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## A STUDY ON INVESTMENT HABITS OF PEOPLE IN SIVAGANGAI DISTRICT

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### Abstract

*Savings or Investments are crucial to the human beings life. Finance management and investment awareness become the success mantra for everyone in current era, investment or financial awareness is not about earning a lot of money, saving or investing it for future. An effort is made to indenting the preference of a sample of investors selected from large population. Despite of money limitations to the study was successful is identifying some investment patterns. There is some commonness in these investors and many of them respond positively to the study. This study concentrated identifying the needs of present and future investors. Investors preference towards various investment avenues are identified based on their income. Investors risk in selecting particulars avenues is dependent on the age of these investors.*

**Key Words:** Savings, Investments, financial awareness, risk-return, trade-offs.

### Introduction

Savings and Investments form an integral part of one's life. Investments refer to the employment of funds with an objective of earning a favorable return on it. In other words, investment is a process, where money is being utilized with a hope of making more money. Investment is the commitment of money that have been saved by deferring the consumption and purchasing an asset, either real or financial with an expectation that it could yield some positive future returns. There is a plethora of investment avenues, each associated with varied risk-return trade-offs. Every investment avenue is distinct in its characteristic, which makes the investment decision fascinating. The investor thus needs

to carefully analyze complies with his objectives and goals.

### Statement of Problem

Savings or investments are acknowledged as power full tools in the alleviation of poverty. Investing even a small amount can produce considerable rewards over the long-term period. But we need to make the decision of how much to invest and where to invest. To choose wisely we need to know the investment options thoroughly. But there will be confusion among the people for the selection of best investment avenues and this is the Major problem of the investors. While investing money the investors are having a lack of awareness about the investment alternatives. When they take investment

decisions they have to play more attention to safety, liquidity, returns, risks, tax benefits and so on in addition to the investment option. The above factors will confuse the investors while investing the money.

The investors should be careful in selecting the investment avenue. She should exercise her skill, knowledge and experience in choosing the investment opportunity.

The study will also throw a light on the awareness of the investment avenues available in India. The research paper will become the helping hand to the research scholars as well as students for their further studies in respective area.

### Objectives of the Study

1. To study socio economic conditions of the investors.
2. To examine the investment preferences and styles of peoples.
3. To inquire into the awareness of investment schemes among Investment.
4. To analyze the impact of savings and investment policies on economic, social and quality of life of Investment.
5. To offer suggestions based as finding of the study.

### Methodology

The validity of any research is based on the systematic method of data collection and analysis of the data collected. The data is collected through primary data as well as secondary data. The study is based on the data collected from individual women investors in Sivagangai District. The sampling technique followed in this study is non- probability convenient sampling techniques are used to select the respondent from the available data base. Accordingly, the researcher has selected 120 respondents in the data study data.

### Hypothesis of the Study

In this study, they following hypothesis has been to analyse the opinion of the respondents.

There is no significant difference between age of the respondents and ability of the investment decision.

### Demographic factors of the Respondent

Demographic Factors	F	%
<b>Age</b>		
Upto 20 Years	40	33.3
20-30 Years	60	50.00
30- 40Years	14	11.67
Above 40 Years	6	5.00
<b>Gender</b>		

Male	56	46.67
Female	64	53.33
<b>Educational Qualification</b>		
SSLC	36	30.00
H.S.C	44	36.67
Graduate	26	21.67
Post Graduate	14	11.67
<b>Size of Family</b>		
<i>Below 3 Members</i>	28	23.33
<i>3 - 4 Members</i>	30	25.00
<i>4 - 5 Members</i>	46	38.33
<i>Above 5 Members</i>	16	13.33
<b>Occupation</b>		
<i>Farmer</i>	54	45
<i>Private Employee</i>	54	45
<i>Government Employee</i>	8	6.7
<i>Business man</i>	4	3.3
<b>Monthly Income</b>		
<i>5000 - 10000</i>	34	28.3
<i>10000 - 20000</i>	68	56.7
<i>20000 - 30000</i>	16	13.3
<i>30000 - 40000</i>	2	1.7
<b>Type of house</b>		
<i>Thatched</i>	14	11.7
<i>Tiles</i>	68	56.7
<i>Concrete House</i>	38	31.6
<b>Source of investment</b>		
<i>Advertisement</i>	30	25
<i>Friends</i>	78	65
<i>Other's</i>	12	10

1. A considerable number (36.7%) of the respondents are studied H.S.C level.
2. A sizable number (38.3%) of the respondents belonging the family size of 4-5 persons.
3. Most of (45.00%) of the respondents are going to private job and farmers same level.
4. It is inferred that a majority (56.7%) of the respondent's income level is ₹10000 – ₹20000.
5. A majority (56.7% of the respondents are living in Tiled house.
6. It is found that 65 per cent of the respondent's source of investment is through friends.
7. Investment habits of people is Sivagangai District
8. It is inferred that 50.00 per cent of the respondents are investing for the objective of Children Education.
9. It is known that 45.00 per cent of the respondent's investment objective is short-term growth.

10. It is shown that 43.00 per cent of the respondent's monthly commitment is for Family Expenses.
11. It is found that 58.00 per cent of the respondents are having target for each year.
12. A majority (56.7%) of the respondents Role of investment is At an average rate.
13. It is found that 40 per cent of the respondents are considering as Safety of principal to their investment.
14. It is known that 43.3 per cent of the respondents are getting 0-5% as percentage of return.
15. A majority (63.3%) of the respondents are Reinvested their return.
16. A considerable number (40.00%) of the respondents are opted for Bank for their investment.
17. Most (36.7%) of the respondents are invested in SBI BhagyaRekha Deposits schemes.
18. A majority (66.7%) of the respondents are New generation Investor.
19. Most (48.3%) of the respondents are invested in offering additional Bonus.

**Purpose of Investment Garret Score**

The Garret ranks are calculated by using appropriate Garret ranks, the Garret value is ascertained. The Garret table values and scores of each rank is Table 4.13.

Purpose of investment:

	I	II	III	IV	V	Total
To earn more Return	36	12	64	6	2	120
To life style	50	28	22	20	-	120
To get regular monthly income	32	50	20	14	4	120
To improve the financial position	2	28	10	76	4	120
To met the social obligation	-	2	4	4	110	120
<b>Purpose of Investment</b>			<b>Total</b>	<b>Avg</b>	<b>Rank</b>	
To earn more Return			6902	60.01	I	
To life style			7310	58.68	II	
To get regular monthly income			7042	57.51	III	
To improve the financial position			5390	44.91	IV	
To met the social obligation			3116	25.96	V	

It is observed from the Table 4.16 that 'To earn more Return' has been ranked as the first factor to influence the investment investor, 'To life style' has been ranked

second, 'To get regular monthly income' third position, followed by 'To improve the financial position' the fourth rank and 'to met the social obligation' ranked as the fifth rank factor to influence the investor to invest money in the study area.

**Awareness of investment schemes:**

**Sign Test:**

It is one of the non-parametric methods in statistical work. This can be used with either nominal or ordinal data. It requires less restrictive assumptions concerning the level of data measurement. For recording the responses of sample investment habits, a sign is recorded if the workers responses is "yes" for each statement framed for the study or a '-' is recorded if the respondents is 'no' for that statement.

Using this procedure the responses of all sample workers are recorded in terms of '+' or '-' sign. The response of 'no opinion' is ignored while applying sign test. The purpose of this study is to determine whether or not the 'yes' and 'no' responses of workers for each statement is equal.

This test can be applied for the small sample case (n<9) and for large of sample case (n>9).Hence n refers to number of respondents who responded to each statement as 'yes' and 'no'. Due to large sample, for all a statement framed for this study the number of 'yes' and 'no' responses of sample workers is greater than 9.

The null hypothesis is that there is no significant difference between the responses of the respondents in each of the facilities provided.

It is inferred from that the z value is not within the acceptance region of null hypothesis (z =-1.96 to +1.96) for all 9 statement. This indicates that these are significant differences' is the responses. Theses significant differences are due to a large number of yes responses. Hence, it is concluded that they aware of saving and investment schemes.

**Level of Opinion of Ability of Investment Decision**

The chi-square is one of the simplest and most widely used non-parametric test in statistical analysis. The symbol of the Greek Chi is  $\chi^2$ . The  $\chi^2$  test was first used by Karl person in the year 1900. The quantity  $\chi^2$  describe magnitude of the discrepancy between theory and observation. The data in

chi-square tests is often in terms of count or frequencies. The actual survey data may be on a nominal or higher scale of measurement. If it is on a higher scale of measurement, it can always be converted into categories.

It is observed form Table 4.32 that out of 120 investors with medium level opinion, 66 investors, 46.67 per cent of the respondents belong to the age group below 30 years, 10.00 per cent of the respondents belong to the age group of above 30 years. Out of 18 investors having low level opinion, 6.67 per cent belong to the age group of below 30 years and the remaining 10.00 per cent belong to the age group of above 30 years. Further, with high level opinion, out of 36 respondents 13.33 per cent belong to the age group of below 30 years and the rest 20.00 per cent belong to the age group of above 30 years.

Since the calculated value of 21.82 is more than the table value both at five per cent of significance, the null hypothesis is rejected Hence, it is concluded that there is a significant difference between the age of the respondents and their level of opinion on investment decision of the investors in the study area.

**Social and Economic Impact of the Investors**

Age	Level of Opinion			Total
	Low	Medium	High	
Below 30 Years	46 (38.33%)	20 (16.67%)	14 (11.67%)	80 (66.67%)
Above 30 Years	28 (23.33%)	8 (6.67%)	4 (3.33%)	40 (33.33%)
Total	74 (61.67%)	28 (23.33%)	18 (15.00%)	120 (100.00%)

Source: Calculated Primary Data.

It is observed form Table 4.34 that out of 120 investors with medium level opinion, 28 investors, 16.67 per cent of the respondents belong to the age group below 30 years, 6.67 per cent of the respondents belong to the age group of above 30 years. Out of 74 investors having low level opinion, 38.33 per cent belong to the age group of below 30 years and the remaining 23.33 per cent belong to the age group of above 30 years. Further, with high level opinion, out of 18 respondents 11.67 per cent belong to the age group of below 30 years and the rest 3.33 per cent belong to the age group of above 30 years.

Age and their Social and Economic Impact on Investment Decision of the Investors – Chi-square Test

Cell	O	E	O-E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
R <sub>1</sub> C <sub>1</sub>	20	18.67	1.33	1.78	0.10
R <sub>2</sub> C <sub>1</sub>	14	12.00	2.00	4.00	0.33
R <sub>1</sub> C <sub>2</sub>	28	24.67	3.33	11.11	0.45
R <sub>2</sub> C <sub>2</sub>	8	9.33	-1.33	1.78	0.19
R <sub>1</sub> C <sub>3</sub>	4	6.00	-2.00	4.00	0.67
R <sub>2</sub> C <sub>3</sub>					

Since the calculated value of 1.96 is less than the table value both at five per cent of significance, the null hypothesis is accepted. Hence, it is concluded that there is no significant difference between the age of the respondents and their social and economic impact of investment decision of the investors in the study area.

**Suggestions**

- The Government should take more steps to increase the awareness of the investors.
- The investors are asked to invest more in long term investments.
- The Government should create awareness to aim for saving and investment target.
- The district administration should conduct more awareness meeting to for the future.
- The Government should create more awareness to do the business through online.

**Conclusion**

This report is a reflection of the behavior of various categories of investment selection of a perfect investment avenue is a difficult task to any investors. An effort is made to identify the preference of a sample of investors selected from large population. Despite of many limitation to the study was successful in identifying some investment patterns. There is some commonness in these investors and many of them respond positively to the study. This report concentrated in identifying the needs of present and future investors. Investors preference towards various investment avenues are identified based on their income. Investors risk in selecting particular avenues is dependent on the age of those investors.

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## ISSUES AND CHALLENGES OF E-GOVERNANCE IN TAMILNADU

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### Abstract

*E-governance is the application of information and statement with proper planning, implementation, training and good management, the confuse infrastructure can greatly reduce overall charges for government departments maintaining and handling E-Services for E-Governance, and help in efficiently applying the tax payer's money. The strategic importance of E- Governance Standards is now broadly recognized globally. Standards and specifications with well-defined plans help to achieve inter-operability of information and communication systems. Each of these projects appears to be promoting the citizens to a greater extent. In spite of this process, yet, there are some challenges regarding implementation of e-governance. In other words, these challenges appear to be sprints to achievement of e-governance. Namely, socio-economic, traditional, technical restrictions, secrecy, safety concerns and etc. Even though, there are many challenges and restrictions, Government has lot of faith on overcoming of obstacles and existing the way for success of e- governance. This paper describes about evolution, initiatives, issues-challenges and future scenarios of e-governance in India. This paper discusses about evolution, initiatives, benefits and problems of e-governance in Tamilnadu.*

**Key Words:** E-Governance, E-Services.

### Introduction

The “e” in e-Governance stands for ‘electronic’. Thus, e-Governance is basically associated with carrying out the functions and achieving the results of governance through the utilization of ICT (Information and Communications Technology).

Through e-governance, government services will be made available to citizens in a convenient, efficient and transparent manner. E-Governance is defined as “the application of

ICT to transform the efficiency, effectiveness, transparency and accountability of exchange information and transaction between government, between government agencies, between government and citizens, between government and business”.

### Review of Literature

**Nagaraja. K (2016)**<sup>1</sup>in his article titled “E-Governance in India: Issue and Challenges” stated that there are several issues in e-governance like technological issue,

Economic Issue and Social issue are hindrance to the e-governance.

**Nasrulla Khan K and AnithaKumari N (2016)<sup>2</sup>** in their article titled "Implementation of E-Governance: Issue and Challenges" they stated that those country e-governance top ranked country are rich country.

#### **Objectives of the Study**

- To know the evolution of e-governance in Tamilnadu.
- To study the initiatives of e-governance by using Aadhaar card in Tamilnadu.
- To identify the benefits and problems of e-governance in Tamilnadu.

#### **Methodology**

This study is a descriptive only. Data collected from secondary sources for this study. The main intention of this paper is to review about e-governance in India with its objectives.

#### **Services Provided by E-Governance**

##### **Government to Citizen (G2C)**

- Apply for Birth certificates-Chennai Corporation
- Apply for Death certificates-Chennai Corporation
- Online application for Social Welfare and Nutritious schemes
- BC, MBC and Minorities Welfare Scholarship Status
- View A-Register copy
- View Web Issued Chitta copy
- View Chitta – Patta copy
- Verify Land Ownership
- View Driving License details
- Bus Routes of Chennai Metropolitan Transport Corporations
- Chennai Metrowater –Online payment of Water Tax and Charges
- E-Services of Land Records
- Find Land Guideline Values
- List of Websites of Municipalities
- Online booking for flight
- Online filling of Learners License Application
- Online property Tax Payment- Chennai corporation
- Online property Tax - Sales corporation
- Social security schemes
- Suspended (or) Cancelled Driver Licenses

##### **Government to Business (G2B)**

- E-Tendering System
- Tenders Information System of

Government Departments

#### **I. Government To Employee (G2E)**

- ECS payment details for TN State Government Employees
- E-Request for Refund Claims (Form-W)
- E-Request for Saleable form
- Find the remittance particulars of Employers
- Know your Employees Provident Fund Organization (EPFO)
- Professional Tax – Salem Corporation

#### **Challenges of E-Governance**

Although the government has come up with several initiatives to promote the process to public services, the desired outcomes are yet to be fully realized. It can be mostly attributed to different front-end and back-end challenges that the government ongoing to face.

