture	7.3	6.6	7.3	6.4
3	GCF as per cent of agriculture GDP	20.8	21.2	18.3	14.3
	Of which, GVA sector	18.3	16.3	17.0	15.8
	Agriculture exports	10.1	11.8	11.9	12.0

(per cent at 2011-12prices)

Source: Economic Survey, 2016

It was observed that agriculture sector had shown a significant growth in the year 2011-12, and a considerable growth in 2013-14. But its growth in 2011 and 2014-15 were dismal only and hence the thing of serious concern. The thing to be noted was that the share of agriculture sector to GDP was continuously falling and also remained at lower level at less than 20 per cent during the period into consideration. Besides that and more importantly, the contribution of agriculture to GDP of India had remained at lower and also shows a declining trend, which was just 12 per cent only during the period under study. The contribution of agriculture to the exports of India was even lower, it was increasing was a thing to be noted. This adequately revealed that the importance of agriculture and agriculture sector India was falling on various counts which require to be improved for which agricultural development is very much necessary and the need of the hour.

The present state of Indian agriculture can be examined by taking into consideration some important indicators of agriculture development such as growth in area, production and yield. The necessary data about it was depicted below

Table-2 Major Crops In India 2014-15, With Per Cent Change Over 2013-14

Group/Commodity	Area	Production	Yield
Food grains	122.1 (-3.1)	252.7 (-4.6)	2070 (-1.5)
Rice	43.9 (-0.2)	104.8 (-1.6)	2390 (-1.4)
Wheat	31.0 (-0.7)	88.9 (-7.3)	2872 (-6.6)
Coarse cereals	5.3 (-9.0)	5.1(-6.3)	953 (3.0)
Maize	9.3 (-1.8)	23.7 (-2.8)	2557 (-1.0)
Bajra	7.1 (-9.7)	9.1 (-1.4)	1272 (9.3)
Pulses	23.1 (-8.4)	17.2 (-10.8)	744 (-2.6)
Gram	8.2 (-19.9)	7.2 (-27.4)	875 (-9.4)
Turmeric	3.7 (-4.9)	2.8 (-15.5)	750 (-11.6)
Oilseeds	25.7 (-9.8)	26.7 (-18.9)	1037 (-10.0)
Groundnut	4.7 (-15.2)	6.6 (-32.2)	1400 (-20.0)
Rapeseed and mustard	5.8 (-13.6)	6.3 (-20.7)	1089 (-8.3)
Cotton	13.1 (11.8)	35.5 (-3.3)	461 (-13.3)
Sugarcane	5.1 (2.0)	359.3 (2.7)	70 (0.00)

(Area: Million ha; Prod: Million tonnes; Yield: kg/ha)

Source: Economic Survey, 2016

It was revealed that in 2014-15 compared to 2013-14 not much increase area in agricultural commodities had taken place except a few items like gram, ground nut, Bajra, maize, pulses. The area under food grains had increased marginally only and same was the case of the agriculture. commodities like rice, wheat, coarse cereals. There were some commodities that shown either negative growth or stagnant position in the area under cultivation. The growth in production was concerned, the production of food grains, rice, wheat, rice and sugar cane had shown a marginal growth only , was a thing of concern which requires due attention (Kamble. P.S.2015). The agriculture Commodities namely groundnut, gram had shown a considerable growth was a thing of appreciation. As far as growth in yield was concerned, except ground nut, coarse cereals and cotton all others have registered negative growth was a thing of serious concern for food security in India, which requires necessary attempts for their positive change**.**

ICTs innovation plays a key role in improving agricultural production and the value chain. Food traceability systems using ICTs had become very important risk-management tools that allow food business operators or authorities to contain food safety problems and promote consumer confidence. ICTs enabled marketing and access to markets plays a major role, especially for information on market prices and demand. ICTs enhanced marketing and certification also strengthens the capacity of small-scale producers to increase revenue by improving their position on local and international markets. GIS and agro meteorological technologies had been introduced into programmes from the very beginning for various purposes including land-use planning, crop forecasting and early warning systems, among others. Use of mobile phones has become more common for exchanging information such as for disease surveillance and pest tracking. There was also growing prevalence of ICTs solutions for the later stages of the agricultural value chain (e.g. post-harvest, transport, storage).

Matters and Materials

The very important environmental problems before the World as a whole and India in particular was climate change, which was very closely associated with the global warming. They were very important on the ground that they had number of evil consequences on more or less all the spheres of the environment. Tamil Nadu was situated in the southern-most part of the Indian peninsula. Agriculture, a predominant sector, contributes to about 10 percent of the state's Gross Domestic Product and provides employment for about 60 percent of the rural work force. Coimbatore District lies on north of Tamil Nadu. Coimbatore district situated at between 11°00'58" and 11°01'61"North latitude and 76°58'16" and 76°09'71"East longitude. The total geographical area of the district is 3,97,883 hectares. Of these gross cropped area was 1,91,147 hectares. Thondamuthur Block was one of the important block in Coimbatore District. From the selected block all the households having land were listed on the basis of farm size of holdings. For the study 16 small farmers, 20 medium farmers and 16 large farmers were selected based on their farm size holds. Totally 50 farmers who have adopted E-Agriculture Methods (EAMs) on their farms were selected purposively to study about the adoption of E-Agriculture Methods (EAMs). Another 50 farmers were selected from the study area by preparing the list of Non E-Agriculture Methods (NEAMs) and from those 18 small farmers, 22 medium farmers and 10 large farmers respectively. Thus total sample of 100 respondents were selected. Primary data was collected through personal interview method from the sample farm households. Interview schedules were used to collect details related to the study from the sample households. A pilot study was conducted to identify the gaps in the interview schedule. On the basis of observations during between November 2015 and February 2016.

Major findings of the study

E-Agriculture Methods

E-Agriculture was a new area of knowledge emerging out of convergence of IT and farming techniques The E-agriculture farmers were empowered with the right time and peace was essential for improving the efficiency and viability of small and marginal holdings. Mass media, particularly the radio, television and local language, news paper would be used to play an important role.

Table-3 details about the EAMS provided to farmers in selected farm households

PARTICULARS		EAMs			
		SF	MF	LF	ALL
EAMs Tools Provided					
Kisan Call Centers	N	2	3	2	7
	C	(12.50)	(15.00)	(14.29)	(14.00)
SMS	N	3	3	3	9
	C	(18.75)	(15.00)	(21.43)	(18.00)
Video Conferencing	N	2	2	1	5
	C	(12.50)	(10.00)	(07.14)	(10.00)
Television	N	1	4	3	8
	C	(06.25)	(20.00)	(21.43)	(16.00)
Radio	N	2	5	2	9
	C	(12.50)	(25.00)	(14.29)	(18.00)
News Paper	N	3	3	2	8
	C	(18.75)	(15.00)	(14.29)	(16.00)
Seminar	N	3	0	1	4
	C	(18.75)	(0.00)	(07.14)	(8.00)
All	N	16	20	14	50
	C	(100)	(100)	(100)	(100)

Source: Field survey, 2016.

Table 3 explains the EAMs tools were provides and apt EAMs tools for farmers. Majority of the farmers under EAMs were provided with SMS and radio 18 per cent followed by television 16 per cent. Kisan call centers14 per cent and video conferencing 10 per cent. Fssssarmers under EAMs stated that SMS service was the very apt EAMs tool for them.

Benefits of E- Agriculture

The farmers were mostly benefited while using e-agriculture method in cultivation. The E-agriculture farmers were highly benefited in up-to-date information in weather forecasting and timely advice and market information had increase in agriculture production had resulted in increasing the standard of living of farmers.

Table-4 details about benefits of EAMS in selected farmers

Particulars		EAMs SF	MF	LF	ALL
Benefits of EAMs					
Weather forecasting	N	4	5	2	11
	C	(25.00)	(25.00)	(14.28)	(22.00)
Regional Language	N	2	4	4	10
	C	(12.50)	(20.00)	(28.57)	(20.00)
Timely Advice	N	4	2	3	9
	C	(25.00)	(10.00)	(21.43)	(18.00)
Market information	N	2	4	1	7
	C	(25.00)	(20.00)	(7.14)	(14.00)
Free of Cost	N	2	2	2	6
	C	(25.00)	(10.00)	(14.28)	(12.00)
Easy access	N	2	3	2	7
	C	(25.00)	(15.00)	(14.28)	(14.00)
All	N	**16**	**20**	**14**	**50**
	C	**(100)**	**(100)**	**(100)**	**(100)**

Source: Field survey,2016.

Table 4 explains the benefits of EAMs by selected farmers, Majority of the farmers were benefited by weather forecasting and regional language were being 22 per cent and 20 per cent respectively. percentage of the farmers in EAMs benefits was timely advice by 18 per cent.

Conclusion

The New Agricultural Strategy was adopted in India during the Third Plan i.e., during 1960. As suggested by the team of experts of the Ford Foundations in its reports "India's crisis of food and steps to meet it" in 1959, the government decided to shift the strategy followed in agricultural sector of the country. Thus, the traditional practices are gradually being replaced by modern technology and agricultural practices. The study concludes that ICTs innovation plays a key role in improving agricultural production and the value chain. Food traceability systems using ICTs have become very important risk-management tools that allow food business operators or authorities to contain food safety problems and promote consumer confidence. ICTs enhanced marketing and certification also strengthens the capacity of small-scale producers to increase revenue by improving their position on local and international markets.

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LEADER FOLLOWER RELATIONSHIP IN THE PEOPLE'S BANK IN BATTICALOA AND TRINCOMALEE DISTRICTS: FACTOR IDENTIFICATION

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ABSTRACT

Although numbers of studies have been carried out by many researches within service sectors in Sri Lanka the research concerning banking sector with the special focus of leader follower relationship is rare. To fill this research gap, this research attempts to know factors of leader follower relationship in the People's Bank in Batticaloa and Trincomalee Districts. In this study, definitions for leader and follower, empirical review and factors for leader follower relationship are reviewed along with conceptual model and operationalization. This study considered 237 staff as sample size. Primary data were collected during the period of 2015 and 2016. Questionnaire is used as an instrument of data collection using data collectors. Reliability statistics, correlation and communalities are satisfactory. Leader follower relationship that has 4 factors (component) explain 86.28% of the total variation. As per the results of the study, Cooperative, Delegation, Problem Solving and Power are suitable factors for leader follower relationship.

Keywords: *Batticaloa, Trincomalee Districts, Leader Follower Relationship, People's Bank*

Introduction

Banking business is one of the important business around the World, Asian countries including Sri Lanka. Banks have to maintain rapport among employees. Leader – follower relationship enhances banking business. When there is the relationship behaviour between leaders and followers in banking sector there are opportunities to support and enhance the business performances. Banking sector is one of the inevitable sectors as well as leading financial sectors operating in Sri Lanka. It usually deals with management of finance, maintaining financial based transactions and in practical, these tasks are relatively complex. Numbers of studies have been carried out by many researches within service sectors in Sri Lanka. However, the research concerning banking sector with the special focus of leader follower relationship is rare. Taking into account this aspect, this study has been carried out in leader-follower relationship in banking sector with a special reference to Trincomalee and Batticaloa districts People's Bank, in order to fulfil the literature and methodological gap.

Significance of the study

There are number of reasons for undertaking this study. Operating a business without an interruption is a difficult task for any sort of business model. Therefore, in order to ensure the continuity of business or sustainability of a business, several facts needed to be considered within an organization. Leader follower relationship should be a prime focus in this regard. There should be mutual relationship among leaders and followers. When having a good rapport between leaders and follower, business may ensure its sustainability. This leader follower relationship will lead to cordial relationship among management, employees and customers will lead to smooth operation of business. Leader follower relationship is like a cycle process. Management has to take care of their employeeswhich are a good instrument to enhance firm performances and ensure the subordinates commitment over their job. Leader follower relationship makes employees for effective work environment. Maintaining leader follower relationship is a best way to get maximum output from subordinates that retain them with organization.Success of the organization depends on the performance of the employees. This performance is possible where there is good leader follower relationship. This implies business operation is a team work with the support of good leader follower relationship. Everyone has to play an important role effectively to maximize the performance. Leaders are playing key role in business context and their activities have great impact on their followers as well.

Statement of the problem

Various studies have stated about various research findings with respect to leader follower relationship in various countries and in different time frames. According to Burns (1978), study explains about how transformational leadership could be measured, as well as how it influences follower motivation and performance. The followers of such a leader feel trust, commitment, admiration,inspiration, loyalty and respect for the leader. Rapid development in technology advances shape the business and their nature of operation. These findings indicate that leader follower relationship is important for doing business in any sector. Another study done by Hamme&Champy (1993) mentioned about the recent trends of business. As per the findings of this study business are becoming smaller, hierarchical structures are giving way to a wider variety and many businesses are shifting emphasis from production to service. In several countries, business trend is transforming from production to services. These are trend observed by stakeholder. Due to these inevitable changes leading to focus on service based or people based business ventures Doyle (1990) increases dramatically. At present, financial services including banking services are speadily developing. This is an evidence for stating that firms are towards financial sector rather than production firms. In this nature, leader follower relationship is essential in financial sector and in banks. On this ground, a study is conducted for knowing factors of leader follower relationship in the People's Bank in Batticaloa and Trincomalee Districts.

Research Question and Research Objective

Researchers raise "what factors are important for leader follower relationship in the People's Bank in Batticaloa and Trincomalee Districts"?. This research problem is translated into research objective as "factors of leader follower relationship in the People's Bank in Batticaloa and Trincomalee Districts".

Literature Review

In this literature review, definitions for leader and follower, empirical review and factors for leader follower relationship are reviewed.

Definition for Leader and Follower

Leader is a person who offers others (their followers) a cause, direction or objective that is interesting, attractive or satisfying enough for others to wish to follow. Follower is a person who is low in the hierarchy and has less power, authority, and influence than their superiors.