Front-end challenges associate to user specific issues such as, high illiteracy levels, non-availability of user friendly interfaces, inadequate power supply in rural areas, low broadband penetration and most importantly, lack of awareness of e-governance initiatives.

On the other hand, back-end challenges associate to technical, process or human resource issues within the government. These issues include lack of systems integration within a departments, lack of integration across government departments, limited knowledge of using computers at different level of bureaucracy and development of technology without proper process re-engineering.

#### **Recent Initiatives by Aadhaar Card**

##### **Direct Cash Transfer**

To promote disbursements of Government entitlements like social security pension, NREGA, Handicapped old age pension etc. of any central or state Governments bodies, using Aadhaar and authentication thereof as supported by UIDAI.

##### **Aadhaar Enabled Payment System ( AEPS )**

Aadhaar Enable Payment System is a bank led model which sanction online interoperable financial inclusion transaction through the business correspondent of anybank using Aadhaar authentication. This has helped infinancial inclusion. The four Aadhaar enabled basic types of banking transactions are follows:

- ❖ Balance enquiry
- ❖ Cash withdrawal
- ❖ Cash deposit
- ❖ Aadhaar to Aadhaar funds transfer



**Benefits of E-Governance**

- ❖ Reduced fraud
- ❖ High transparency
- ❖ Better convenience
- ❖ Growth in GDP
- ❖ Direct involvement of constituents
- ❖ Lessening in overall cost.
- ❖ Extended reach of government

Through e-governance, the government plans to increase the coverage and value of information and services provided to the general public, by the use of ICT in an easy, economical and efficient manner. The process is very complicated which requires, the proper arrangement of hardware, software, networking and definitely re-engineering of all the processes to make easy better delivery of services.

**Problems of E-Governance****Loss of Interpersonal Communication:**

The main disadvantages of e-governance are the loss of interpersonal communication. Interpersonal communication is an aspect of communication that many people consider vital.

**High Setup Cost and Technical Difficulties:**

Technology has its disadvantages as well. Specifically, the setup cost is very high and machines have to be regularly maintained. Often, computers and internet can also break

down and put a dent in governmental work and services.

**Illiteracy:**

A large number of people in India are illiterate and do not know how to operate computers and smartphones. E-governance is very difficult for them to access and understand.

**Leakage of Personal Information:**

There is always the risk of private data of citizens stored in government servers being stolen. Cybercrime is a serious issue, a breach of data can make the public lose confidence in the Government's ability to govern the people.

**Conclusion**

E-governance plays a vital role in this digital era. India is moving towards digital economy most of the government sector is lacking behind in providing digital services. E-governance is the need of an hour. In this paper various opportunities and challenges are discussed to achieve complete e-governance all these problems need to be addressed.

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## PROBLEMS OF AGRICULTURISTS IN INDIA - A STUDY

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### Abstract

*Modern agricultural practices and the relationship with environmental depletion have been assessed. Some of the developmental challenges faced by the Indian agriculture sector in particular and developing nations in general-illiteracy, poor socio-economic conditions, lack of technical knowledge and awareness, small land holdings, modernization leading to barren land and disasters leading to rural poverty, weather-dependent farming systems, low per capita income, underdeveloped physical infrastructures and inefficient bureaucratic procedures associated with the comparatively high cost of agricultural production. Natural disasters and human-induced environmental degradation are closely associated with improved farming systems. This is an attempt to understand the Indian agriculture sector, its changeover from traditional to agricultural problems faced by the farmers in India.*

**Key Words: Environmental, Agriculture, Technical, Disasters and Farmers.**

### Introduction

Agriculture plays a vital role in India's economy. Over 58 per cent of the rural households depend on agriculture as their principal means of livelihood. As per the 2nd advised estimates by the Central Statistics Office (CSO), the share of agriculture and allied sectors (including agriculture, livestock, forestry and fishery) is estimated to be 17.3 per cent of the Gross Value Added (GVA) during 2016-17 at 2011-12 prices. The Indian food industry is poised for huge growth, increasing its contribution to world food trade every year due to its immense potential for value addition, particularly within the food processing industry. The Indian food and grocery market is the world's sixth largest,

with retail contributing 70 per cent of the sales. The Indian food processing industry accounts for 32 per cent of the country's total food market, one of the largest industries in India and is ranked fifth in terms of production, consumption, export and expected growth. It contributes around 8.80 and 8.39 per cent of Gross Value Added (GVA) in Manufacturing and Agriculture respectively, 13 per cent of India's exports and six per cent of total industrial investment.

The growth rate for the agriculture and allied sectors is estimated to be 4.1 per cent for 2016-17<sup>1</sup>. Increasing production of rice, wheat, pulses and cereals through area expansion and productivity enhancement in a sustainable manner in the identified districts of the

country; restoring soil fertility and productivity at the individual farm level; and enhancing farm level economy (i.e. farm profits) to restore confidence amongst the farmers. To improve the quality of life of farmers' especially small and marginal farmers by offering a complete package of activities to maximize farm returns for enhancing food and livelihood security. Indian farmers need to be both innovative and competitive in the global market. It is the task of government, policy-makers, educators, researchers, and extension workers to ensure they have the tools, technologies, and new farming systems that enable them to increase the productivity.

The problems of Indian farmers are even bigger than what government anticipates. No one thinks agriculture as a respectful profession anymore. Gone are the days when people used to prefer farming over government job. Now even farmers don't want their kids to become a farmer. Young people going away from farming. Many farmers are not in farming by choice but because it is the only way they can earn their bread. Many have no knowledge of recent agriculture developments. They still rely on the knowledge passed over their ancestors. So awareness about new developments is very much necessary. Government has started many programs to spread awareness including time to time "krishimela" but active participation of farmers are also required for its success farmers lack motivation. It becomes quite clear from the fact that sometimes they do have the knowledge but they don't want to try any new crop because they think what if this crop turns out bad. They want to be on safer side. They don't want to take risks. Small farmers can't even afford risks. In this scenario assurance from government comes as great help.

There are schemes but the implementation is not proper. Recently Union government has announced that farmers can claim insurance even if only 30 per cent of crop is damaged, previously it was 50 per cent. This is indeed a good step which will definitely help the farmers but it is more important to ensure that they get the insurance money in time. A small farmer invests all of his money in the hope that this season he would have enough grain to go through the year but when the crops goes bad, he loses everything so it's necessary to ensure that he gets the money before the next crop.

Indian farmers don't have land at one place. It's distributed over a wide range. As a solution of this problem, farmers whose lands are in one particular place should make a committee that will arrange the farming activities. It should plant same crop on the whole land and the profit would be divided based on their land share. This way many agriculture expenditure like labour wages, irrigation, cost of fertilizers, transportation of crop to the market can be decreased greatly. Recently agriculture industry is facing a grave problem of labours. In small villages most of the labours have fled to city to earn a better livelihood. So a balanced involvement of machinery is need of the hour. The Unpredictable nature of monsoons has caused extensive damage to agriculture. A crop like paddy requires water at least three times. In many states farmers mostly rely on diesel pumping sets for irrigation which is more costly. So irrigation along with fertilizers and labour costs takes a big chunk of agriculture expenditure. In many areas there are canals but they are poorly managed. Sometimes even when the rivers have sufficient water still there is no water in canals because somewhere in the way the canal is blocked and hence not operational anymore.

India was recognized for its agriculture industry for a long time but agriculture is losing its importance in modern India. India has 70 per cent of its population depend on agriculture and related in jobs or industry. History of Indian agriculture dated back to **Indus Valley civilization**, a lot of festivals like Holi, Baisakh and Sankranthi were based on significant agricultural events. Cotton, Sugar, Rice, Wheat are the mostly exported crops from India. At present India is producing a good amount of grains, rice, wheat vegetables to complete Indian population need. Agriculture and related industry support a big chunk of Indian GDP, but still, there are a lot of problems present in the Indian agriculture industry.

#### **Objective of the Study**

The main objective of the study is problems faced by the agriculturist in India.

#### **Problems faced by the Agriculture Sector Seeds**

Seed is a critical and basic input for attaining higher crop yields and sustained

growth in agricultural production. Distribution of assured quality seed is as critical as the production of such seeds. Unfortunately, good quality seeds are out of reach of the majority of farmers, especially small and marginal farmers mainly because of exorbitant prices of better seeds.

#### **Manures, Fertilizers and Biocides**

Indian soils have been used for growing crops over thousands of years without caring much for replenishing. This has led to depletion and exhaustion of soils resulting in their low productivity. The average yields of almost all the crops are among the lowest in the world. This is a serious problem which can be solved by using more manures and fertilizers.

#### **Irrigation**

Although India is the second largest irrigated country of the world after China, only one-third of the cropped area is under irrigation. Irrigation is the most important agricultural input in a tropical monsoon country like India where rainfall is uncertain, unreliable and erratic. India can not achieve sustained progress in agriculture unless and until more than half of the cropped area is brought under assured irrigation.

#### **Undeveloped infrastructure and policies leads to slow agricultural growth**

Slow agricultural growth is a matter of concern as most of India's population is dependent on rural employment for a living. Current agricultural practices are neither economically nor environmentally sustainable and India's yields for many agricultural commodities are low. Poorly maintained irrigation systems and lack of good extension services are among the factors responsible. Farmers' access to markets is hampered by poor roads, rudimentary market infrastructure, and excessive regulation. India has inadequate infrastructure and services because of low investment. Farming equipment and infrastructure are scarce in India. Because many of the farms are small, the farmers cannot afford irrigation systems that would increase productivity. Most big farms are family-owned and run and do not take advantage of economies of scale - the concept that the cost per unit falls as output quantities increase, because the problem of land absenteeism in big farms which hinders the development of land to increase productivity because the tenant who cultivates the land has

little care for its development or productivity. Low investment in big and small of farms leads to lower production, inefficiency and higher costs, one of the causes of food inflation in India.

#### **No proper management of Irrigation**

There are a few major problems with surface irrigation. Irrigation facilities are inadequate and there is no effective system management for how much water is stored, how much is used for irrigation or what value can be added to this water. Consequently, farmers depend on rainfall, specifically in the Monsoon season. A good monsoon results in robust growth for the economy as a whole, while a poor monsoon leads to sluggish growth. With groundwater, the major problem is of equity.

#### **Dependence of Agriculture on Weather**

Agriculture in India and many other developing countries depends on the monsoon because irrigation facilities are not fully developed. If the monsoon fails or it rains heavily or untimely, it ruins agricultural production. Agriculture is also a gamble with temperature. Too high a temperature negatively affects the productivity of a crop. The present insurance system in India does not cater much for any loss of crop due to unfavorable and unavoidable climatic conditions or pest epidemics. Small farmers who have taken loans to raise crops fall into heavy debt in such situations and if this continues, the poor farmer may starve and sometimes even commits suicides in Maharashtra, Andhra Pradesh and in some other states.

#### **Policies lead to Agricultural growth**

Agricultural growth is a matter of concern as a most of India's population is dependent on rural employment for a living. Current agricultural practices are neither economically nor environmentally sustainable and India's yields for many agricultural commodities are low. Poorly maintained irrigation systems and lack of good extension service are among the factors responsible.

#### **Poor Socio- Economic condition of Farmers**

Illiteracy, the root cause of farmers' poor socioeconomic condition, should be tackled vigorously. Though the government is taking the initiative by adopting policies like universal education, a highly centralized bureaucracy with low accountability and inefficient use of public funds limits their

impact on poverty. Lack of technical knowledge and awareness are also responsible for low productivity, adding to the problem of poverty among farmers. Other causes are the slow progress in implementing land reforms inadequate or inefficient finance and marketing services for farm produce and inconsistent government policy. Agricultural subsidies and taxes often change without notice for short-term political ends.

#### **Inadequate Infrastructure & low Investment**

India has inadequate infrastructure and service because of low investment. Because many of the farms are small, the farmers cannot afford irrigation systems that would increase productivity. Most big farms are family-owned and run and do not take advantage of economies of scale the concept that the cost per unit falls as output quantities increase, because the problem of land absenteeism in big farms which hinders the development of land increase productivity because the tenant who cultivates the land has little care for its development or productivity. Low investment in big and small of farms leads to lower production, inefficiency and higher costs, one of the causes of food inflation in India.

#### **Disasters leading to Rural Poverty**

Rural poverty has two characteristics: the poverty of rural human beings and the poverty of weather prone rural areas. The degradation of natural resource may be caused by drought or flood because of global warming or by modern farming methods which affect the land negatively, ultimately making rural people poor. The first one leaves the land barren and the second one, though costly, leads to large scale economies. Because of high returns, farmers are tempted without giving thought to its ill effects. The poor who cannot afford it fall further into the trap of poverty because they cannot compete with rich farmers while casual laborers lose their jobs with the introduction of mechanization. To remove rural poverty, small farmers and women must be integrated into the development effort, so that they also contribute to the removal of poverty.

#### **Average size of Land Holdings is small**

The average size of land holdings is less than 20,000 m<sup>2</sup> and subject to fragmentation due to land ceiling acts and, in some cases, family disputes. Such small holdings are often

overmanned, resulting in disguised unemployment and low productivity of labour.

#### **Use of Technology is Inadequate**

Adoption of modern agricultural practices and use of technology is inadequate, hampered by ignorance, high costs and impracticality in the case of small land holdings. In India, farming practices are too haphazard and non-scientific and need some forethought before implementing any new technology. The screening of technology is important since all innovations are not relevant or attractive to all areas.

#### **Agricultural Marketing**

Agricultural marketing still continues to be in a bad shape in rural India. In the absence of sound marketing facilities, the farmers have to depend upon local traders and middlemen for the disposal of their farm produce which is sold at throw-away price.

#### **Scarcity of Capital**

Agriculture is an important industry and like all other industries it also requires capital. The role of capital input is becoming more and more important with the advancement of farm technology. Since the agriculturists' capital is locked up in his lands and stocks, he is obliged to borrow money for stimulating the tempo of agricultural production<sup>4</sup>.

#### **Conclusion**

It can be concluded that the number of rural male total workers is slowly decreasing, while the number of rural female total workers is steadily increasing in India at the national, state as well as at the districts level, Thus, though the chunk of women labour are increasing, there are only a few government developmental programmes, which are of women specific, in the country as well as in the State. It is found that only privileged sections are benefited from these developmental programmes. The weaker sections are benefited only to a limited extent. The present paper reveals the low socio-economic status of these sections in spite of various developmental programmes of the government. Last but not the least, forget governments, schemes and celebrities. Youth of India has all powers at their disposal they just need to wake up and have the courage to fight back all odds. Rather than using the internet for downloading pirated songs and video clips, they need to learn about modern agriculture techniques, weather forecast. This



is the most important part of the solution, without youth of this nation none of above solutions will produce better results.

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## CYBER CRIME IN DIGITAL ERA - AN EMPIRICAL STUDY

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### Abstract

*In techno savvy world, today relies heavy use of electricity and numerous us electronics to keep every day running smoothly. No matter where one goes, there is some sort of technology that has a drastic impact on life. In the fast growing world as both sides of the coin internet has its own advantages and disadvantages (cyber crime). This research paper discusses about the cybercrime in the digital world. Cybercrime is nothing but computer acts as an objector a subject of crime. This research paper helps us discuss about the aspects of cybercrime in digital Era.*

**Key Words:** Cybercrime, Technology, Digital Era.

### Introduction

It is not unusual for teenagers in this digital world to get involved in cyber activities at early stages. In this technological world all are well interested in using gadgets from early age. The children of small age do it for fun without knowing the later risks and penalties they have to suffer. Cyber crime isn't a victimless crime and it is taken seriously by law enforcement. This arises due to high usage of computers, digital devices and internet. Over 40 years, cybercrime still doesn't universally accepted definition in literature. There are millions of computer connected to the internet everyone appreciates the use of internet but there is other side of the coin (i.e.) cybercrime by the use of internet.

The term cybercrime can be defined "as an act committed or omitted in violation of a law forbidding or commanding it and for which punishment is imposed upon conviction". The purpose of this research paper is discussing the digital era and understanding the cybercrime. It provides an

overview on the relevant topics. This research paper concludes with data's collected from primary and secondary sources.

### Objectives:

- To know about the digital era.
- To provide overview of cybercrime.
- To know the pros and cons of cyber-crime.

### Research Methodology

#### Primary Data

Primary data was used for the study and it was collected by means of structured questionnaire from the people who were all the internet users. The data was collected from 88 respondents were taken into consideration of the study. The data was collected through online survey. Percentage analysis was used to analyze the data so collected.

#### Secondary Data

Secondary data was also used for the study. After searching the important websites and blogs relevant information was downloaded and examined to address the objective of the study.

**LIMITATION:**

1. The study is based on convenient sampling which is a type of non-random sampling. Hence the limitations of non-random samplings are applicable.
2. The inclination and opinion of youth may change from time to time. Hence, the result of the project may be applicable only in the present situation.

**Cyber-Crime**

Cyber crime is defined as a crime in which a computer is the object of the crime or is used as a tool to commit an offense. Cyber criminals may use computer technology to access personal information, business trade secrets or use the internet for exploitative or malicious purposes. Criminals can also use computers for communication and document or data storage. Criminals who perform the same legal activities are often referred to as hackers. Cyber crime may also be referred to as computer crime.

**Common Forms of Cyber Crime**

- ❖ Phishing: using fake email messages to get personal information from internet users.
- ❖ Misusing personal information (identity theft)
- ❖ Hacking: shutting down or misusing websites or computer networks
- ❖ Spreading hate and inciting terrorism
- ❖ Distributing child pornography
- ❖ Grooming: making sexual advances to minors.

**Pros and Cons of Cyber crime:**

P	C
Improved security of cyberspace Increase in cyber defense Increase in cyber speed Allows more option to save data Better response time on national crisis	Improved hacker speed and ability Interconnected computers Improved viruses, malware and worms Increase in "cyber warfare" Possibly More anonymity between hackers

There are a lot of cases of Computer Assisted crime where computer is the instrument for committing crime. Some of them are discussed below:

**Data Piracy**

This involves reproduction of digital data and easy distribution of print, graphics,

sound and multimedia combinations even the use of copyrighted material either for personal use.

**Pornography/Child Pornography**

It is the unethical and illegal distribution of sexually implicit material especially involving children.

**Illegal Interception of Material**

Data transfer over the net has resulted in greater speed and capacity but also greater vulnerability. It is now easier for unauthorized people to gain access to sensitive information. It has many forms like:

**Internet Time Thefts**

Phishing, spoofing or spam (unsolicited mail) wherein a perpetrator sends fictitious mails which appears official causing the victim to release personal information  
Online Credit card fraud, E- Bank theft: Illegal acquisition of credit card number for online purchases or bank account details where the perpetrator diverts funds to account accessible to criminal.

**There are other situations of computer oriented cyber crime where computer is the Target of Crime Like**

**Hacking**

Information theft from computer storage device or hard disk and stealing username, password and altering information is called hacking

**Forgery**

It includes reproduction of documents, certificates, identity thefts and fake currency. Altering Websites: Here the hacker deletes some pages of a website, uploads new pages with the similar name and controls the messages conveyed by the web site.

**Cyber terrorism**

It involves E-murder or homicide or suicide or Spyware.

**Causes of Cyber Crimes**

**Ease of access**

The problem encountered in guarding a computer system from unauthorised access is that there is every possibility of violating the technology by stealing access codes, recorders, pins, retina imagers etc. that can be used to fool biometric systems and bypass firewalls to get past many a security system.

**Cyber Hoaxes**

Cyber Crimes can be committed just to cause threats or damage one's reputation.

This is the most dangerous of all causes. The involved believe in fighting their cause and want their goal to be achieved. They are called cyber terrorists.

#### **Negligence**

There are possibilities of not paying attention in protecting the system. This negligence gives the criminals control to damage the computer.

#### **Revenge or Motivation**

The greed to master the complex system with a desire to inflict loss to the victim. This includes youngsters or those who are driven by lust to make quick money and they tamper with data like e-commerce, e-banking or fraud in transactions.

#### **Poor Law Enforcing Bodies**

Due to lack in cyber laws of many countries, many criminals get away without being punished.

#### **CyberCrimes Committed for Publicity**

Generally committed by youngsters where they just want to be noticed without hurting someone's sentiments.

#### **CYBER LAW**

#### **Cybercriminals + computer technology= difficulties to apply the law**

PavanDuggal, acknowledged as one of the top four Cyber Lawyers in the world, gave a definition of Cyber law in 1996, which is broadly accepted, as follows:-

Simply speaking, Cyber law is a generic term, which refers to all the legal and regulatory aspects of Internet and the World Wide Web. Anything concerned with or related to or emanating from any legal aspects or issues concerning any activity of netizens and others, in Cyberspace comes within the ambit of cyber law.

#### **ANALYSIS AND INTERPRETATION:**

The following are the results of primary data Collected from various sectors of respondents:

#### **Gender:**

86.4% of the respondents are female aware of cyber crime.

#### **Software Installed:**

51.1 % of respondents have installed antivirus software in their PC/ MAC.

#### **Safe Online:**

The study lights on the fact that 48.9% of the respondents feel safe that their informations are safe online.

#### **Password Protection**

The study reveals that 42% of respondents agree that they need password protection in concern with the information security.

#### **Money Loss due to Cyber Crime**

Majority 83% of the respondents had not ever lost money due to Cybercrime. Trojan or malware affects 5.57% of users, 10.2% are affected by auto-generated emails and 3.4% are affected by publishing obscure on their profile. 47.7% of respondents have reported that cyber law towards cyber criminals are not clear and laws to be made strict.

#### **Cyber Security**

Cyber security or IT security is the protection of computer systems from theft or damage to their hardware, software or electronic data, as well as from disruption or misdirection of the services they provide.

#### **Future Trends**

One of the biggest concerns is what if there is a hack into the critical systems in government, companies, financial institutions etc. This could lead to malware in critical systems leading to data loss, misuse or even killing the critical systems. Since the communication flow is easy via the internet, the crime organizations might merge and cooperate even more than they are currently. It is feared that due to enhanced mobility, funds and people could transfer easily. The Internet is increasingly likely to be used for money laundering. As the Internet becomes the medium through which more and more international trade takes place, the opportunities for laundering money through over-invoicing and under-invoicing are likely to grow.

Online auctions offer similar opportunities to move money through apparently legitimate purchases, but paying much more than goods are worth. Online gambling also makes it possible to move money especially to offshore financial centers. Recruitment into crime agencies over internet will be easier than before.

Secret messages can be transferred over the internet to a large group of people very easily without being conspicuous. Because much of the information technology companies are privately owned, the focus would be on making customer happy as opposed to worry about the transnational crime. In addition, legitimate civil liberties

could be argued in favor of not monitoring the information technology.

All of these things make it more difficult to deal with cyber-crime. Some of the future trends predicted by Stephen Northcutt & Friends are briefly summarized in the followed text. Improved Social Engineering Attacks will be the trend for the coming era. Attackers will increasingly make use of social-engineering tactics to bypass technological security controls, fine-tuning their techniques to exploit natural human predispositions.

This will bring us closer to merging the line between external and internal threat agents, because social engineering will allow external attackers to quickly gain an internal vantage point despite traditional perimeter security measures. Social Media will provide the platform for the cyber crimes. More organizations will adopt social media as a core aspect of their marketing strategy.

They will struggle to balance the need to be active as part of on-line social communities while balancing compliance and litigation risks associated with such activities. Similarly, organizations will have a hard time controlling online social networking activities of their users. Attackers will continue to take advantage of the still-evolving understanding of online social networking safety practices to defraud people and organizations. Security vendors will position their products as solving all these problems; some of them will stand out by allowing organizations to granularly control and monitor on-line social networking activities, while being mindful of users' privacy expectations. Humans are the weakest link, regardless of how technology changes attackers know they can always hack employees. In the year 2012 and 2013 these human attacks will only grow in sophistication and numbers.

Cyber attackers will always take the path of least resistance. Organizations and management will finally start doing something about it to secure the human. It's the sensitive issue for the people relying on iPhones for their day today working that without issuing a dire warning that some worm will eat all the iPhones and convert the Androids to bricks. However, the biggest issue seems to be apps with spyware. Even the apps that come loaded on the phone are likely to phone home, it is a sure thing with

3rd party apps. AT&T has proved they cannot be trusted by signing their customers up for Asurion road side assistance without even asking them. And it matters big time. Memory Scraping Will Become More Common in the coming time. This has been around for a long time, but is more aggressively targeting data such as credit card records, passwords, PIN's, keys, as of late. The reason they are successful is that they get around PCI/GLBA/HIPAA/ETC security requirements that data must be encrypted while in transit and at rest. Data in transit is decrypted on the system and often stored in memory during the lifetime of a process, or at least during a decryption routine. Depending on how a process cleans up after itself, it may stay resident even after the fact.

The data is encrypted on the hard disk, but again, the RAM likely maintains the clear text version of the data. Browsers are notorious for leaving things sitting around in memory during web sessions. The RAM Scraping malware also targets encryption keys in memory to decrypt anything for session data to encrypted files. As far as the emerging security threat part, we are seeing RAM scraping more commonly now as attackers focus on client-side attacks, shifting away from server-side attacks. Browsers are often mis configured, allowing malware to get onto a user's system, stealing credit card data and passwords. They are mostly an annoyance where if a customer or fraud department detects fraudulent transactions, the account must be credited and changed. This requires the banks to write-off these transactions, which can add up quickly. AV products can't keep up with the aggressive rate and polymorphic characteristics of this type of malware.

We discover a ton of new malware every week, reverse it to some extent, and send the details to AV vendors to be added as a new signature. The other emerging component is the threat of RAM scraping malware targeting Point of Sale (POS) systems.

Wireless adoption will continue, branching out into a larger number of purpose-focused protocols that fit the needs of individual technology. Wi-Fi technology will continue to grow, but other protocols will also emerge with widespread adoption suiting the needs of embedded technology with a



variety of focus areas including ZigBee, WirelessHART and Z-Wave, as well as proprietary protocols.

With this growing alternate wireless adoption, we're already seeing some of the past mistakes from earlier failed protocols repeated. Based on this exposure, and the trend of Wi-Fi failure and improvement, we'll see history repeating itself where vendors are quick to the market to capitalize on new opportunities, failing to critically examine the lessons from earlier wireless technologies.

More Cloud Computing Issues will be at the eye of the cyber attackers. While there are many possible benefits to Cloud Computing, the honeymoon will end. Many organizations will soon discover that they do not have the flexibility they need for their businesses, and many others will discover that any security issues (from audit to compromise) are far more complex in the cloud. Many security professionals will come to terms with security risks of cloud computing.

They will do so under pressure from the businesses they support, as companies will continue to migrate to cloud platforms. The infosec community will better understand cloud environments, while the technologies implementing cloud platforms will reach an acceptable level of maturity. Security professionals will continue to apply extra scrutiny to scenarios that involve processing sensitive or regulated data in shared cloud environments. Security Continues to become part of Virtual Infrastructure.

As more and more organizations add virtualization technologies into their environment, particularly server and desktop virtualization, security will be more embedded in the native technologies, and less of an "add-on" after the implementation is complete. For server virtualization, new firewalls and monitoring capabilities are being integrated into some of the leading

platforms now. For desktop virtualization, native integration with remote access technologies and client-side sandbox capabilities are common. Vendors will continue to push the envelope and offer new tools to enhance virtual environments, but virtualization platforms will evolve to easily allow existing security technologies to interoperate more natively, as well. In addition, security architecture design will be a "must have" element of virtual infrastructure planning and deployment, not a "nice to have".

### Conclusion

All the way through the research on cyber crime in digital era concludes saying that there arises cybercrime problems in higher risks nowadays. "Where there will there is a way" according to this saying there is also equal preventive measures in controlling digital crimes and that can make a positive sense. There is 100% cyber-attack proof. High technology can be a high touch.

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## FINANCIAL INCLUSION AND DIGITAL INDIA

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### Abstract

*The paper throws light on the relationship between financial inclusion and digital India. Financial inclusion is delivering the banking services to the weaker and low income section of society so that more and more people can utilize the banking service. Digital India is an initiative taken by Indian government to provide government services electronically to all the citizens. The paper studies the effect of digital India initiative on the concept of financial inclusion. The digital India initiative can easily connect the different groups of society and can help to achieve the objective of financial inclusion through digital banking. The data is taken from the different secondary sources i.e. published reports of SBI and RBI, websites, journals and newspapers.*

**Key Words:** Inclusion, digitalization, RBI, commissions, government.

### Introduction

Financial inclusion is the objective of Indian government from decades of time. Firstly the word was used in 1993 but the work starts in 1998 on financial inclusion. Financial inclusion means connecting all the sections of society to the banking system. A banking system can be balanced developed if all the citizens use the banking system. So for the growth of the economy it is must that there should be a developed banking system. Reserve bank of India and government of India take several measures to make this system strong. RBI set up several commissions to look into the financial inclusion. Commissions gave recommendations and financial inclusion is on progress stage. But the initiative taken by the prime minister as 'Digital India' is a very big turn in the way of financial inclusion. With this initiative it will be very easy to connect all the citizens to banks. Payment systems will become very

easy for the customers. Thus Digital India initiatives will increase the growth rate in financial inclusion.

### Literature Review

**Kumar (2007)** examined that the financial inclusion is not a onetime effort, it is an ongoing process. Collective efforts are required from all sides i.e. from stakeholders, society, law makers, financial institutions, government, community etc. he studied the role of commercial banks in India in financial inclusion. In financial inclusion technology is also an important factor. He discussed that the impact of technological aspect cannot be ignored in financial inclusion.

**Jani and Tere (2015)**, has studied the different services and governance on demand by the citizens of India. They also discussed the infrastructure required to every citizen to avail the services provided under digital India. They also discussed the new definition of IT that IT (Indian talent) + IT (information

technology) =IT (India tomorrow).

**Sharma and Kukreja (2013)**, examined the survey report given by World bank and compared the India's financial inclusion with the rest of world. According to the comparison India has to go long way to reach the core poor. The country wise comparison of banking sector was also in their study.