Empirical review of leader-follower relationship

In this empirical review of leader-follower relationship, previous literatures on leader-follower relationship (LFR) are reviewed. Ismail (2014) attempted to know the association between mechanistic characteristics and categories of banking employees of Peoples' Bank. This study has taken 34 members from each category of banking employees. Altogether 102 employees were considered in this study. A convenience sampling technique was used in this study. Results of Chi-Square statistics proved that there is association between mechanistic characteristics and categories of banking employees. It is evidenced by values of Chi-Square along with 0.000 of Sig. values. This result is also proved by values of Phi, Cramer's V and Contingency Coefficient. Ismail (2013) attempted to know whether significant difference exists among high and low performance groups in terms of visionary leadership (investment in relationship, business concern, performance orientation, future changes) of school principals in South Eastern Region. 286 principals were taken as sample size. Results of mean value of high performance group and low performance group for performance orientation are not different. Eigenvalue associated with this discriminate function is 2.647. Square of the value of canonical correlation is .725 that is equivalent to 72% of the variance explained by discriminant analysis model. The small value of Wilks' Lambda (.274) highlights statistical significance of this model. It concludes that investment in relationship, future changes and business concern contribute more to high and low performance groups. Performance orientation contributes poor too high and low performance groups. Ismail (2013) took an effort to know forms of CSR undertaken by companies and to identify the types of stakeholders for CSR. 4 local commercial banks have been selected for this study. Data are collected from secondary sources. It is concluded that all four banks such as NTB, HNB, CB and SB undertake their CSR on education. NTB, HNB and CB undertake their CSR on health. NTB and HNB undertake their CSR on environment. In addition, CB and SB undertake their CSR on disaster and entrepreneurship. There is a strong positive strength of association between number of CSR areas and number of stakeholders who are benefiting from these CSR activities. Ismail (2012) tried to know about managerial role from the perspective of managers with special reference to Eastern Province (EP) of Sri Lanka. In this study, it was stated that Sarbin and Alen (1968) defined managerial role as an organized set of behaviours that are identified with a specific position or office. This definition relates managers' beahviours in an organization. Mintzberg (1973) grouped managers' behaviours and cascaded managerial roles into interpersonal roles, informational roles and decisional roles. This research focuses on bank mangers, hospital medical officers and school principals. Study found that bank managers meet the banking needs of the clients. Hospital medical officers fulfill the health needs of patients. School principals satisfy the education requirements of pupils. Managers play vital roles in rendering services to their stakeholders.

Factors for leader-follower relationship

The review of the literature has identified four factors, which are influenced in leader-follower relationship such as cooperative, delegation, problem solving and power.

Conceptual Model

Review of literature helps to derive the following conceptual model as depicted in Figure 1.

Figure 1: Conceptual model for factors for leader follower relationship

Operationalization

Based on the review of the literature (theoretical and empirical review), operationalization, tabulation is shown in Table 1.

Concept	Variable	Measure	Number of measures
Leader follower relationship	Cooperative	Common tasks	04
		Effectiveness	
		Confident	
		Support	
	Delegation	Inspiration	03
		Preference	
		Dynamics	
	Problem solving	Solution	05
		Achievement	
		Comparability	
		Network	
		Innovation	
		Proactive	
	Power	Risk	03
		Involvement	
		Empowerment	

Methodology

Population and sample

Population of this study is all 296 staff in People's Bank staff from Batticaloa and Trincomalee Districts. This study considered all these 296 staff as population size. But, usable sample is 237 staff.

Data collection

In this study, primary data were collected during the period of 2015 and 2016. Questionnaire is used as an instrument of data collection using data collectors.

Data analysis

Reliability is analyzed by Cronbach alpha. Validity is analyzed with the help of experts. Factor analysis and Correlation analysis are also conducted with the aid of statistical package of Statistics Package for Social Science (SPSS).

Results and Discussion of Findings

Reliability

Leader-Follower Relationship consists of 4 factors. (1). cooperative which is measured by 4 items such as common tasks, effectiveness, confident and support that have the value of Cronbach's Alpha of 0.874. (2). Delegation which is measured by 4 items such as inspiration, preference, dynamics and integrity that have the value of Cronbach's Alpha of 0.820. (3). Problem solving which is measured by 6 items such as solutions, achievement, compatibility, network, innovation and proactive that have the value of Crobach's Alpha of 0.864. (4). Power which is measured by 3 items such as risk, involvement and empowering that have the value of Cronbach's Alpha of 0.841. Reliability statistics are tabulated in Table 2

Table 2: Reliability statistics for leader follower relationship

Criteria	Cronbach's Alpha Value
Cooperation	0.874
Delegation	0.820
Problem Solving	0.864
Power	0.841

Measure of Sampling Adequacy (Leader follower relationship)

Sampling adequacy is measured by Kaiser – Mery – Olkin Measure of Sampling Adequacy. Kaiser Meyer – Olkin Measure of sampling Adequacy for Leader follower relationship is 0.856 which is greater than 0.5. It is determined that factor analysis may be appropriate. Bartlett's Test of Sphericity is conducted to know the correlation among variables. Sig. value is 0.000. Researcher rejects Ho and accepts H1 regarding the leader follower relationship. It refers to variables are correlated in population. Table 3 depicts KMO and Bartlett's Test of Spherecity.

Table 3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.856
Bartlett's Test of Sphericity	
Approx. Chi-Square	931.486
df	6
Sig.	.000

Correlation matrix and communalities (Leader follower relationship)

Correlation matrix shows the value 1 in all diagonal for all 4 factors of leader follower relationship: The diagonal values (1) for all the factors of leader follower relationship are shown in communality under the section of the initial. There is strong strength of association between variables. Extraction of communalities is shown in all diagonals of reproduced correlation matrix. Correlation matrix and communalities are tabulated in Tables 4 and 5.

Table 4: Correlation Matrix

		Cooperative	Delegation	Problem solving	Power
Cooperative	Pearson	1	.801**	.823**	.761**
	Correlation Sig. (2 tailed)		.000	.000	.000
	N	237	237	237	237
Delegation	Pearson	.801**	1	.838**	.810**
	Correlation Sig. (2 tailed)	.000		.000	.000
	N	237	237	237	237
Problem solving	Pearson	.823**	.838**	1	.868**
	Correlation Sig. (2 tailed)	.000	.000	.000	.000
	N	237	237	237	237
Power	Pearson	.761**	.810**	.868**	1
	Correlation Sig. (2 tailed)	.000	.000	.000	.000
	N	237	237	237	237

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

Table 5: Communalities

	Initial	Extraction
Cooperative	1.000	.828
Delegation	1.000	.862
Problem Solving	1.000	.904
Power	1.000	.858

Total Variation and component matrix for Leader follower relationship

Leader follower relationship constitutes 4 factors (component). Initial eigenvalues for the first factor is 3.452. Scree plot depicts factors and its related eigenvalues. They explain 86.28% of the total variation. Total variation is shown in Table 6 below.

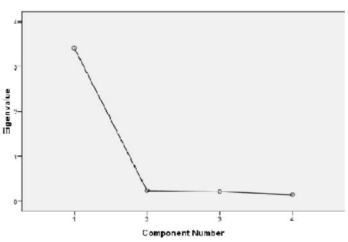
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.452	86.289	86.289	3.452	86.289	86.289
2	.244	6.107	92.395			
3	.184	4.612	97.007			
4	.120	2.993	100.000			

According to the component matrix, component 1 has four variables such as Cooperative, Delegation, Problem Solving and Power and they have more than 0.8 as their absolute values. The factors have been selected as communalities values greater than 0.6.The principal components method was chosen for the factor analysis since the main purpose was the reduction of dimensionalities.

Scree plot

Scree plot is used to graphically represent the total variation. Scree plot is depicted in Figure 2.

Figure 2: Scree plot for leader follower relationship



Conclusion

Reliability statistics for leader-follower relationship that consists of 4 factors such as (1) cooperative, (2) delegation, (3) problem solving, and (4) power are satisfactory. Kaiser Meyer – Olkin Measure of sampling Adequacy for Leader follower relationship is 0.856 which is greater than 0.5 and Bartlett's Test of Sphericity is also satisfactory. Similarly, correlation and communalities are satisfactory. Leader follower relationship that has 4 factors (component) explain 86.28% of the total variation. As per the results of the study, Cooperative, Delegation, Problem Solving and Power are suitable factors for leader follower relationship.