**Tamilarasu (2014)** examined the role of banking sector in financial inclusion development in India. He examined that with the passage of time the population of officers per office is decreasing. He also studied the number of commercial banks in India in the years between (2008- 2013), and the number of banks showed an increasing trend.

**Morgan (2014)** has examined the relationship between financial stability and financial inclusion to examine whether they are mutually reinforcing or whether there are substantially trade-offs between them. Diversification of bank assets, reducing riskiness, increased stability are positive points and erosion of credit standards, bank reputation risk, inadequate regulation of MFI's are the negative point according to his study.

#### **Objectives of Study**

1. To study the concept of financial inclusion and digital India.
2. To examine the impact of digital India initiative on financial inclusion.

#### **Research Methodology**

Secondary data has been used for the purpose of the present study. The data is taken from journals and research papers, newspapers articles, websites and published reports.

#### **Financial Inclusion?**

Financial inclusion is delivery of banking services to low income group of society at affordable cost. Financial inclusion is a key to achieving the goal of removing extreme gap between the banking habits of weaker section and rich section of society. The Reserve Bank of India broadly defines financial inclusion as providing access to a 'wide range of financial services at a reasonable cost'. This provision of access to banking services to nearly 47 per cent of the reportedly unbanked population in India has the potential to unfold huge growth opportunities for financial services players.

The objective to include all the groups of society to banking services is started the name

under Financial Inclusion word firstly was used in 1993 but this idea grew in 1998. The development of banking sector in real sense was started in 1969 with the nationalization of 14 major banks. This action gave a real reform in Indian banking system. After this, in 1980, 6 more banks were nationalized. In 1982, NABARD (National bank for agriculture and rural development) was established to fulfill the financial needs of agriculturists and to develop the rural areas. Annual agriculture plans were also started along with the NABARD. These initiatives were mainly to connect the society to the banking sector.

#### **Different Chargeon Financial Inclusion Khan commission**

In 2004 RBI set up khan commission to look into financial inclusion. This commission urged banks to review their policies and practices to align them with the objective of financial inclusion. In this, RBI stressed on the need for 'no frills account' either by nil or minimum charges.

#### **Nachiket MOR Committee**

Nachiket MOR committee was set up by RBI in sep 2014 under the chairmanship of Nachiket MOR, an RBI board member. This commission recommended a universal bank account to all the Indian people above the age of 18 years by 1st Jan, 2016. This committee also recommended that wholesale banks need to have 50 crore as their capital which is the tenth of the capitals required to have for new banks to start a business. Aadhaar will be the main driver towards the rapid expansion in the number of bank accounts.

#### **Deepak Mohanti Committee**

The central bank RBI constituted a new committee 'Deepak Mohanti committee on 15th July, 2015. The main objective of the committee was set up that the committee will study the financial inclusion strategies of other countries mainly related to the technology used in financial inclusion. The objectives were also fixed in relation to the protection of consumers and consumer literacy regarding banking habits.

The objectives of this committee included the digitalization of banking services.

#### **DIGITAL INDIA?**

Digital India is an initiative taken by the Indian Prime Minister Shri NarendraModion 1st July, 2015 to ensure that the governmental services are made available electronically to the citizens. The concept of

digital banking under digital India will be very helpful in financial inclusion.

#### **As an initiative for financial inclusion**

The concept which is main on the agenda of government from decades is financial inclusion. The initiative has great impact on financial inclusion. It made easy the path of financial inclusion. By using the electronic means government can now easily reach the unbanked people of India. So, the main motive of this initiative is to provide infrastructure and electronic services on demand. This initiative will surely increase the speed of financial inclusion.

#### **The Impact of Digital India on Financial Inclusion**

1. To provide internet connectivity, better access to government services, development of IT skills, government will invest USD 18.4 billion.
2. Setting up of a pan India fiber-optic network by June 2016
3. Provision of Wi-Fi services in cities where the population is more than one million and also in tourist centers.
4. Provision of broadband internet access at a cost of USD 5.9 billion to 250000 village cluster by 2019
5. Digital lockers will be provided to all the citizens, so that they can store their documents and records.
6. Setting up of 40000 internet access points.
7. Creation of direct jobs in IT sector for 1.7 crore people. These are the initiatives taken under digital India for development of IT sector. With the development of IT sector the objective of financial inclusion can easily be fulfilled.

#### **Conclusion**

It is very much clear from the above

information that digitalization of financial services will increase the growth rate of financial inclusion. Financial inclusion is not a onetime effort. It will take time to connect every citizen to the banking system but now it seems easy to reach to the people by the electronic modes. With the digital India initiative every person would like to make payments through electronic means. Use of electronic means will increase the banking habits of the low income section of the society. The zero or minimum charge of banking services will also lead to the banking habits. To conclude it can be said that digital India will make easy way to fulfill the objective of financial inclusion.

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## DIGITALIZATION OF HUMAN RESOURCE PRACTICES IN INDIA

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### Abstract

*The aim of this paper is to examine the role of technology and innovational practices in digital era. Nowadays, there is a great deal of competition where innovative human resource (HR) practices have become the requirement of the hour. There is a need to continuously develop and innovate human resource practices to remain competitive in the industry. Past research also indicates that the outcome of innovative human resource management practices can be important towards retaining employees and their performance. At present, every business must seek to improve the quality of its workforce. To get the best human resource, an efficient and well planned strategy is required at the workplace. Therefore, technical advances are being made in the field of human resource with time and slowly the traditional human resource management is being replaced by new and technically advanced human resource management. Further, research articles, conceptual studies, review papers and other relevant content on the topic were accessed and reviewed through web sources and databases. However, this study contributes to the existing literature by elaborating the role of innovative practices and technology in the context of competitive digital environment. Further, several implications were discussed for the purpose of promoting sustainable development of digital era.*

**Key Words:** Digital in HR, Trends in Digital HR.

### Introduction

In organizations across the world, the pace of digital transformation is impacting matters linked with workforce optimization, talent transformation, up-skilling and re-skilling, training, and resource development. Human resource management in the digital era confronts challenges on two fronts – one, making company processes automated and data-driven and two, transforming the workforce and ways work is done in the

organization. Human resource functions today cover a wide remit from strategy formulation to achieve an agile workforce to employee engagement and wellness practices. Previously, human resource management was limited to utility and paper intensive functions, such as recruitment, training, and payroll administration. Human resource managers are successfully adapting their organization to the digital workplace. Human resource managers must reshape their functionality and create the



optimal digital strategy to enhance the employee-organization relationship. Companies in most Indian industries now use structured data and technology for decision-making and employee assessments based on real time feedback, intra-organizational changes, and external pressures. Digital tools can be used to fulfill several administrative and communicative functions. These include performance appraisals, incentive management, employee engagement, collaboration between different teams, and intra-organization communication.

Digital transformation is a term that can generate confusion and is perceived by many as a challenge. Digitization and digitalization are connected to a change in attitude and strategy that trickles down from the top executive level to senior and mid-management. Digital transformation is defined as the re-alignment of, or new investment in, technology and business models to more effectively engage digital customers at every touch point in the customer experience lifecycle. Successfully incorporating today's digital technologies requires companies to operate in new ways. "It is not the strongest of the species that survives, but the one that is best able to adapt to the changing environment in which it finds itself". Therefore, digital transformation is no longer a choice for organisations, but a necessity as companies move into new ways of doing business in the digital era. Digital transformation refers to changes in product innovation, to new ways of re-focusing on consumer experience delivery but also to internal restructuring of business practices and company culture.

### **Employee Skills to Achieve Organisational Objectives**

Employee training and development for soft skills, hard skills and compliance-based needs to be assigned, taught, nurtured and measured across the full employee talent management lifecycle to drive optimal business results. Today, forward-thinking human resources executives and business leaders view learning as a strategic component of their overall strategic human resource mission and are leveraging integrated talent applications to drive optimal employee performance. E-learning is widely considered to be the most efficient and cost effective way to deliver training to a workforce. However, the best way to truly prepare employees for

meeting organizational objectives is to focus the training in three major areas of skill development. Using a learning solution that is capable of delivering optimal training for each type of skill and checking for comprehension by examining the outcomes from other human resource processes will drive performance within the company as employees develop their soft, functional and compliance based skills.

### **Soft-skill Development**

Soft skill development targets the improvement of an individual's competencies and behaviors. These encompass the communication, negotiation, conflict resolution, personal effectiveness, creative problem solving, strategic thinking and team building skills that govern much of the interpersonal actions inside and outside of a company. E-learning offers a variety of training sessions and modalities, making it an optimal training method for soft skills development. Using short, self-paced learning modules, employees can view common scenarios and engage in periodic check points that assess their personal choices. Using HR solutions that integrate talent and analytics can help your organization link sales and customer satisfaction ratings from the field to specific soft skill development initiatives. These metrics will help your company determine which employees have high competency in certain areas and which should supplement their skill sets with more training.

### **Functional Skill Development**

Functional skill development targets an employee's improvement of "hard skills" such as data analysis, equipment operation, or medical field certifications. An organization cannot produce or sell products or services if its employees do not maintain the appropriate tactical skills to efficiently perform their job requirements. Training for hard skills often takes place when an employee is onboarding for a new position or directly preceding a task that requires new skills. However, providing continuous development opportunities for hard skills will improve overall bench strength and allow organizations to immediately adapt to evolving business challenges. Because functional skills are quantifiable, companies can test their employees' competencies in these areas during hiring, recruiting and at regular intervals thereafter. As part of the performance review process, companies can

compare an employee's knowledge of certain tasks on the job and their comprehension based on testing as recorded in an organization's learning solution.

### **Compliance Development**

Compliance training includes topics ranging from regulatory and industry mandates to workplace safety to sexual harassment. While compliance skills may be rooted in soft or functional skills, compliance requirements tend to be company or industry specific. Several industries find themselves facing particularly detailed and stringent compliance regulations that require sufficient training and training management to prevent breaches of acceptable standards. Implementing a learning management system that supports compliance completion tracking as well as requirements around logging, auditing and validation can help ensure that the company has taken the proper procedures to prevent costly mistakes and breaches of law.

### **Digitalisation and HR Practices in 21<sup>st</sup> Century**

#### **Digitalization in Recruitment**

The recruitment industry is the oldest industry among the other service industries of the world. Technology has a positive impact on recruitment. Recruitment is the process of attracting potential candidates for the organizational anticipated vacancies. E-Recruitment provides many digital tools.

#### **Types of E- Recruitment**

##### **Operational E-Recruitment**

This includes basic transactions characterized by short term applicant relationships global messages and major automation

##### **Relational E-Recruitment**

This is characterized by development of real applicant relationships through better feedback, the personalization of applicant messages and the use of web 2.0 tools, such as social network sites.

##### **Transformational E-Recruitment:**

It is anchored in a global talent management strategy, consisting in identifying the critical positions, and then attracting and retaining individuals who correspond to the established profile Employer branding and reputation could be a solid support.

#### **E-METHODS USED IN Recruitment**

**Company's websites:** are their own websites having a link for careers options where candidate can sign in with current openings or submit the resume for better opportunities.

Many companies use this method of recruitment like idea, HCL, Wipro etc. these companies have separate recruiters team for responding towards these activities.

**Commercial Job portals:** are the websites that allows employees to post their job requirement for the fulfilling of their vacancies and candidate post their resume for getting the job opportunities. The job sites in India are ukri.com, Monster.Com, Times job, shine.com etc.

#### **Use of Digital Tools in HR Practices: Example from Indian Industry.**

**E-Recruitment in Reliance Company:** Reliance Company provides e- recruitment which is designed to make the recruitment process more effective and efficient. Reliance values the innovation, initiative and entrepreneurship. It gives an opportunity to join them in the process of actualizing your potential. The system works on the following steps:-

##### **Basic requirement**

Candidates have to fill their basic information like name, email id, experience in years, qualification and skills.

##### **Uploading Resume**

After filling all the necessary details candidates have to upload or submit their resume/ CV.

##### **Screening**

After submission of resume, reliance recruitment team short list the potential candidates to complete the module of the company.

##### **Interview**

Reliance team after short listing goes through the process of interview. They provide the facility of video conferencing for the candidates who live outside station. Above example shows there is a need for organizations to have a cost effective, fast and convenient system for the personnel selection. IT tools are the latest tools in hiring the personnel's.

#### **Advantages of Digital Marketing**

**Digital workspaces:** It is no more about the time or the location that you work about but about the activities that you are assigned and you are completing. Such workspaces have been enabled by Technology which makes work more effective. Even engagement is now digital, using digital platforms.

#### **Digital Generation:**

Organizations drive management practices,

cultures and innovation through digital interventions. Even talent practices are digital today thus resulting in the emergence of matrix-based digital network organizations.

**Digital Human Resource Practices:**

Organizations today are adopting digital tools and apps to ensure delivery of solutions and innovate continuously. The best examples can be seen in form of Talent Analytics and talent development forming a crucial part of the organization lifecycle.

**Digital human resource as an engagement tool:**

The workforce today expects itself to be viewed and treated as an end user or consumer and has standard engaging experiences consistent across various checkpoints within the organization. The expectations are that the human resource function should be digitally enabled to achieve the motto of “*always available.*”

**Digital human resource culture level:**

All employees want and need transformation, but very few understand the nature of this transformation and the impact on the organization.

**Digital human resource as a talent**

**attraction lever:** Employee values proposition comes in different forms. It’s one of the most critical activities is the attraction of talent. The modes of the attraction of talent have changed organizations focus today on digital channels.

**Digital human resource lever:**

The Integration of AI, Analytics, Big Data has enabled the human resource teams to provide insightful Data on performance. It enables the possibility of predicting the future and also suggests the impact of these changes on individual and company performance.

**Conclusion**

Hence, the increased need of IT tools in human resource replaced the traditional methods by the modern methods. Organizations are trying to reduce their cost and time to achieve profitability.

Organizations are trying to convert their human resource Practices in to E-HR Practices. In the era of globalization, Companies want to expand globally by reaching the people all across the world companies needed end to end visibility in their value chain and enhanced process efficiency throughout the organizations.

Industries in India like Telecom industry such as Reliance and service industry like SBI-,E -Learning Portal ,Bank of Baroda are trying to convert their human resource practices into E-HR practices.

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## AN EMPIRICAL STUDY ON DIGITAL INDIA AND ECONOMIC DEVELOPMENT

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### *Abstract*

*The Digital India program has been propelled with a point of changing the nation into a carefully enabled society and information economy. The Digital India would guarantee that Government governances are accessible to citizens electronically. It would likewise get open responsibility through commanded conveyance of taxpayer supported organizations' electronically; a Unique ID and e-Pramaan dependent on credible and standard based interoperable and incorporated government applications and information premise. The Digital India drive is a fantasy venture of the Indian Government which was propelled on first July 2015 by Prime Minister Narendra Modi to redesign India into an educated economy and carefully engaged society, alongside great governance for nationals with a target of giving participative, straightforward and responsive government. The principle goal of this plan is to make India carefully engaged in innovation. It is likewise guarantee that taxpayer supported organizations are open by the citizens electronically by improving on the web framework just as web availability. Computerized technologies including portable application and distributed computing is causes a critical job in fast improvement for monetary development and carefully enabled Indian native over the world. Hence, the present study has been done with a view to give an empirical research presentation on Digital India and Economic Development.*

**Key Words:** *Governance, Digital Resources, Cloud Savings, Internet Connectivity, Empowered India.*

### **Introduction**

Now-a-days world has changed from learning driven to techno driven. And all data which one supposes is accessible in a single tick. A decent administering body additionally requires a decent correspondence stage to speak with the partners productively. The effective method to speak with the nationals of the world's biggest majority rule government

with a populace of 1.2 billion is just conceivable by speaking with everybody on an advanced stage. The Digital India drive is a fantasy venture of the Indian Government to redesign India into a proficient economy and carefully enabled society, with great governance for citizens by bringing synchronization and co-appointment in open responsibility. Along these lines, Digital India

is a stage by the Modi government to move and interface Indian Economy to such an information canny world to techno learning wise world. The program propelled on first July 2015 by Prime Minister NarendraModi to make Government governances accessible to individuals carefully and appreciate the advantage of the most up to date data and mechanical advancements.