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SHARE PRICE MOVEMENT OF PAPER INDUSTRIES WITH SPECIAL REFERENCE TO TNPL AND SBP IN NATIONAL STOCK EXCHANGE

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ABSTRACT

It is important to test stock market movement because it is the one which hinders the performance of the stock market and consumer spending. Most of the research on the stock market movement in India was based on indices. Paper industry is categorised as medium and low capitalization, Share prices also medium level, the present study identify the medium type investors behaviour of investment and their expectation.

Key words: *stock market, capital markets. monthly average, Financial Sector*

Introduction

The stock market is one of the most important sources for companies to raise money. This is an attractive feature of investing in stocks, compared to other less liquid investments such as real estate. The stock market is often considered the primary indicator of a country's economic strength and development. The issues of price movement (volatility) have become increasingly important in recent times to the Indian investors, regulators, brokers, policy maker, dealers and researchers.

Indian Capital Market Overview

The Indian capital markets have witnessed a major transformation and structural change during the past one and half decades, since the early 1990s. The Financial Sector Reforms in general and the Capital Market Reforms in particular were initiated in India a big way since 1991 -1992. These reforms have aimed at improving market efficiency, enhancing transparency, checking unfair trade practices and bring the Indian capital up to the International standards. The Capital Issues (Control) act 1947 was repealed in May 1992 and office of the Controller of Capital Issues were abolished in the same year. The National Stock Exchange (NSE) was incorporated in 1992 and was given recognition as a Stock Exchange in April 1993, which has been playing a lead role as a change agent in transforming the Indian Capital Market to its present form.

Primary Market Developments

In 1990s witnessed the emergence of the Capital Market as a Major source of finance for trade and Industry in India. A growing number of companies have been accessing the Capital Market rather than depending on loans from financial institutions. Tremendous developments have taken place in the primary market where the corporate issues fresh securities through public issues as well as private placements. Huge amount of resources have been mobilised by the corporate from the primary market, as on 31st March 2013(SEBI Hand Book 2013), Rs. 32455 crores have been mobilised from the primary market, out of which Rs. 15473 crores has been raised through equities and Rs 16982 crores through bonds capital market instruments.

Review of Literature

Gupta L.C (1980)1 The rates of return (1980) on equities in the Indian capital market for a fairly large sampleof 276 companies over a sixteen year period from 1961-76. He concluded that therates of return provided by equities are unsatisfactory because: a) about 20% ofreturns for various holding periods are negative, b) the returns provide only a partialhedge against inflation. While the study is an important milestone in research inIndian capital market, given the equity cult that started after forced dilution by MNCsbecause of FERA in the late seventies and the rise in the equity returns since thesecond half of eighties, the conclusions of the study are unlikely to be valid now forthe Indian market. A comprehensive study of that kind for the more recent period iscalled for.

Some basicinvestment (1984)[1] rules and rules for buying and selling shares. Theinvestors not to buy unlisted shares, as Stock Exchanges do not permittrading in unlisted shares. Another rule that they specify is not to buyinactive shares, ie, shares in which transactions take place rarely. Themain reason why shares are inactive is because there are no buyers forthem. They are mostly shares of companies, which are not doing well.A third rule according to them is not to buy shares in closely-heldcompanies because these shares tend to be less active than those ofwidely held ones since they have a fewer number of shareholders.They caution not to hold the shares for a long period, expecting a highprice, but to sell whenever one earns a reasonable reward.

The investment (1991)[2]decision makingprocess of individuals has been explored through experiments. They conclude that therisk perception of individuals is significantly influenced by the skewness of the returndistribution. This implies that while taking investment decisions, investors areconcerned about the possibility of maximum losses in addition to the variability ofreturns. Thus the mean variance framework does not fully explain the investmentdecision making process of individuals.

Brock, Lakonishok and LeBaron (1992)[3] tested moving average trading rules using the Dow Jones Index from 1897 to 1986. Their results showed that variable moving average trading rules do not have predictive ability for future prices and that the returns generated using these rules are greater than those generated by a buy-and-hold strategy before accounting for transaction costs.

The stability (1992)[4] of S&P 500 index returns with theintroduction of S&P 500 index futures. They also assess the change in the volatility ofS&P 500 index due to the introduction of futures trading for the period 1976 to 1987.The changes in the volatilities are examined using parametric and non-parametrictests. The variance ratio F-tests used by Edwards (1988a, b) are sensitive to theunderlying assumption of normally distributed stock returns. Apart from F-tests,Kolmogorov-Smirnov two-sample test and Wilcoxon Rank sum test are used to findout if the dispersion is significantly high in the post-futures period. The results showthat the daily returns volatility is higher in the post futures period while the monthly

returns remain unchanged. He concludes that increase in volatility of daily return inthe post-futures period is necessarily not related to the inception of futures trading.

Statement of the Problem

A general problem prevailing in most of developing countries is the growth of financial markets. It is not healthy instead debatable. The financial market is playing vital role in the development of economic growth of a country, because it is on the medium to collect the investments from savers or investors and disseminates the funds to needy via proper channel.

The stock market movement volatility is considered to be essential for making investment decisions. Many countries are not able to expand their operation, due to economic slowdown but few countries have managed by implementing effective strategies. In India's concern, found that impressive growth in economy, interestingly, the variability and volatility of economic growth was worrying even before the crisis i.e. before liberalization

It is important to test stock market movement because it is the one which hinders the performance of the stock market and consumer spending. Most of the research on the stock market movement in India was based on indices. Paper industry is categorised as medium and low capitalization, Share prices also medium level, the present study identify the medium type investors behaviour of investment and their expectation.

Objective of the Study

To study share price movement of TNPL and SBP Ltd

Paper industries in India

The industry in India is ranked among 15 top global paper industries. Its turnover is about Rs 16,000 crore, employing nearly three lakh people directly and 10 lakh people indirectly. The per capita consumption of paper in India is still at 5.5 kg, which is far below the global average of nearly 50 kg. The paper industry distribution scenario has undergone some changes during the last few years. Table 1 gives the latest position regarding the distribution of paper industry in India.

Table 1 Paper Industry in India (1996):

State	No. of Mills	Production capacity ('000 MTs)	Percentage of all India
Maharashtra	63	624	16.52
Andhra Pradesh	19	427	11.30
Gujarat	55	369	9.77
Uttar Pradesh	68	336	8.89
West Bengal	22	266	7.04
Madhya Pradesh	18	250	6.62
Orissa	8	242	6.41
Tamil Nadu	24	217	5.74
Karnataka	17	207	5.48
Punjab	23	195	5.16
Assam	4	188	4.98
Haryana	18	155	4.10
Others	40	302	7.99
All India	379	3,778	100.00

Source:www.piai.in

Paper industries in NSE

In the NSE 20 paper companies are listed out of which 17 companies are trading actively. Table No.2

Company Name		52 wk High	52 wk Low	Market Cap (Rs. cr)
Tamil Newsprint	326.35	392.35	185.15	2,258.69
Intl Paper APPM	299.35	349	216.15	1,190.52
JK Paper	78.9	101.8	40.15	1,171.91
Ballarpur Ind	14.45	21.8	11.75	947.23
West Coast Pap	123.15	149.4	52.75	813.39
SeshasayeePape	642.1	825	191.8	809.92
Shree Rama News	27.25	36.2	12.5	321.98
Star Paper	172.05	194.35	27.5	268.54
Ruchira Papers	98.05	132.7	46.2	219.85
Pudumjee Paper	17.8	25.8	12	169.01
Genus Paper	5	7.55	3.2	128.56
ShreyansInd	87.5	110.9	24.65	120.96
Pudumjee Pulp	20	55.95	13.45	82
Rainbow Papers	3.6	53.2	1.95	38.24
PudumjeeInd	11.95	25.4	8.9	21.51
Servalakshmi	4	4.6	3	17.25
Magnum Ventures	4	6.05	2.4	15.04

Source: http://www.moneycontrol.com/stocks/marketinfo/marketcap/nse/paper.html

Tamil Nadu Newsprint and Papers Limited (TNPL)

Tamil Nadu Newsprint and Papers Limited (TNPL) was established by the Government of Tami Nadu during early eighties to produce Newsprint and Printing & Writing Paper using bagasse, a sugarcane residue, as primary raw material. The Company commenced production in the year 1984 with a initial capacity of 90,000 tonnes per annum (tpa). Over the years, the production capacity has been increased to 2,45,000 tpa and the Company has emerged as the largest bagasse based Paper Mill in the world consuming about one million tonnes of bagasse every year. The Company completed a Mill Expansion Plan during December 2010 to increase the mill capacity to 4,00,000 tpa.

TNPL exports about 1/5th of its production to more than 50 countries. Manufacturing of quality paper for the past two and half decades from bagasse is an index of the company's technological competence. A strong record in adopting minimum impact best process technology, responsible waste management, reduced pollution load and commitment to the corporate social responsibility make the company one of the most environmentally compliant paper mills in the world.

Seshasayee Paper and Boards Limited (SPB)

Seshasayee Paper and Boards Limited (SPB), the flagship company belonging to 'ESVIN GROUP', operates an integrated pulp, paper and paper board Mill at Pallipalayam, Erode-638 007, District Namakkal, Tamilnadu, India.

SPB, incorporated in June 1960, was promoted by Seshasayee Brothers (Pvt) Limited in association with a foreign collaborator M/s Parsons and Whittemore, South East Asia Inc., USA. After commencement of commercial production, having fulfilled their performance guarantee obligations, the foreign collaborators withdrew in 1969. Main promoters of the Company as on date are a group of companies belonging to the ESVIN group headed by Mr. N Gopalaratnam.

SPB commenced commercial production in December 1962, on commissioning a 20000 tpa integrated facility, comprising a Pulp Mill and two Paper Machines (PM-1 and PM-2), capable of producing, writing, printing, kraft and poster varieties of paper.

The Plant capacity was expanded to 35000 tpa in 1967-68, by modification of PM-2 and addition of a third Paper Machine (PM-3). The cost of the expansion scheme, at Rs 34 Millions, was part financed by All India Financial Institutions (Rs 31 Millions).

Table NO 3 Monthly average of TNPL

Month/Year	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16
April	118.75	86.50	102.90	63.70	96.75	137.80	103.15	95.70	132.00	130.00
May	120.15	89.60	102.10	73.10	98.20	131.65	100.60	97.85	135.40	133.25
June	96.40	95.45	97.95	81.70	109.80	121.45	101.00	98.25	159.65	152.20
July	93.50	100.40	91.05	77.30	118.20	119.05	110.90	96.15	164.50	179.55
August	99.45	99.15	93.95	78.25	138.80	107.20	113.15	88.60	163.75	199.55
September	97.80	102.60	87.90	77.80	141.85	103.30	111.05	88.55	158.00	181.55
October	98.60	101.20	68.05	79.70	145.45	100.45	110.40	96.55	140.75	198.80
November	93.95	112.60	67.95	78.10	145.00	93.05	111.70	109.75	139.00	230.35
December	91.80	126.25	66.05	80.90	133.85	82.05	111.35	117.60	133.00	244.65
January	94.00	121.55	65.00	85.70	136.75	89.10	108.70	128.35	133.40	243.70
February	93.05	107.00	60.00	83.65	128.20	99.40	98.15	122.05	137.90	214.70
March	83.45	97.25	54.70	85.65	124.20	100.50	94.80	123.85	128.00	209.50
Mean	98.41	103.30	79.80	78.80	126.42	107.08	106.25	105.27	143.78	193.15
Standard Deviation	10.67	11.90	17.74	6.00	17.29	17.07	6.30	14.28	13.59	39.28

Table No. 3 Monthly average of Seshasayee Paper and Boards Limited (SPB)

Month/Year	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16
April	132.70	121.45	190.00	73.55	198.30	257.20	197.00	220.00	192.35	192.50
May	132.40	131.25	191.15	80.45	202.75	249.50	194.95	214.75	200.85	186.30
June	103.10	151.75	172.45	94.05	202.70	233.95	200.60	217.45	241.90	197.80
July	105.75	158.65	142.85	94.90	211.40	241.45	200.15	210.40	236.95	206.90
August	116.75	163.75	138.90	106.95	214.10	208.30	194.90	175.10	215.55	212.40
September	118.20	174.25	125.45	116.60	220.25	201.95	197.20	187.70	236.95	224.10
October	117.20	167.20	80.90	136.40	221.05	196.30	219.15	184.55	215.85	229.15
November	138.30	179.45	88.15	133.75	247.85	201.35	253.25	0.00	234.10	225.80
December	131.80	202.00	90.05	142.65	242.30	184.25	256.45	0.00	233.15	227.50
January	143.00	215.50	84.40	158.05	235.25	179.65	238.65	179.45	237.55	221.70
February	133.35	193.85	80.80	149.05	217.85	172.25	225.90	176.55	226.10	218.85
March	119.90	170.70	75.05	156.25	216.75	192.65	221.45	174.10	198.15	241.90
Mean	124.37	169.15	121.68	120.22	219.21	209.90	216.64	161.67	222.45	215.41
Standard Deviation	12.71	27.19	44.57	29.82	15.64	28.59	22.88	77.49	17.44	16.61

Findings and Conclusion

The Indian capital market is one of the oldest capital markets in the world. It dates back to the 18th century when the securities of the East India were traded in Mumbai and Kolkata. However, the orderly growth of the capital market began with the setting up of The Stock Exchange of Bombay in July 1875 and Ahmadabad stock Exchange in 1984. In the long run 19 other Stock Exchanges came up in various parts of the country.

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GROWTH OF YOUTH AND WOMEN FOR RURAL DEVELOPMENT

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ABSTRACT

Women and youth empowerment was one of the aims of millennium development goals. India, which boasts of a huge human resource population specially youth and women has an urgent need to tap these resources for development. Women and youth development is directly connected to rural development and rural development is connected to national development. But this big dream of putting on pedestal the development progress for the women population is not an independent goal and is dependent on supportive factors. This paper makes an attempt to understand the women resources, their potentiality and challenges in making them become productive to make growth and progress possible through these untapped resources. The paper also cites details of Himachal Pradesh as a model which has made progress on similar lines. The path of progress is looked upon as one which is sustainable and not a stop gap success project. It brings to focus the factors that has made Himachal Pradesh a successful model. It further details and throws light on the necessary steps to be taken to make this a reality and bring about the much desired outcome of the nation.