Computerized India is a fantasy plan of governance of India. The goal is to giving the taxpayer driven organizations to Indian natives carefully and associates provincial zone with web so individuals get advantages of all taxpayer supported organizations and can likewise improve their computerized education. Legislature of India needs to co-ordinate with regular open by interfacing carefully so they can carefully engaged society. Presently in the present time when people groups live in advanced time, it is to run with innovation as world is going computerized step by step. Individual ought to figure out how to utilization of advanced innovation in day by day life including correspondence, exchange, business and numerous other every day work. With the assistance of Digital innovation people groups can oversee day by day works and offers data in obviously better and easy way. The expression "Advanced India" talks such a great amount about itself. Advanced India crusade is an activity to change India into a carefully engaged nation and information economy.

#### **Objectives of the Study**

1. To know about the Digital India and its Digitalizing Process.
2. To highlights the nine pillars of Digital India for the economic development of India.
3. To point out the key projects of Digital India programme and highlights of the progress in Digital India.
4. To study the proposed impact of Digital India.

#### **Reviews of Related Literature**

Review of Literature gives the data of research work officially done by the scientists identifying with the theme of study. The business related to the examination may support or strife with present outcomes. Various research papers and articles give an itemized knowledge about the job of advanced India and the ramifications of this task in India. The discoveries from the literature are

displayed underneath:

Jain in his investigation inferred that a few tasks are under different phases of execution which may require some transformational procedure to accomplish wanted destinations.

Sharma made an examination and depicted that in this undertaking each regular citizen has a splendid prospect to change the lives from numerous points of view that were difficult to imagine only a multi year's sense of self. It was presumed that more prospects will open for the young that will support the country's economy.

Kapur and Ramamurti in their examination contend for much more extensive effects, stretching out to businesses, for example, biotech, synthetics, media and amusement, and development all require information benefits that go past the essential meaning of IT-empowered governances, and have all profited by the adjustment in the board approach created first inside the IT area.

#### **Digitalizing the Governance of India**

Digital India venture is to convey India to a worldwide stage with support from individuals and organizations. This activity will guarantee that all taxpayer driven organizations and data are accessible anyplace, whenever, on any gadget that are easy to use and verified. This change will accomplish when each native of India will partake in this transformative effect. Digital India activity could help in accomplishing the goals of:

- Education for all
- Information for all
- Broadband for all
- Leadership structure
- Globally industry interest

#### **Vision of Digital India**

Digital India accompanies some vision, underneath referenced few of them:

- Development of rapid secure and solid digital framework: The vision of digital India is giving fast secure web with the goal that all records, endorsements and numerous other critical archives will be made accessible on distributed computing which must be protected also.
- Convey all taxpayer driven organizations through innovation digitally on interest: In this vision every single taxpayer supported organization and data will pass on continuously through web digitally .It will



likewise go cashless in light of the fact that all exchanges will be additionally digital.

- Global digital education and strengthening: Under this vision all digital innovation will be accessible in Indian dialects not just in English and so forth.

### **Nine Pillars of Digital India**

Digital India goes for three push zones of foundation as an utility to each native, governance and governances on interest and computerized strengthening of citizens. It further plans to give push through nine pillars of development zones viz., broadband expressways, all inclusive access to versatile availability, open web get to program, e-governance by changing government through innovation, e-kranti (NeGP 2.0) through electronic conveyance of governances, data for all, gadgets fabricating with an objective of net-zero imports, IT for employments and some early gather programs as delineated in the accompanying outline.

#### **FIRST PILLAR – BROADBAND HIGHWAYS**

In the provincial regions, the broadband thruways would be actualized through Department of Telecommunications (DoT); with a capital use of Rs. 32,000/- crores. The rustic broadband roadways mean to cover 250,000 Gram Panchayats of which 50,000 would be shrouded in the main year while 100,000 each future canvassed in the following two years. In the urban zones, spotlight would be on changing tenets towards productive advancement of the separate broadband expressways. This would be accomplished by creating Virtual Network Operators for governance conveyance alongside commanding correspondence foundation in new urban improvement and structures. The National Information Infrastructure would be tried inside a time span of two years by coordinating SWAN, NKN, and NOFN. Executed through DeitY, it would have across the country inclusion at an expense of Rs. 15,686 crores.

#### **SECOND PILLAR – UNIVERSAL ACCESS TO MOBILE CONNECTIVITY**

The progressing programs in the region of access to telephones would be engaged towards expanding system infiltration and inclusion. General access to portable network would be executed through Department of Telecommunications (DoT); with a capital consumption of Rs.16,000/-

crores & inclusion of around 42,300 towns revealed up until this point.

#### **THIRD PILLAR – PUBLIC INTERNET ACCESS PROGRAMME – NATIONAL RURAL INTERNET MISSION**

Here, CSCs would be made suitable through multi-utilitarian end-focuses for governance conveyance through Gram-Panchayats. Actualized through DeitY, it would cost of Rs. 4,750 crores to expand the present reach of 130,000 to 250,000 towns. In long run, the Post Offices would be changed over into Multi-Service Centers. Actualized through division of posts (D/o Posts), it means to cover 150,000 post workplaces inside a range of two years.

#### **FOURTH PILLAR – EGOVERNANCE:**

##### **REFORMING GOVERNMENT THROUGH TECHNOLOGY**

Government would take up Business Process Re-designing (BPR) utilizing IT to improve exchanges including structure disentanglement and decrease, online applications and following, creating interface between offices, utilization of online archives like school declarations and voter character cards, incorporation of governances and stages like UIDAI, installment entryway, portable stage and EDI. Further, all databases and data would be made through electronic medium leaving from the current manual mode. Concentrate would likewise be on work process robotization inside government frameworks. Open Grievance Redressal would be mechanized utilizing IT in order to examine information to recognize and resolve steady issues, generally process enhancements. These measures which are basic for change would be executed crosswise over government.

#### **FIFTH PILLAR – EKRANTI: ELECTRONIC DELIVERY OF SERVICES**

The NeGP would be redone to cover different components to bring eKranti. This would incorporate encouraging innovation in the regions of arranging, agribusiness, training, wellbeing, money related consideration, equity and security. The innovation for arranging would incorporate GIS based basic leadership and National GIS Mission Mode Project. In the area of agribusiness, advancement of innovation for ranchers would result into ongoing value data, web based requesting of sources of info (for example manures) and online money, advances, help installments alongside improvement of portable managing

an account. In the area of instruction, a portion of the measures that would be taken incorporate associating all schools with broadband, free Wi-Fi in around 250,000 schools, computerized education program and improvement of pilot gigantic online open courses.

Acquiring innovation in the space of wellbeing would incorporate online restorative meeting, online therapeutic records, online drug supply, and container India trade for patient data; to be acknowledged inside a range of next three years. Budgetary incorporation innovation would incorporate Mobile Banking, Micro-ATM program and redoing CSCs/Post Offices. Advancement of innovation for equity would incorporate e-Courts, e-Police, e-Jails and e-Prosecution while, innovation in the space of security would incorporate creating National Cyber Security Co-appointment Center alongside Mobile Emergency Services.

#### **SIXTH PILLAR – INFORMATION FOR ALL**

The pillar of 'data to all' would include making data on the web and facilitating sites and reports. This would result into a simple and open access to data by people in general as a rule alongside advancement of open information stages. Not surprisingly, the Government would professional effectively connect through online networking and electronic stages to illuminate citizens. The stage 'MyGov.in' would cultivate 2-route correspondence among subjects and government. Likewise, it would empower sending on the web messages to natives on exceptional events/programs.

#### **SEVENTH PILLAR – ELECTRONICS MANUFACTURING: TARGET NET ZERO IMPORTS BY 2020**

In India, the current structure needs fortifying so as to help electronic assembling; the objective being 'NET ZERO Imports' in this area in the days to come. This would be an eager objective which would require composed activity on numerous fronts like tax assessment, motivating forces, economies of scale, and dispense with cost hindrances. The regions under center would incorporate things like FABS, Fab-less plan, Set best boxes, VSATs, Mobiles, Consumer and Medical Electronics, Smart Energy meters, Smart cards and smaller scale ATMs. At present, there are numerous progressing programs in the space of electronic assembling which will be

tweaked with measures, for example, advancement of hatcheries, bunches, and spotlight on aptitude improvement alongside measures, for example, Government acquisition.

#### **EIGHTH PILLAR – IT FOR JOBS**

The targets of this pillar is to prepare individuals in littler towns and towns for IT segment employments, setting up of BPO in every one of the North-East State so as to cultivate ICT empowered development, train governance conveyance operators to run reasonable organizations conveying IT governances, and to prepare provincial workforce to take into account their very own necessities and henceforth make a telecom prepared workforce. These activities would be actualized for the most part through DoT and DeitY.

#### **NINTH PILLAR – EARLY HARVEST PROGRAMMES**

A portion of the prompt estimates which can be acknowledged before long are shrouded in this pillar of 'early reap programs'. These eventual the measures, for example, making IT stage focused to chose delegates alongside all the Government representatives covering 1.36 Crore mobiles and 22 Lakh messages through advancement of a mass informing application. Different measures would principally incorporate innovative enhancements, for example, Government welcome would now be e-Greetings, execution of biometric participation in all governance workplaces, Wi-Fi in all colleges, verified messages inside government, institutionalized government email structure, open Wi-Fi hotspots, textbooks to be eBooks, SMS based climate data, SMS based fiasco alarms and a national gateway for lost-and discovered children.

#### **KEY PROJECTS OF DIGITAL INDIA PROGRAMME**

- Digital Locker System intends to limit the use of physical archives and empower sharing of e-records crosswise over organizations. The sharing of the e-reports will be done through enrolled vaults along these lines guaranteeing the realness of the records on the web.
- MyGov.in has been actualized as a stage for native commitment in governance, through a "Talk about", "Do" and "Spread" approach. The versatile App for MyGov would expedite these highlights to clients a

- cell phone.
- Swachh Bharat Mission (SBM) Mobile application would be utilized by individuals and Government associations for accomplishing the objectives of Swachh Bharat Mission.
  - E-Sign system would enable citizens to carefully sign a report web based utilizing Aadhaar confirmation.
  - The Online Registration System (ORS) under the eHospital application has been presented. This application gives vital governances, for example, online enlistment, installment of charges and arrangement, online indicative reports, enquiring accessibility of blood online and so on.
  - National Scholarships Portal is a one stop answer for start to finish grant process directly from accommodation of understudy application, check, authorization and disbursal to end recipient for every one of the grants given by the Government of India.
  - DeitY has embraced an activity to be specific Digitize India Platform (DIP) for vast scale digitization of records in the nation that would encourage productive conveyance of governances to the nationals.
  - The Government of India has embraced an activity to be specific Bharat Net, a fast computerized parkway to interface all 2.5 lakh Gram Panchayats of nation. This would be the world's biggest provincial broadband network venture utilizing optical fiber.
  - BSNL has presented Next Generation Network (NGN), to supplant multi year old trades, which is an IP based innovation to deal with a wide range of governances like voice, information, interactive media/video and different kinds of parcel exchanged correspondence governances.
  - BSNL has embraced huge scale sending of Wi-Fi hotspots all through the nation. The client can hook on the BSNL Wi-Fi arrange through their cell phones.
  - To convey national governances electronically and improve the manner in which subjects and specialists execute with one another, it is basic to have universal availability. The legislature additionally understands this need as reflected by

including 'broadband expressways' as one of the mainstays of Digital India. While network is one standard, empowering and giving advancements to encourage conveyance of governances to citizens frames the other.

#### **Highlights of the Progress in Digital India**

- ✓ More than 12,000 post office branches have been connected digitally and faster payment into a reality for them.
- ✓ The government likewise plans to make 'advanced town' the nation over, by connecting all plans with innovation. The 'advanced town' would be controlled by LED lighting, sun based vitality, expertise improvement focuses and e-governances like e-instruction and e-wellbeing.
- ✓ Electronic exchanges identified with e-governance extends in the nation have nearly multiplied in 2015, inferable from the Digital India Program. As per government site electronic exchange total and examination layer (eTaal), 3.53 billion exchanges occurred in 2014, which nearly multiplied in 2015 to 6.95 billion.
- ✓ The dynamic arrangements and forceful spotlight on 'Make in India' have assumed a huge job in the resurgence of the hardware fabricating division.

#### **Proposed Impact of Digital India**

##### **ECONOMIC IMPACT**

As indicated by analysts, the Digital India plan could support GDP up to \$1 trillion by 2025. It can assume a key job in large scale monetary factors, for example, GDP development, work age, work efficiency, development in number of organizations and income spillages for the Government. According to the World Bank report, a 10% expansion in versatile and broadband infiltration builds the per capita GDP by 0.81% and 1.38% separately in the creating nations. India is the second biggest telecom showcase on the planet with 915 million remote supporters and world's third biggest Internet advertise with right around 259 million broadband clients. There is as yet a gigantic monetary open door in India as the tele-thickness in rustic India is just 45% where over 65% of the populace lives. Future development of media transmission industry regarding number of supporters is required to originate from country territories as urban zones are soaked with a tele-thickness of over 160%.

**SOCIAL IMPACT**

Social parts, for example, instruction, human services, and saving money can't connect with the subjects because of blocks and confinements, for example, go between, absence of education, obliviousness, destitution, absence of assets, data and ventures. These difficulties have prompted an imbalanced development in the rustic and urban territories with stamped contrasts in the financial and societal position of the general population in these zones. Current ICT makes it simpler for individuals to acquire access to governances and assets. The entrance of cell phones might be exceptionally helpful as an integral channel to open governance conveyance separated from making of completely new governances which may enormously affect the personal satisfaction of the clients and lead to social modernization. The poor education rate in India is because of inaccessibility of physical foundation in provincial and remote zones. This is the place m-Education governances can assume a critical job by achieving remote masses. As indicated by assessments, the computerized education in India is simply 6.5% and the web entrance is 20.83 out of 100 populace. The computerized India venture will be useful in giving continuous training and mostly address the test of absence of instructors in instruction framework through keen and virtual classrooms. Training to ranchers, fisher men can be given through cell phones. The fast system can give the sufficient framework to online training stages like gigantic open online courses (MOOCs).