Key words: *Rural, development, empowerment, awareness, implementation, enhancement, policy, productivity, constraint*

Introduction

Women and youth empowerment was one of the aims of millennium development goals that was advocated in 2015. In a country like India which boasts of a huge human resource population consisting a majority of youth and women segment, there is urgent need to tap these existing resources for the development progress as well as the individual progress of the concerned human resources which will directly influence the development of the nation. Women and youth development is directly connected to rural development and rural development is connected to national development. But this big dream of putting on pedestal the development progress for the youth and women population is not an independent goal and is dependent on multiple factors. The progress of any segment is possible through empowerment and empowerment has to be preceded by awareness which will subsequently aid and also pave way for the empowerment process. Empowerment and its relationship with sustainable progress in the long run is a herculean task. The important consideration here is perfect planning, followed by implementation to get the desired outcome. Once the result is in par with the expectations set by the policy, the next challenge is to pave way for the sustenance of the same. But this is not an all perfect scenario as it sounds. Many policies and programmes have flooded the economic scenario for decades now, trying to bring about a change in the empowerment area. There had been hiccups in the progress and implementation too. But these have not been a restricting force that has put a hold on further projects by the government. The government has been like an evergreen enthusiast in planning and implementing these policies for empowerment irrespective of their outcomes. This is the best part of any policy implementation. To plan well, execute well and not be prejudiced and lose heart by the outcome. With multiple causes for hurdles or stagnation in the progress of youth and women, it may sound and look difficult but is not an impossible accomplishment. Though the rural scenario is not very encouraging, with the advent of technology reaching out, communicating and spreading awareness is not a far cry. An ongoing continuous effort is all that is required to put the progress trail on track though it is a perennial effort. By this initial step of igniting awareness the following of empowerment can be expected to a greater measure, though not hundred percent at one go. If an idea has to become a reality the effort to make it should be made by the right people, at the right time with the right efforts with the right community participation. To make things easier follow the successful leaders who have tread the path before and replicate for victory.

Foreword

In a country like India which has huge percentage of youth and women population, the progress for this sectors is worth the concentration for rural development at large. The total youth population in India it is 41% of the total population. There is lot of untapped youth and women resources which can form part of the productive human resource population.

Development programmes are many but these can claim the expected victorious ground only if the awareness of the same is propagated to the target group followed by the systematic implementation of the same. The launch of development programmes are to be backed up by the continuous and enthusiastic implementation of the same from all quarters concerned to make it a thumping success. Else, it remains a golden theory on paper never to meet the outcome for which it was given shape.

Rural Youth and women development is directly related to rural development. To put it more succinctly, the progress of one brings in the progress of the other too. The arena of rural development is incomplete without empowerment of rural youth and women. To further enhance the importance, the Fifth five year plan stressed the same and had a special chapter for women development. Systematic and continuous progress of youth and women bring in proportionate growth in the rural development area too. For example when we launch programmes for youth and women empowerment thereby enhancing their productivity, it brings in a dual benefit of enhancing the focus group and also pushing the rural development standards to the next level of progress.

The magic of empowerment and its outcome:

The youth and women put together form part of a big chunk of the population and tapping this resource for progress can bring in stupendous results. A long journey's success is dependent on the initiative of the first single step taken towards covering the distance. Progress can happen through empowerment of the target resources. But empowerment is just not an easy and independent goal in itself. It has to be backed by many subsidiary pre and post goals that will compliment the empowering process as a whole. Growth and progress is possible only through empowerment and empowerment is possible only through awareness. So the need of the hour is an act of spreading awareness first and foremost which can subsequently help in the process of empowerment.

Baby steps to a giant leap

Awareness is the first step towards empowerment. Being open to the need for empowerment in itself a propelling force. The outcome of this awareness combined with measures for progress will put the empowerment process in progress. The target group to be empowered and reason for this empowerment process has to be clear and concise. This to be followed by a pilot research of the project, deciding the target group, creating a blue print for plan of action, execution process , embracing outcomes, analyzing the same, checking lacunae, redoing the project with enhanced effectiveness and efficiency. Once the awareness is created the rest of the plan becomes less of a cumbersome task which it is otherwise. Helping people at all levels to be empowered makes them be part of the project by aiding the programmes to identify probable issues and find common grounds for action which builds a sense of belonging and participation for the successful implementation, execution and outcome. Awareness and enthusiasm on the part of the target group and the policy executors is very essential for the efficient planning, execution and the successful outcome without the risk of the policy being under -utilized.

Many policies and programmes have flooded the economic scenario for decades now, trying to bring about a change in the empowerment area thereby contributing their bit of share in the empowerment arena. But the success rate of all these policy implementations are not one of hundred percent. There had been hiccups in the progress and implementation too. But these have not been a restricting force that has put a hold on further projects by the government. The government has been like am evergreen enthusiast in planning and implementing these policies for empowerment irrespective of their outcomes. This is the best part of any policy implementation. To plan well, execute well and not be prejudiced and lose heart by the outcome. Not all projects are successful, neither are all projects failures. To make a neutral project into a successful one and a successful one into sustainable one is the challenge that needs to be addressed. Empowerment and its relationship with sustainable progress in the long run is a herculean task. The important consideration here is perfect planning, followed by implementation to get the desired outcome. Once the result is in par with the expectations set by the policy, the next challenge is to pave way for the sustenance of the same. But this is not an all perfect scenario as it sounds. It is degraded by indifferent policy executors and indifferent target groups who are unwilling to avail the fruits of empowerment leading to a mismatch of the set standards and the outcome. However this is not a unreal imaginary happening that is beyond the policy control. A little prodding and prompting to make the project successful and ongoing on a continuous spree is all that is required for the success recipe.

The increasing population is a big constraint on numerous things which is but obvious. But again this need not be a depressing fact for concern. There is brighter side to this issue which can be tapped for the development of the economy. Human resource which is plenty with us, is scarce in the western countries and is a good source for income generation and productivity. Now the question arises if all the available human resources are capable of productivity or only the productive ones? In either of the situation the challenge of empowerment is enormous. Even with the productive human resources an empowerment to enhance their level of productivity from the current to the next advanced level will only be welcome from all quarters in demand for this resource. Even with an ever increasing population if empowerment happens it can still pave way for a decent, healthy and productive lifestyle alleviating poverty.

Women – a cause for concern or celebration?

Women development has been a evergreen concern in the past few decades and we still have a long way to go in this path. Women have proved themselves to be psychologically stronger than their male counter parts and have exhibited greater levels of responsibility and tenacity in meeting life's challenges single handedly though a big percentage of this women folk are not capable of earning a livelihood for themselves till the point they are forced to do it. But having being pushed into a situation that demands this role they have designed themselves to fit into this role as if it were just tailor made for them. The study of Dr. S. N. Tripathy under the head "Development of female-headed households in Orissa" enumerates this fact under different situations in detail.

Women force contributing to fifty percent of the total population is a potential human resource capital which is untapped to the required levels of productivity . Further one third of this segment constitutes the labor force which is worth mentioning. The RTE was floated basically to eradicate illiteracy and also to educate the less privileged girls to benefit from this project. But this did not bring in the expected results as outcome. Though causes may be numerous, the underlying fact remains that the target was not met. Though being a powerful resource, women still have a long way to reach the progress target. By educating a male, we educate an individual. By educating a woman, we sow a seed for an educated family, paving a future path for an educated community and the society at large. Though even uneducated lot can be productive by becoming skilled, education does play a vital role in empowerment and more so in sustaining the same..

Apart from the untapped women folk, the youth segment are the torch bearers of our future economy. If they are made to tread on the productive economic path reaching the status of a developed nation from a developing nation will be a cake walk transition for our country.