Portable and web keeping money can improve the budgetary consideration in the nation and can make win-win circumstance for all gatherings in the esteem chain by making an interoperable biological system and income sharing plans of action. Telecom administrators get extra income streams while the banks can achieve new client bunches bringing about most reduced conceivable expenses. Factors, for example, an expanding populace, poor specialist persistent proportion (1:870), high newborn child death rate, expanding future, less quality doctors and a lion's share of the populace living in remote towns, support and legitimize the requirement for tele drug in the nation. M-wellbeing can advance development and improve the compass of medicinal services governances.

Computerized stages can help ranchers in ability (crop decision, seed assortment), setting (climate, plant assurance, development best practices) and market data (advertise costs, showcase request, coordinations).

**ENVIRONMENTAL IMPACT**

The significant changes in the innovation space won't just conveyed changes to the monetary framework yet will likewise add to the ecological changes. The cutting edge technologies will help in bringing down the carbon impression by lessening fuel utilization, squander the executives, greener work environments and along these lines prompting a greener biological community. The ICT area helps in productive governance and utilization of rare and non-sustainable assets. Distributed computing innovation limits carbon discharges by improving versatility and adaptability. The vitality utilization can be diminished from 201.8 terawatt hour (TWh) in 2010 to 139.8 TWh in 2020 by higher selection of cloud server farms causing a 28% decrease in carbon impression from 2010 dimensions.

**Conclusion**

A carefully digitalized India can help in improving social and economic state of individuals through improvement of non-agrarian financial exercises separated from giving access to instruction, wellbeing and money related governances. In any case, it is vital to take note of that ICT alone can't straightforwardly prompt in general improvement of the country. The general development and improvement can be acknowledged through supporting and upgrading components, for example, education, essential framework, by and large business condition, administrative condition, and so on.

Presenting the idea of Digital India is the progression towards a radical and broad change in methods for making another India where natives are carefully engaged and monetarily well. Computerized India venture, will help in development of jobs and furthermore increment financial piece of Indian economy. It is furnishing computerized proficiency and advance with learning of innovation in country just as urban zones. On the off chance that a constant methodology is made in this task with dependability it will totally go before India to change over into the Digital India. Also, the improvement

accomplished will assist India with becoming a created nation instead of creating nation.

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## PERCEPTION AND EFFECT OF MAKE IN INDIA AMONG YOUNGSTERS IN MADURAI REGION

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### Abstract

*Make in India is an initiative launched by the government of India to encourage multinational as well as national companies to manufacture their products in India. It was launched by Prime Minister Narendra Modi on 25 September 2014. The government has announced several initiatives to incentivize and support the growth of 25 sectors. Some of these sectors are automobile, chemicals, information technology, textiles, ports, aviation, leather, tourism hospitality, railways, pharmaceuticals and wellness. It also focuses on Indian industry a global recognition. This article should analysis to find out the perception and effect of make in India scheme for youngsters.*

**Key Words:** *Make in India, Digital India, Young India.*

### Introduction

Make in India is an initiative launched by the government of India to encourage multinational as well as national companies to manufacture their products in India. It was launched by Prime Minister Narendra Modi on 25 September 2014. The government has announced several initiatives to incentivize and support the growth of 25 sectors. Some of these sectors are automobile, chemicals, information technology, textiles, ports, aviation, leather, tourism hospitality, railways, pharmaceuticals and wellness. The initiative also aims at high quality standards and minimizing the impact on the environment. The initiative hopes to attract capital and technological investment in India. India is known as one of the strong country at global who compete in International level in all

fields. India has optimum, strong and useful environment, optimum human as well as natural resources.

### Objective of the Study

- To study the make in India concept
- To find out the perception and effect of make in India scheme for youngsters
- To give suitable suggestion based on findings

### Analysis and Interpretation

#### Demographic Profile of the Respondents

Particulars		F	%
Gender	Male	32	64
	Female	18	36
Education	10 <sup>th</sup>	6	12
	12 <sup>th</sup>	14	28
	UG	12	24
	PG	18	36

Income	Rs.10000-15000	17	34
	Rs.15001-20000	13	26
	Above Rs.20000	20	40

It is evident that, majority of the respondents (64%) are male. Regarding the level of education, majority of the respondents (36%) have studied PG level. About the Income wise classification, most of the

respondents (40%) are having above Rs.20000 in their incomes.

**Knowledge of Make in India**

Particulars	F	%
Yes	37	74
No	13	26

Out of 50 respondents, 37 respondents (74%) are having knowledge about Make in India and 13 respondents (26%) are not having knowledge about Make in India.

**Perception about Make in India**

Particulars	Strongly agree	Agree	No opinion	Disagree	Strongly disagree	Total
Create Indian brand	12 (24%)	28(56%)	5(10%)	2(4%)	3(4%)	50(100%)
Society development	16(32%)	22(44%)	7(14%)	2(4%)	3(6%)	50(100%)
Global opportunity	10(20%)	20(40%)	5(10%)	7(14%)	8(16%)	50(100%)
Create job	15(30%)	25(50%)	5(10%)	3(6%)	2(4%)	50(100%)

**Weighted Arithmetic Mean of Perception about Make in India**

Particulars	Strongly agree	Agree	No opinion	Disagree	Strongly disagree	Total	Rank
Create Indian brand	60	112	15	4	3	194	III
Society development	80	88	21	4	3	196	II
Global opportunity	50	80	15	14	8	167	IV
Create job	75	100	15	6	2	198	I

Source : Computed data

Out of 50 respondents, First rank goes to Create job, Second rank goes to society

development, Third rank goes to create an Indian brand and last rank goes to global opportunity.

**Effect of Make in India**

Particulars	High	Medium	Low	Total
Major Industries secured	35(70%)	12(24%)	3(6%)	50(100%)
Agriculture sector secured	27(54%)	13(26%)	10(20%)	50(100%)
Indian economy will made strong	29(58%)	11(22%)	10(20%)	50(100%)
Foreign investment increase	25(50%)	13(26%)	12(24%)	50(100%)
Export trade increase	24(48%)	13(26%)	13(26%)	50(100%)
Banking transaction increase by digital	22(44%)	13(26%)	15(30%)	50(100%)

**Weighted Arithmetic Mean of Effect of Make in India**

Particulars	High	Medium	Low	Total	Rank
Major Industries secured	105	24	3	132	I
Agriculture sector secured	81	26	10	117	III
Indian economy will made strong	87	22	10	119	II
Foreign investment increase	75	26	12	113	IV
Export trade increase	72	26	13	111	V
Banking transaction increase by digital	66	26	15	105	VI

It is clearly indicates that, first rank goes to major industries are secured, second rank goes to Indian economy will made in strong, third rank goes to agriculture sector

secured, fourth rank goes to foreign investment increase, fifth rank goes to export trade increase and last rank goes to banking transaction increase by digital.

**Findings of the Study**

- It is evident that, majority of the respondents (64%) are male.
- Regarding the level of education, majority of the respondents (36%) have studied PG level.
- About the Income wise classification, most of the respondents (40%) are having above Rs.20000 in their incomes.
- Majority of the respondents (74%) are having knowledge about Make in India.
- First rank goes to Create job, Second rank goes to society development, Third rank goes to create an Indian brand and last rank goes to global opportunity.
- First rank goes to major industries are secured, second rank goes to Indian economy will made in strong, third rank goes to agriculture sector secured, fourth rank goes to foreign investment increase, fifth rank goes to export trade increase and last rank goes to banking transaction increase by digital.

**Suggestion of the Study**

- They should improve the growth and development of the country.
- They should develop the innovative methods of different sectors.
- They have an opportunity for improve the job creation.

**Conclusion**

The youngsters are accept and confident that globally with strong economy along with our Indian brand through Make in India. They are to create a strong opportunities for us and to develop the country. Central government is successfully introduced the Make in India was benefited for the youngsters.

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## CONSEQUENCE OF MAKE IN INDIA - IS THE LION MOVING BACKWARD

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### Abstract

*The Make in India initiative was launched by Prime Minister in September 2014 as part of a wider set of nation-building initiatives. Devised to transform India into a global design and manufacturing hub, Make in India was a timely response to a critical situation: by 2013, the much-hyped emerging markets bubble had burst, and India's growth rate had fallen to its lowest level in a decade. The promise of the BRICS Nations (Brazil, Russia, India, China and South Africa) had faded, and India was tagged as one of the so-called 'Fragile Five'. Global investors debated whether the world's largest democracy was a risk or an opportunity. India's 1.2 billion citizens questioned whether India was too big to succeed or too big to fail. India was on the brink of severe economic failure. This article will examine the drivers transforming the world of work, as well the role of social attitudes in driving the uptake of flexible working.*

**Key Words:** *Make in India, Impact of Make in India.*

### Introduction

Make in India, launched in 2014, was one of the flagship programs of the Indian Government. The program will celebrate its fourth anniversary this year. However, is the initiative falling shortly after four years? During its launch, Prime Minister quoted the initiative as the "lion step" towards promoting the manufacturing sector and generating millions of jobs. Is the lion really moving forward? Can we achieve 25% of the GDP by 2020 and create 100 million jobs through this program? Here is glance on the overall program-the successes and the disappointments

### Make in India

Narendra Modi, Prime Minister of India, with the view to revitalizing the country's

manufacturing sector announced his plan to launch Make in India in September 2014. The centerpiece of the program was the National Manufacturing Policy, the purpose of which is to make India a global manufacturing hub. The primary objective of the program is to:

- Make India a manufacturing hub
- Increase manufacturing's share in the country's GDP from 16% to 25% by 2022.
- Create 100 million jobs

### Hits of Make in India

- Make in India opened new doors for investment. Relaxation of Foreign Direct Investment (FDI) norms improved the investor perception, and the industry observed a surge in automotive and electronics manufacturing investments.
- The liberalization of FDI policy allowed

for over 50 percent of the investments in 25 sectors. The FDI inflow grew by 20 percent each in 2014-15 and 2015-16.

- However, in 2016-17, the country attracted the highest ever FDI inflow of 60 billion USD. In 2017-18, the nation saw the FDI equity inflow of worth \$33.75 in the first half of this fiscal, and the country is poised to see FDI inflows in 2017-18 surpassing even the record \$60 billion it received in the last financial year.
- According to the data published by Department of Industrial Policy & Promotion (DIPP) in December 2016, highlighted that the industrial activity rose by 29 percent. Much of this growth was concentrated in three states- Karnataka, Madhya Pradesh, and Maharashtra.
- India jumped up 30 notches in the top 100 rankings on the World Bank's ease of doing business' index.
- We see the Government's Skill India initiative working to bridge this gap in partnership with private players. Public-Private Partnership is the most effective tool to empower such movements

#### The Misses

- The country's Gross Domestic Product (GDP) growth rate has plunged from a high of 9.2 percent in the third quarter of 2016 to 5.7 percent in the third quarter of 2017. Economist attributes this mainly to the government's demonetization drive and poor implementation of the new Goods and Service Tax (GST).
- As per the economic survey (2015-16), the rate of unemployment has increased from 3.8 percent (2011-12) to 5 percent (2015-16). Additionally, in 2015 only 1.35 lakh jobs were added in eight labor-intensive sectors, compared to 9.3 lakh jobs that were added in 2011-12.
- From July 2014 to December 2016, in the eight major sectors i.e. manufacturing, trade, construction, education, health, IT, transportation, and accommodation and restaurants, only 6,41,000 jobs were created.
- In comparison, these same sectors added a total of 128 lakh jobs from July 2011 to DeIn comparison, these same sectors added a total of 128 lakh jobs from July 2011 to Dec 2013. The Economic Survey 2016-17 indicated a shift in the pattern of

employment from permanent jobs to casual and contract jobs. This temporary nature of work has adversely affected the wages, employment stability and social security of the workers.

- According to reports, the unemployment rate in the country rose from 3.39% in July 2017 to 6.23% in March 2018 and is projected to reach 6.75% in April 2018, according to the CMIE data.

Experts believe unavailability of skills is a major hindrance in creating employment. According to the National Institute of Public Finance and Policy, only about two percent of Indian workers have qualified for certificates documenting their mastery of professional skills compared with about 70 percent of workers in Europe and 80-90 percent in East Asian countries like Japan and South Korea. Hence, the real challenge is not employment but employability. As mentioned in the World Economic Outlook and the Economic Survey, a single-minded approach to increasing country's manufacturing base might not yield the results. Hence, there is a need to align Skill India and Make-in-India which can create a significant impact on the industry and the economy.

#### Conclusion

While the Modi government has taken successful action in some areas, notably in cutting red tape, India jumped 30 places in the World Bank's Ease of Doing Business rankings to break into the top 100 nations. However, according to reports and economists, manufacturing in India's economic output has tapered in the wake of demonetization and the confused launch of a goods and services tax (GST). While manufacturing has emerged as one of the fastest growing sectors in India but with services sector picking up in the early 2000s, manufacturing saw a slump in its contribution to overall GDP.

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## GLOBALISATION AND ITS IMPACT ON SMALL SCALE INDUSTRIES IN INDIA

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### Abstract

*The development of SSIs has been one of the major planks of India's economic development strategy since independence. Today, SSI sector occupies a place of strategic importance in the Indian economic structure due to its considerable contribution in terms of output, exports and employment. Globalization has led to an 'Unequal Competition' - a competition between 'giant MNC's and dwarf Indian enterprises'. The small scale sector is a vital constituent of overall industrial sector of the country. The small scale sector forms a dominant part of Indian industry and contributing to a significant proportion of production, exports and employment. Therefore, this paper reveals the positive and negative impact of globalization on Indian Small Scale Industries.*

**Key Words:** Globalisation, Small Scale Industries, Positive impactfor SSI.

### Introduction

Globalization may be defined as the process of integrating various economies of the world without creating any hindrances in the free flow of goods and services, technology, capital and even labour or human capital. Therefore, it signifies internationalization plus liberalization, through which the world has become a small global village.

There are many instruments by which globalization is being promoted and enhanced. But the most important instruments influencing this process are the multinational corporations and the new revolution of information technology. Multinational corporations are main instruments of globalization. They possess huge capitals and assets. As profit maximizers, they establish their factors in many developing countries where cheap workers and raw materials are

found. Because of their size and their contributions to national economies in terms of taxes and employments, they influence decision-making processes in those countries. Their activities usually leave serious effects on many host economies; they even sometime create civil unrests. This is because these companies control not only markets, but also peoples (Wooldridge and Micklethwait, 2000). New Information Technology, which is a product of the industrial revolution, is another instrument of globalization. Its aspects, in particular the Internet and multimedia, remarkably contribute to the spread of globalization due to their rapidity, easiness and availability. In spite of its huge benefits, the revolution is still possessed and controlled by some advanced nations, which might use it as a means of cultural influence and informational hegemony.

In this paper, official definitions of a small enterprise pursued from time to time by the Government of India under the Industries Development & Regulation (IDR) Act, 1951 are followed. Currently, a small enterprise is defined as one having original investment in plant & machinery, whether held on ownership terms or on lease/hire purchase basis, not exceeding Rs 10 million (Planning Commission, 2001).

#### **Small Industry in National Income, Exports And Employment (in %)**

Year	National Income	Exports	Employment
1980-81	9.2	24.5	31.0
1990-91	11.0	29.7	47.6
2000-01	7.8	30.9	66.4

Source: Government of India 1998 and 2002, RBI 2001 and EPW Research foundation 2002.

It is observed from the table that Small industries play an important role in National income, Exports and Employment. Through this paper, there is an attempt to explain clearly the impact (merits and demerits) of globalization on the Indian Small Scale Industries.