Causes for stagnation of the youth and women force from progress:

As already mentioned the youth and the women segments contribute to a big piece of the larger chunk. But as mentioned earlier, the full force is not a productive unit. The underlying causes for these are multiple and varied. In the case of the youth these are the outcome of one or more factors like illiteracy, socio economic conditions, poverty, distraction and deviation, lack of family support, hesitancy or lack of self confidence or motivation, whereas in the case of women, in addition to the above factors there are a few more factors that also contribute to the lack of progress or growth like the gender bias and early marriage. Addressing to one or more of these underlying causes that hamper the progress of either the youth or the women can help pave way for empowerment and further accelerate the growth process. Though we cannot totally eradicate the situations that hamper the progress, there is always room for alternate solutions that can save progress from stagnation or deterioration.

The rural development process has come a long way leaving a trail of progress and also has a bright future shaping up with projects designed for the same. As we can understand even as the development process is changing, with immense scope for future progress, its pace and sustainability which is the ultimate goal, the destiny of which - for better or worse lies in the hands of the concerned focus group with their level of awareness, participation and skills. Being recognized as one of the vital goals for progress by the millennium development goals, women and youth development and their empowerment are to be given the due push to achieve the desired outcome.

The rural scenario

The primary focus of the government's development work lies in rural areas, where the expertise and logistics required to communicate to the rural communities may be a continuous and a perennial task.

It is understood that nearly 1 000 million people in developing countries, more than one-third of the adult population, are illiterate. Rural communities are often remotely located and are not easily accessible. Further they lack the infrastructures and communication systems - such as radios, magazines, newspapers, televisions and telecom systems or other facilities like proper community rooms to meet and communicate often to keep in touch, that it will be useful for the rural folk to keep abreast of the developments, implementations and function effectively accordingly to bring in their share of productivity.

In rural areas, the challenge is to increase the awareness as well as the accessibility of information, to ensure its exchange in appropriate ways at the appropriate time and to elicit more inputs with regards to probable concerns from rural people themselves in order to put the development progress on the right track.

Role of technology in development process

With the advent and the progress of technology in the current era development process is not an ordeal but a systematic, organized relatively much easier than what it was decades earlier. The resources are available and accessible but the challenge lies in incorporating the same for the dual benefit of the executors and the focus group. The awareness being the primary concern, percolating the same to the grass root levels of the target group is the need of the hour. By addressing this concern, the rest of the process can be relatively a easy blue print to follow.

Conclusion

As stated the challenge of empowerment though intense, is not an impossible task. If an idea has to become a reality the effort to make it should be made by the right people, at the right time with the right efforts with the right community participation. To make things easier follow the successful leaders who have tread the path before and replicate for victory.

Last but not the least success is possible by creating awareness of what is expected, planning, and implementation with the total participation of the community for which it is being implemented thereby ensuring the desired outcome.

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DEMONETISATION - A BOLT FROM THE BLUE

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ABSTRACT

A surprise bombshell dropped on the Indian economy on 8th November 2016 it was necessitated by a combination of reasons like a huge circulation of black money and an exi+++stence of parallel economy, corruption and rise in terrorist activities, unaccounted wealth, social disparities, decrease in the value of Rupee etc. Although the step of demonetisation is welcomed by so many economists across the country and even from abroad, there also exists stiff opposition especially by some political parties and other business men. This paper attempts to study the overall implications of this move by the government of India in its march towards digitalizing the Indian economy and a corrupt free society.

Key words: *Demonetization, black money, cash crunch, growth rate, digital economy*

Introduction

The dream of every citizen in our country is to have an equal opportunity in the share of its growth and development. It is again the aspirations of every individual that all our children be raised in a secure and well ordered world where in they can look forward to a life made up of plenty and prosperity. But, contrary to the dreams and aspirations of the people their lives are in the grip the most unscrupulous elements like corruption, poverty, inflation, unemployment, inequality etc. It is in this backdrop of this most deplorable situation the Prime Minister chose to declare demonetization as panacea for all the ills plaguing the society and the economy.

The demonetization drive announced by the Prime minister on 8th November 2016, is actually the third attempt to wipe off black money and corruption in our country by a selective demonetization of Rs.500 and Rs.1000 currency notes.

The first time was in Jan 1946 when Rs.1000, Rs.5000 and Rs.10,000 currency notes were taken out of circulation. But all these notes were re introduced in 1954. In the early 1970's,the WANCHOO committee, a direct tax enquiry committee set up by the then government also suggested demonetization as a measure to unearth and counter the spread of black money, But the government at that time did not implement it. But in 1978, the Janatha Party government of Sri Morarji Desai chose to crack down on counterfeit and black money by passing the High Denomination Bank Notes Act on January 16th 1978 and removed Rs.5000 and Rs.10,000 notes.

Given the Tiny volume of fake currency in the country and the convenience of moving huge amounts easily in high denomination bank notes over the years from 1978 has led to a multitude of illegal and corrupt practices like hoarding, black marketing, hawala banking besides separatism and terrorism leading to high levels of inflation and slowing down of the growth of the overall economy. These were the broad contours of the prevailing situations which prompted the present government to declare the act of demonetization of Rs.500 and Rs.1000 currency notes from being legal tender. By this act the government intended to purge the economy of the scourge of corruption and black money and lead the nation towards a digital economy and a welfare state.

Objectives of the study

The objective of this paper dwells on a few but important issues like

1. Will this demonetization curb black money and fake currency?
2. Whether India is poised to go digital?
3. What could be the immediate short term and farfetched long term consequences of demonetization?

Methodology

The source of this paper is culled from a collection of articles by leading economists, frontline national magazines, news paper tabloids, interviews from websites and television reportage

Curbing of black money and fake currency

The government of India in a press release dated 8th November 2016 stated in clear term that the valued notes are known to facilitate generation of black money and that while the total number of bank notes in circulation rose by 40% between 2011and2016, the increase in the number of Rs 500 and Rs. 1000 notes rose by 46% and 109%respectively in the same period.

The statement suggests that the growth rate of fake currency has certainly accelerated in the recent years. In this regard a working paper from the institute for business in the global context at TUFTS University Massachusetts, USA published about two years ago (in October 2014) has produced a table on the growth of soiled and fake currency in India.

Over the seven year period from the end of March 2006 to 2013, the compounded annual growth rate of fake currency notes in India was 21% and that of the soiled notes was 5.6%. Hence, the government was right to be concerned with not just the growth of the fake currency, but the stocking of the same which was being used for many illegal trading practices. Since fake currency cannot come under tax scanner it will deny the rightful revenue to the exchequer.

Here it is worth noting that demonetization is certain to stop the fake and counterfeit money from circulation which will have a saluting effect on the overall economy. Mr. Sundar Pichai CEO of Google USA has rightfully declared that demonetisation is a bold move for India. According to him, if things turn out as intended by the government in terms of restricting the counterfeit money it could propel the country to global ranks in terms of economic success.

It is well known that, cash in circulation is of a huge proportion in the Indian GDP compared to other countries. Bloomberg view article presents a chart from Harvard professor Kenrogoff in his book “The curse of the cash”.

India’s cash to GDP ratio is more than 12%, whereas it is less than 2%-4% in Norway, Sweden, UK, Australia, and Canada etc. More than 80% of the transactions in the US are carried out only by electronic methods and not through cash. Even impoverished countries in Africa including Nigeria and Kenya are increasingly using e-payment model. Yet, Indians are buying too long a time to realize that “Money is Money whether it is in the form of cash or codes”.

Separately in consumer transactions the share of cash is 98% in India which includes black money. Post demonetization, the potential for these transactions to change to online credit or debit payment methods is quite promising. This would bring not only efficiency in the economic transactions but, will become a potential source of tax revenue to the government.

IMF in its report had stated that India's shadow economy is 20.7% in 1999 23.2% in 2007. Some economists estimate that the hawala transactions to be one third of our economy. It is estimated that out of our economy Rs.4500 billion which aggregates to 23.2% brought back to the system will increase substantially the tax collections and revenue. The present tax collection is in the range of 2 lakh crores and if all the money comes to the tax net it may raise the revenue by another 6 lakh crores. At present economists estimate that 75% of the revenue is escaping the tax net. Apart from that registration fee of properties are undervalued. Many sales transactions are not being reported. Post demonetization all these things will be realized by the economy.

The Drive for a Digital Economy

Demonetization begins the challenge of a cashless economy by weeding out the black money in our financial system which means we are entering the realms of a digital India. This is certainly a giant step forward. A cashless economy has numerous advantages. But a practical analysis of the road to digitalization is not an easy track. It is only easier said than done. Although it is practically difficult to bring the entire population to the digital system, a less cash economy is possible with cooperation of the general public.

Even then there are hurdles on the part of the government in its drive towards digitalization, once the cash crunch eases in another few months, the question remains whether people will continue using the digital mode for transactions or will they return to their familiar mode of cash payments? The biggest hurdles for cashless economy are those people who are still outside the banking system with their own doubts over the digital payments.

According to a 2015 report Price Waterhouse Coopers, a multinational professional services network based in London, India's unbanked population was at 233 million. Even for people with access to banking, the ability to use their debit and credit cards is limited because there are only less than 1.5 million points of sale machines that accept payments through cards.

Most importantly 90% of the workforce in our country which produces nearly half of our output is in the unorganized sector. Today it is the informal sector which has borne the brunt of demonetisation because it is taking a lot of time to shift to the formal economy and use the digital payments models.

Besides there is always wide spread liking among people for cash transactions in our country. Most merchants in all kinds of trade prefer not to keep records of their transactions in order to avoid paying taxes and buyers also find cash payments rather more convenient. Although cash less transactions have gradually gone up in the last few weeks a meaningful transition to a digital economy will depend on a number of things like awareness on the part of the public, technological gadgets being introduced for e-payment and government intervention and encouragement.

Some of the easier options for digital transaction

Aadhar enabled payment system (AEPS) It is the safest and easy way of making payments at shops and markets. All that the merchant needs to do in AEPS is to download an app especially developed by the government for this purpose in his smart phone and attach it to a finger print scanner (available in the electronic markets) . Customer is supposed to tell his 12 digit Aadhar number with his thumb impression. The transaction is done. Since the fingerprint technology is biometric security , it is vulnerable to any cyber threats.

Debit cards- debit cards are in circulation since more than a decade, but a majority of its owners use it only for withdrawing money from the ATMs. Actually use of debit cards for purchasing is easier and safer. The government has promised tax concession for the use of debit cards.

Unified Payments Interface- Under this method when it comes to transferring money to friends, relatives or anyone for that matter one has to download the mobile app built on the NPCL.

Electronic wallets- Mobile wallets have seen a manifold growth of usage since the announcement of demonetisation. These wallets actually play the part of a physical wallet in your pocket. PayTm, Mobikwick, Freecharge and Oxygen are some of the popular e-wallets available in the market. People are using it mostly to pay utility bills, for booking flight and railway tickets and for some shopping when QR (Quick recipient) codes are installed. To use this wallet all one needs to do is to own a smart phone with an active internet connection

Unstructured Supplementary Service Data (USSD)-When there is neither a smart phone nor an internet connection the USSD method can be used, which works on the voice over network. As far the functionality of this method is concerned, it is as simple as sending SMS from one's phone.

Of all these methods the Aadhar payment method is supposed to be the easiest and safest method of payment. The government of India have planned to educate the masses towards using AEPs payment system all over the country because of the larger number of uneducated and illiterate population.

Short term and long term consequences of demonetization

Demonetization has certainly caused has certainly caused some spontaneous consequences in the course of its implementation. Yet it was most imperative to weed out black and dirty money from the economy. In the short run it has caused slowdown in several sectors which basically thrive on black money like real estate, construction, film industry, tourism etc. Even people employed in other informal sectors like masons, plumbers, electricians, drivers etc may feel the brunt of the slowdown for a while due to the cash crunch. Even the Indian stock markets have also fallen a bit more than other emerging markets in Asia. Production capacity and investment in general have been affected which have brought down the overall growth rate.

A successful digital economy needs a robust telecom network but presently mobile networks are completely nonexistent in several rural areas and even in cities. Even if available they are at best unreliable.

The digital economy is a drive which involves not only convincing but also training a large number of traders from all sectors of the economy and motivates them to invest some money in basic infrastructure to facilitate cashless transaction. For many of the traders cashless economy means giving up unaccounted money. Hence a perceptible change in the minds of the trading community is bound to take some time.

As far as debit and credit card acceptance the available infrastructure is struggling to keep pace with India's growing population i.e. in 2014 there were 18 ATMs and 13 commercial bank branches per 1 Lakh adults. In comparison the number in Brazil was 129 ATMs and 47 bank branches respectively. But, between 2013-2015 debit cards have grown twice as fast as the number of POS machines and one and a half times the number of ATMs with the majority of new infrastructure taking root only in the urban centers. It goes to show that only 18% of all ATMs are deployed in rural India.

Of course there are hurdles in Making India a economy. But the Prime Minister has taken a decisive step of demontisation. All though there are numerous bottle necks in its implementation the benefits of this move over weigh the short term hardships.

It will basically reduce the real estate prices because of the curbs on black money, as only most of the black money is invested there.

It will pave way for a universal availability of banking service to all people as no physical infrastructure is needed other than digital equipments.

There will be greater efficiency in welfare programs like low cost housing, public works, government health programs etc as money will be directly transferred in to account of the recipients.

The transaction cost across the economy will also come down. By going cashless the problem of fake currency will be thoroughly eradicated.

There is bound to be reduced cost of operating ATMs.

There will be speed and satisfaction of operation for customers as there will be no delays, no queues and no interaction with bank staff will be required.

Most of all it will deal a body blow to the hawala network of the terrorists, separatists, naxalites , drug and human traffickers and many such unscrupulous elements.

Unscrupulous politicians, businessmen, bureaucrats and their henchmen in banks will be completely discouraged from their anti national activities.

Conclusion

Governance is a big part of the problem of corruption and black money. According to Dr.Y.V.Reddy former governor of RBI "black money could be a manifestation of a broader problem of lack of mechanisms for enforcement of contracts between private parties and between government and private parties or even between the agencies within the public sector. More generally, it is possible that generation, perpetuation and multiplication of black money are merely a reflection of inappropriate loss and undermining such loss by the public institution themselves. How far are the three wings of the governance – legislative, executive and judiciary responsible for black money is the question. Hence this ban on the stock of high value notes must be followed up with strict enforcement against all sources and facilitators of corruption.

Expecting an instantaneous positive result in a short term is likely to be ephemeral and short lived whereas a sustained and farsighted result born out of experience will hold out a bright future for our economy. Besides active cooperation from the public along with patience and perseverance are sure to usher in a less cash economy in the near future.

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