#### **Positive impacts**

Invasion of foreign investment and technology. The SSIs in India suffer from outdated technology and sub-optimal scale of operation. Many foreign companies have ed up with Indian SSIs and helped them to use better technology, managerial skill etc. Thus, a proper collaboration between the small and large companies can help small firms to develop technology base through Research & development activities, contribution from the technological institutes, universities etc.

#### **Opportunities to enter the world markets:**

Globalization has opened up the economy and integrated it with the world economy. The SSIs enjoy the benefits of selling their products and services to the world market rather than being confined into domestic market. The free economy ushers inaccessibility to bigger markets, greater linkages for SMEs with larger companies and marketing outfits, improved manufacturing techniques and processes.

#### **Expanding the areas of business**

SSIs have been able to identity many uncommon but highly promising business areas like outsourcing, medical transcription,

clinical research trials, sub-contracting, ancillarization and many new technologies like biotechnology, nanotechnology etc which are attractive for the new generation SSI entrepreneurs.

#### **Free flow of capital**

In a liberalized economy, banks would try to find out new avenues of giving credits to increase their profitability. Thus, supply of funds may be easier. Development in money market would initiate development in capital market

#### **Less procedural problem**

As the economy is mainly market driven; there is less Govt. intervention, red tapes, less control on import and export etc. The SSIs would be allowed to work in a free environment.

#### **Increased Customer Satisfaction**

As the domestic market gets competitive, small and medium firms try to satisfy the consumers in every possible way. They try to produce products as per the needs and preferences of the consumers *anti* satisfy the customers in best possible way.

#### **Opportunities for generation of employment**

Being labour-intensive in nature, the SSIs make significant contribution in employment generation and expanding industrial network in rural areas. This sector nurtures the traditional skills and knowledge based small and cottage industries. The workers inherit and transfer skills from generation to generation. The handicrafts and other products produced by this sector have good demand in market The SSIs have been a good source of employment generation.

#### **Regional disparity Removal**

People from remote areas have the tendency to migrate to urban areas in search of jobs. This creates excessive pressure on urban areas and initiates social and personal problems. This problem can be addressed by sethng up a network of micro, small and medium enterprises in economically backward areas. SSI sector can take care of local needs, improve economic condition of the area and most importantly, can bring a qualitative change in the economy of the country.

#### **High performance level of SSIs**

Before globalization, the SSI sector was a highly protected sector. Suddenly, after Globalization they discover that many of such protective measures were withdrawn and they

have to fight for their existence. This competitiveness in domestic and global market may bring out superior performance.

#### **Contribution on quantity of export**

The products produced by SSI sector (like sports goods, readymade garments, and woolen Garments and knitwear, plastic products, processed food and leather products, handicrafts etc) have an excellent foreign market. As per the results of fourth SSI census (2006-07), this sector has registered an export earning of Rs. 202017 crores in 2007-08.

#### **Good industrial relations**

The SSIs are less prone to industrial disputes. However, the truth behind the scene is the workers the small sectors are mostly from unorganized sector and cannot raise their voice collectively. Thus, apparently, they share harmonious relation with the firm owners.

#### **Negative impacts**

Though there are many benefits derived from the process of Globalisation, it has resulted in some serious constraints on the growth of SSIs in India High level competition. The SSIs face ruthless competition from the large domestic firms and multinationals armed with improved technology, managerial ability, skilled workers, marketing skills, better product quality, and wide range of products. The small firms find it difficult to maintain their existence as the cases of merger and acquisition are continuously increasing.

#### **Problems related to finance**

Financing has always been a major problem for the small and medium industries in India. The SSIs mostly depend on internal sources of finance (personal savings, loan from relatives, and loan from local money lenders) than that of institutional financing by banks and other financing institutions.

#### **Poor Technology Base**

There exists considerable heterogeneity among the SSIs in India. A small percentage of firms operate with sophisticated technology base whereas majority of firms use outdated technology. They suffer from low productivity and poor product quality. Due to their small size, they cannot enjoy large-scale production economies.

#### **Delayed payments**

The small firms find it difficult to recover their dues from the large firms and even from Government Departments due to

complex payment procedure and corruption. Due to lack of funds, they cannot employ credit collection machineries (like factoring services). The large firms force them to offer long credit period and even pay advance to ensure timely supply of materials

#### **Inadequate infrastructure facility**

Infrastructural lacking includes inadequate power supply, transportation, water supply etc. Small firms cannot bear the cost of setting up independent power supply unit. They have to depend on irregular power supply from the electricity boards. Inadequate transportation system increases cost of production. The SSIs producing beverages, tobacco products, medicines etc face the problem of inadequate water supply. As per the study conducted by Keshab Das and Sebastian Morris (2001), out of 1063 surveyed firms, 716 firms (more than sixty-seven percent) confessed that they have serious infrastructural problems.

#### **Shortage of Skilled workers**

Though India has no shortage of human resource, most of them are unskilled workers. Large firms pay higher remuneration and employ skilled workers. The SSIs have to operate with unskilled or semi-skilled workers. Thus, the SSIs suffer from low managerial capabilities.

#### **Problems of Marketing and Distribution**

Marketing is probably the most neglected and less explored problem for Micro and Small firms. Most of them do not have any well formulated marketing strategy, market research programmes, innovative advertisement techniques etc. Most of the SSIs do not have adequate monetary support to develop marketing section and many are not aware of modern low-cost marketing techniques (blogging, sending mails, developing web site for the company).

#### **Gradually withdrawal of Reservation Policy**

Reservation Policy, introduced in 1967 emphasized that some products 'Mould be earmarked for exclusive production by the small enterprises and Non-SSI units can undertake manufacture of reserved items only if they undertake 50 percent export obligations. Withdrawal of reservation policy allowed MNCs and large domestic firms to produce reserved items without any restrictions and increased the degree of competition for the small firms.

#### **Outflow of wealth**

Globalization process seems to favour the developed countries and the multinationals more than that of developing countries and the SSIs. The MNCs use domestic wealth, infrastructure, and local unskilled workers at a lower cost and repatriate huge profits to their own countries.

#### **Negligence of social welfare**

The MNCs are more willing to produce consumer goods to maximize their profit. The qualitative services like health, education etc which require huge investment but generate less and time taking return on investment, would be neglected.

#### **Conclusion**

Small industry in India finds itself in an intensely competitive environment since 1991, Thanks to globalization, domestic economic liberalization and dilution of sector specific protective measures. As a result, its growth in terms of units, employment, output and exports has come down. This has resulted in less impressive growth in its contribution to national income and exports though not in terms of employment in the 90s. Lack of reliable and stable economic infrastructure, reduced growth of credit inflow and technological obsolescence, which together would have led to inferior quality and low productivity are the major banes of small industry in India.

But at the same time, international and national policy changes have thrown open new opportunities and markets to Indian small industry. Technological upgradation and in house technological innovations and promotion of inter-firm linkages need to be encouraged consciously and consistently. Financial infrastructure need to be broadened and adequate inflow of credit to the sector be ensured taking into consideration the growing investment demand including the requirements of technological transformation. Small industry should be allowed to come up only in

designated industrial areas for better monitoring and periodic surveys through DICs should enable policy corrections from time to time. A technologically vibrant; internationally competitive small industry should be encouraged to emerge, to make a sustainable contribution to national income, employment and exports.

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## MAKE IN INDIA: A GATEWAY FOR INDIA AS ECONOMIC SUPER POWER - A PRIMER

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### Abstract

*Make in India is a revolutionary and visionary initiative to boost the growth of manufacturing industry. Growth of any country is gauged by the booming economy budding in the country. India is one of the world's fastest rising economies, the tenth largest in the world by notable GDP and the third largest by purchasing power parity (PPP). Make in India is a chief innovative national programme of the Government of India designed to assist investment, cultivate innovation, enhance skill development, guard intellectual property and build best in class manufacturing infrastructure in the country. The primary objective of this initiative is to attract investments from across the globe and fortify India's manufacturing sector. The Make in India programme is vital for the economic growth of India as it intends at make use of the existing Indian talent base, creating supplementary employment opportunities and empower secondary and tertiary sector. This paper reviews the vision mission and possibilities of this revolutionary initiative.*

**Key Words:** Economic Growth, development, Vision, Pros and Cons.

### Introduction

Prime Minister Narendra Modi launched the Make in India initiative on September 25, 2014, with the primary goal of making India a global manufacturing hub, by encouraging both multinational as well as domestic companies to manufacture their products within the country. Led by the Department of Industrial Policy and Promotion, the initiative aims to raise the contribution of the manufacturing sector to 25% of the Gross Domestic Product (GDP) by the year 2025 from its current 16%. Make in India has introduced multiple new initiatives, promoting foreign direct investment, implementing intellectual property rights and

developing the manufacturing sector. It targets 25 sectors of the economy which range from automobile to Information Technology (IT) & Business Process Management (BPM), the details of each can be viewed on the official site ([www.makeinindia.com](http://www.makeinindia.com)). It also seeks to facilitate job creation, foster innovation, enhance skill development and protect intellectual property. The logo of 'Make in India' – a lion made of gear wheels – itself reflects the integral role of manufacturing in government's vision and national development.

It is being led by the Department of Industrial Policy and Promotion (DIPP), Ministry of Commerce and Industry,



Government of India. The programme also aims at improving India's rank on the Ease of Doing Business index by eliminating the unnecessary laws and regulations, making bureaucratic processes easier, making the government more transparent, responsive and accountable. India needs to identify the steps being taken to give more financial powers to states, increased investment on infrastructure, emphasis on manufacturing which enables to open the door for investment. This Make in India campaign guides the foreign investors, prompt response, assistance to foreign investors and provide relevant information and proactive approach.

#### Initiation of Make in India

The visionary scheme is well supported by Ministry of Commerce, Government of India, various small scale and medium industry consortiums, Subsets of RBI Make in India will bring a drastic change in the fields like automobiles, aviation, biotechnology, defense, media, thermal power, oil, gas and manufacturing sectors.

1. **New Processes:** The government is introducing several reforms to create possibilities for getting Foreign Direct Investment (FDI) and foster business partnerships. Some initiatives have already been undertaken to alleviate the business environment from outdated policies and regulations. This reform is also aligned with parameters of World Bank's 'Ease of Doing Business' index to improve India's ranking on it.
2. **New Infrastructure:** Infrastructure is integral to the growth of any industry. The government intends to develop industrial corridors and build smart cities with state-of-the-art technology and high-speed communication. Innovation and research activities are supported by a fast-paced registration system and improved infrastructure for Intellectual Property Rights (IPR) registrations. Along with the development of infrastructure, the training for the skilled workforce for the sectors is also being addressed.
3. **New Sectors:** 'Make in India' has identified 25 sectors to promote with the detailed information being shared through an interactive web-portal.<sup>1</sup> The Government has allowed 100% FDI in Railway<sup>2</sup> and removed restrictions in Construction.<sup>3</sup> It has also recently

increased the cap of FDI to 100% in Defense and Pharmaceutical.<sup>4</sup>

4. **New Mindset:** Government in India has always been seen as a regulator and not a facilitator. This initiative intends to change this by bringing a paradigm shift in the way Government interacts with various industries. It will focus on acting as a partner in the economic development of the country alongside the corporate sector.

Since the launch of Make in India in September 2014, FDI inflows of USD 77 billion including a equity inflows of USD 56 billion has been received for the period October 2014 to March 2016. This represents about a 44% increase in FDI Equity inflows over the same corresponding period. 'Zero defect zero effect' is a key phrase which has come to be associated with the Make in India campaign. In the words of Prime Minister Narendra Modi, "Let's think about making our product which has 'zero defect'... and 'zero effect' so that the manufacturing does not have an adverse effect on our environment".<sup>5</sup> Thus, sustainable development in the country is being made possible by imposing high-quality manufacturing standards while minimising environmental and ecological impact. Within the short span of time, there are many instances of the initiative's success. In December 2015, Micromax announced that it would put up three new manufacturing units in Rajasthan, Telangana and Andhra Pradesh. Japan announced it would set up a USD 12 billion fund for Make in India-related projects, called the "Japan-India Make-in-India Special Finance Facility" after the Japanese Prime Minister Shinzo Abe's visit to the country. Huawei opened a new Research and Development (R&D) campus in Bengaluru and is in the process of setting up a telecom hardware manufacturing plant in Chennai. France-based LH Aviation signed a Memorandum of Understanding (MoU) with OIS Advanced Technologies to set up a manufacturing facility in India for producing drones. Foxconn announced it would invest USD 5 billion over five years for R&D and creating a hi-tech semiconductor manufacturing facility in Maharashtra. Samsung said it would manufacture the Samsung Z1 in its plant in Noida while General Motors declared that it would invest USD 1 billion to begin producing automobiles in the capital state.<sup>6</sup> And this is only the tip of

the iceberg as there are many more proposals in the pipeline. “Come make in India. Sell anywhere, make in India.” Prime Minister NarendraModi said while introducing his vision to the public. And it seems that the world is more than ready to embrace this vision, which is already set on a path to become a reality.

**Pros and Cons of Make in India Campaign**

Automobiles	Automobile Components	Aviation
Biotechnology	Chemicals	Construction
Defense Manufacturing	Electronic Systems	Electrical Machinery
Food Processing	IT and BPM	Railways
Media and Entertainment	Mining	Leather
Oil and Gas	Ports and Shipping	Wellness
Pharmaceuticals	Roads and highways	Space and Astronomy
Renewable Energy	Textiles and Garments	Tourism and Hospitality

Creates a policy framework to ease foreign investment, ease of business and management of intellectualproperty. This helps industries to establish their manufacturing bases in India. In turn, this helps create employment in India. Industries tend to develop a support ecosystem around them, thus empowering small businesses. Exports from such industries help in contributing to our foreign exchange reserve. Most importantly, such an initiative helps bring critical knowledge about manufacturing and production into the Indian population. This initiative, by Prime-minister Mr.NarendraModi is literally inviting the rich and semi-rich countries to step in India and invest their money for the future of India. It’s like inviting the countries to set up their companies in India and manufacture in the territory of our country. Now, this initiative has a great impact on the economy of our country.

Obviously, if the big companies will setup their branches here, it will directly affect the GDP of India. The supreme objectives of Make inIndia are as follow: The main focus of Make in India Campaign is mainly on 25 sectors. Almost every sector is capital-intensive and demands a lot of skill. So, with the more and more investment in these sectors, the main focus will be on

increasing employment and the use of advanced technology.

**Pros of Make in India Campaign:**

- As Prime Minister NarendraModi emphasized on the development of labour intensive manufacturing sector. So, this campaign will generate a lot of employment opportunities in Manufacturing, number expected to be around 100 million jobs by 2022.
- This campaign will help in achieving objectives of National Manufacturing policy i.e to increase the share of manufacturing sector in GDP from current 15- 16% to 25% till 2022.
- Employment will increase people’s purchasing power which ultimately helps in poverty eradication and expansion of consumer base for companies.
- The model of “look east and link west” policy will strength the industrial linkages as well as bilateral ties with many countries.
- Export- oriented growth model will improve India’s Balance of Payment and help in accumulating foreign exchange reserves (which is very important given the volatility in the global economy with multiple rounds of Quantitative Easing announced by major economies).
- Government has decided to formulate an auto response mechanism and issues pertaining to procedural clearings will be resolved at different levels in a given time frame, which is a positive step in making industrial friendly environment.
- Foreign investment will bring technical expertise and creative skills along with foreign capital. The concomitant credit rating upgrade will further woo investors.
- FIIs play a dominant role (relative to FDI) in the Indian markets. However, FIIs are highly volatile in nature and a sudden exodus of hot money from India can effect a nosedive in the bellwether indices. Make in India will give an unprecedented boost to FDI flows, bringing India back to the global investment radar.

**Cons of Make in India Campaign:**

The negative impact and the probabilities

of failure of this campaign cannot be ignored. There are some constraints and limitations to this campaign as well. The main thing is that the focus is on the manufacturing sector, and the population of India is majorly middle-class or lower middle-class. So, the products manufactured by the foreign companies will be entirely for the upper section of the society. Hence, it is possible that the goals and aspirations of Make in India may not find much success. Make in India initiative is an honest attempt to revive the fortunes of Industry / Manufacturing sector. The notable factors must be viewed with the following,

- From a theoretical perspective, Make in India will tend to violate the theory of comparative advantage. If it is not economically feasible to manufacture a commodity in India, it is best to import the same from a country which enjoys comparative advantage in its production.
- Make in India will lead to an unsustainable focus on export promotion measures. One such measure is artificially undervaluing the rupee. This will have devastating consequences for the import bill.
- A relative neglect of the world economic scenario may not augur well for Make in India. With the US and Japan economies yet to recover from their economic crises and with the EU floundering, one needs to be wary about the demand side of Make in India. The clairvoyance of the incumbent RBI governor to Make for India should be put to good use.
- India has a myriad of infrastructural bottlenecks and to overcome these it needs to invest \$ 1 trillion during 12<sup>th</sup> year plan. Generating such a huge capital will be a daunting task.
- Another contentious issue is of environmental clearance, which has been surfaced in many projects especially related to mining sector.
- Uncertainty in tax regime (highlighted by Vodafone case ) and delay in implementation of GST is also a matter of concern for industries.
- Manufacturing sector demands highly skilled labour whereas India lacks highly skilled labour force.

- Complex processes have proved to be hurdles in getting procedural and regulatory clearness especially for new entrepreneurs. This also reflects in World Bank's "Ease of Doing Business" report which ranked India at 134 out of 189 countries in 2013. However, the step taken by NDA Government under the leadership of Prime Minister Narendra Modi has helped India to improve this rank by few notches to current 130.

### Conclusion

This paper covers overview of the Make in India campaign, sectors covered, Initiatives taken by companies, growth cycles, challenges, opportunities and foreign investment in Indian manufacturing. It can be wrapped up that, in spite of the fact that "Make in India" though arrived at a right time, its implementation remains a big challenge. The proposal of making in India will boost manufacturing the electronic manufacturing market in the country. This in turn will focus on electronic manufacturing and plans to set up electronic clusters across various towns and cities. The large investment in manufacturing will bring in more capacity creation in the country. The tax reliefs given to start ups and MSME's will boost sustainable employment and the quality of startups in the design led manufacturing sector. Make in India mission is a long term scheme which will realize the dream of transforming India into manufacturing hub and thereby helping India reach a economic super power.

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## ROLE OF DIGITAL MARKETING IN INDIA

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### Abstract

*Digital marketing is rising in India with fast pace. Many Indian companies are using digital marketing for competitive advantage. Success of marketing campaign cannot be solely achieved by digital marketing only. Rather for success of any marketing campaign it should fully harness the capabilities of various marketing techniques available within both the traditional and modern marketing. Start ups who use digital marketing many times get failed. This study shows precautions to be taken for effective implementation of digital marketing to reap tremendous potential to increase in sales.*

**Key Words:** Digital marketing, social network, ecommerce online retail, startup and commandments.

### Introduction

Digital Marketing is any form of marketing products or services, which involves electronic devices. It can be both online and offline. According to Institute of Direct Marketing "the use of internet and related digital information and communication technologies to achieve marketing objectives."

According to CAM Foundation "Digital marketing is a broad discipline, bringing together all forms of marketing that operates through electronic devices-online, on-mobile, on-screen. Over the years, digital marketing has developed enormously, and it continues to do so"

Search Engine marketing or Pay per Click Advertising, Social Media Marketing, Content Marketing, Mobile Marketing, Web Analytics, Marketing Automation, Content Writing & Rate Optimization are the popular and most-demanded areas in digital marketing.

It is the creative use of management information system(MIS) and technology which supports customers interaction with e-

marketers. Marketers need to use technology and information and intuition to set brands and grab opportunities. E-Commerce has unleashed the revolution which is changing the way of doing business. In 1997 U.S. gov. allowed use of internet by commercial organisation. This gave impetus to new way of conducting trade and commerce.

In 2015 e-commerce activities get boost up with rapid expansion, multiplicity of campaign, deals based user acquisition and more. This shift in e-commerce become more noticeable with higher focus on consumer knowledge and retention, improvement in experience, and depth of assortment across an ever wider range of categories. E-commerce players are focusing on retention on existing customers and acquisition of new users. To enhance loyalty of customers towards e-commerce as a category they are differentiating in leveraging data and assortment trends to finally move towards one to one marketing principle. Customers are rewarded for their loyalty with better



experience across delivery, pricing, exclusive offer and return policies. Early e-commerce trialists and adopters have clearly understood and experienced the immense benefit of e-commerce. Therefore companies are scaling down mass media advertising description of e-commerce targeted early trialists and adopters. Main digital platform such as Google, Facebook, Twitter, YouTube etc. are rolling out more advertiser friendly products that are allowing smaller as well large players to market with high efficiency to early adopters. This is resulting in increase in digital marketing spending. Due to innovation of digital media coupled e-commerce players system is moving from application download and visit metrics to user metrics instead.

Investment made so far to generate early adopters of e-commerce are rotating into targeting late adopters through regional and vernacular offline media. Advertisers have finally accepted that there will be end of long form of advertisement and branded content will rise. Digital video- advertising even started issuing advisories asking consumers to keep edit length short. Brand are experimenting, to large extent, with expressing themselves through digital and youth content. This has driven wider choices of content, sharper entertainment propositions, and increase in the smart phone viewership dividend. Sustained advertiser investment depends on how fast the emerging digital content industry adopts scientific measurement tool. Innovations in the core products are generating big impact on user acquisition and retention due to digital store and service experience. The players who are delivering gaining more consumer friendly products and service improvement are gaining more.

### **Digital Marketing in India**

Digital landscape is changing in India. India has all the potential to be a world leader in digital communication. More and more people by every passing year are joining the internet both from urban and rural fronts. Increased possession of digital devices, falling prices of digital devices and data plans, increased connectivity, improved internet compatibility of various digital devices, felt need for internet and increased awareness, are leading the digital revolution in India which have not only put the digital industry in the fastest growing business league, but are also impacting the consumer behaviour.

Indian internet user base reached 40 crores (400 million) in the year December, 2015 (Sharma, 2015). India now stands at number two just after China in terms of number of internet users. The rate at which new internet users are adding to the existing pool was also the fastest for India. There were 15.6 crores (156 million) internet users in the year 2012 which reached to 30 crores (300 million) in the year 2014. Another 10 crores (100 million) users were added in just one year and number reached to 40 crores in the year 2015 as per Department of Electronics and Information Technology India (DeitY India, 2015). The number is further expected to cross 50 crores (500 million) mark by the end of year 2016 (PTI, 2015). Fig. 1.2 is depicting the no. of internet users in India since the year 1998 till 2015. The sharp growth can be attributed to decreased prices of internet enabled smart phones. People from rural India are contributing the most towards the increased internet user base; whereby they are accessing internet through their smartphones (DeitY India, 2015).

### **Purpose of the Study**

It was observed from the past studies and recent reports that digital marketing is digital devices and data plans are increasing and customers are making use of digital marketing communication in buying decision making. Digital statistics of India, including the number of internet users, mobile devices ownership and subscription, mobile internet users and social networking sites subscription are also experiencing a steep increase. Marketers are increasing their marketing budget on digital platforms to promote their goods and services. So, taking a review of the state of affairs and past researches, it was thought appropriate to assess the impact of digital marketing communication in Indian passenger product market on the consumer buying decision process. Myriad digital channels are available in the market offering instant, cost effective and relevant information to the customers throughout their buying decision making journey. The purpose of the study was to know the impact of digital marketing communication on the entire product buying decision process. The study also aimed to identify the channels through which customers got access to digital information across various stages of product buying decision process. The study intended to



understand the most preferred digital channels of communication and demographic profiles of the customers using digital marketing communication in their buying decision process. The study also proposed to reveal the attitude, general difficulties faced by customers, influence of other important people and factors related to oneself, technology and resources towards usage of digital marketing communication while buying a product.

### **Statement of the Problem**

It has been shown that the most common reasons for which customers switch over to the competitors is the insufficient communication with the customers (Merisavo et al. 2007). Modern digital technologies enable active and affordable interaction with the customers which enables the customers to produce valuable content both for himself and the company (Immonen and Joensuu, 2009). Marketers also find digital marketing communication substantially less costly than its traditional counterpart as well as interactive, measurable and individual in nature. The present study deals with Indian passenger product market, the fifth largest in the world which is expected to be third largest in the world by the year 2016 in terms of vehicle sales (Information Handling Services Automotive, 2013). There is a huge demand for the said product in Indian market and vast potential exists for strong penetration level with the backing of factors like size of the population in India, increasing purchasing power of people and exporting opportunities abroad (Booz and Company, 2011). Indian automobile sector has emerged as the one of the top digital media spender in past few years. An empirical academic study which focuses on digital marketing communication and its impact on consumer buying decision process would reveal the meaningful insights for the marketers like the preferred digital channels used by customers, the impact of digital marketing communication on various stages of consumer buying decision making process and potential deterrent and motivators of digital consumer behaviour. The study would also reveal the key demographical traits and their association with particular digital channel of communication that would further help marketers understanding the buying decision process of their prospects when buying is planned and facilitated by technology usage.

### **Review of Literature**

Lee, Dolen, and Kolik (2013) did an exploratory research based on survey of secondary data captured from blogs, with the background of controversy on obesity issues and the role of social media in responsible food business. The study pertains to tracking press-releases of specific companies, as put up in their web-sites and analysing the online blog posts immediately following those press releases, as retrieved via Google Blog Search. The study was conducted considering the content and the level of fit between the CSR initiatives and the organisation.

Kaur, Sharma, Kaur and Sharma (2015) in a research focussed on the objectives of exploring the perception regarding Social Media and Employer Attractiveness among employees of Indian SME firms in Indian IT industry. They went on to analyse the impact of Social Media on Employer Branding in order to propose strategies for using the Social Media for the same.

### **Scope of the Study**

In digital marketing facilities are far-off. So the village people formed digital marketing to fulfil their improvement on technology needs. The researcher has attempted to study the role of digital marketing in India.

### **Objectivities**

- To study the functioning of digital marketing.
- To study the role of digital market in India.
- To analyse the buying motive towards the functioning of the digital marketing in India.
- To Review the role of digital marketing in India.
- To present finding conclusion and offer suggestions based on the findings of the study.

### **Methodology and data collection**

This study consists of both the primary and secondary data.

#### **Primary Data**

Primary data will be collected through a well structured interview schedule after a project as through pilot study. Based on the experience in the pilot study and discussion with the guide the interview schedule will be thoroughly revised to suit to collect the primary data from the respondents.

#### **Secondary Data**

Besides online sources the secondary data will be collected through journals, books, magazines and past studies related to this study.

### Sampling Design

To collect primary data, 30 respondents will be selected based on Proportionate random sampling method from the selected Digital Marketing in India.

### Tools for Analysis

The following tools were used to analyse the collecting data. Thus the sample frame is as given in Table.

### Overall Experience wise

**Table Overall Experience**

Code	Category	Frequency	Percent
1	You Tube	82	17.5
2	Twitter	35	7.4
3	Facebook	153	32.6
4	LinkedIn	32	6.8
5	Whats App	154	32.8
6	Others	14	2.9
Total		470	100.0

Source : Primary Data

### Findings of the Study

- The study aimed to describe the demographic profile of consumers using digital channels of communication, the most preferred digital channels of communication, marketing communication on consumer buying decision making process
- Most of the respondent join digital marketing because of technology improvement in India.
- Majority of the respondent size of Ideal digital marketing 12 to 15 members.

### Suggestions

- The study concluded that digital marketing communication affects the product buying decision process.
- It was found in the study that respondents used many digital platforms and digital channels to get information in each and every stage of product buying decision process.
- Respondents leveraged the potential digital media to gain information about various product brands and dealers, evaluating the product brands, making the selection 180 and purchase decision and expressing their post-purchase feelings.

### Conclusion

Digital marketing communication has number of characteristics that make it the preferred communication alternative of modern era. The impact of digital marketing communication has been significant in categories like electronics, fashion, online music and games and many others. India, with the increasing number of internet users, rural population joining the digital revolution, decreasing data prices, internet enabled cheap priced devices and overall enthusiasm around digital platforms, technology and devices; has put itself one of the leading countries on global platform in terms of digital statistics. Indian passenger product market has been one of the largest digital spenders for last decade and consumers are resorting to digital platforms for completing important activities before buying a product. It is concluded from the study that digital marketing communication is affecting the consumer buying decision process while buying a product. According to the study, website emerged as the most used digital channel of communication while buying a product followed by social networking sites, smart phones communication has eased the evaluation process by facilitating easy comparison which also helped respondents making an informed decision. Respondents also altered their selection in terms of dealers, brands and models after researching online about the vehicle. Respondents paid greater attention to other rather the while making a product buying decision. Respondents also appreciated the use of digital communication while buying a product.

Respondents however, were hesitant in making online payment for booking of the product. The study also detailed the reasons for use of various digital channels in product buying decision process. The study revealed the important customer segments that are most likely to use digital channels of communication while buying a product. Respondents had positive attitude towards digital marketing characteristics due to inherent features of the latter. Respondents expressed their trust for digital marketing make use of digital communication due to its technical nature and lack of knowledge about digital technologies. Theory of Planned Behaviour (Decomposed) model was used to predict the intentions to use digital marketing communication while buying a product. The model was successful in explaining the usage

intentions and explained 63% variation in the intentions to use digital marketing communication while buying a product. Perceived usefulness, perceived ease of use and compatibility affected the attitude while buying a product. Compatibility identified in the study that friends, family and online friends affected the subjective norms and eventually the usage intentions. Self-efficacy, which dealt with being comfortable with the technology and ability of an individual to use digital technologies witho, affected the perceived behavioural control which ultimately affected the usage intentions. Usage intentions were also found affecting the actual usage of digital marketing communication while buying a product.

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## GROWTH OF E-BANKING: CHALLENGES AND OPPORTUNITIES IN INDIA

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### Abstract

*E-Banking plays an important role in the current banking functions in India. E-Banking system is very safe and secured, compared to traditional banking system. E-Banking ensures quality banking operations compared to traditional banking. E-Banking is a service which is available to anyone and everyone who is a bank account holder. It provides customers to easily access the website using their user name and password, and carry on with the transaction even if the bank is closed. The objective of the paper is to examine the growth of E-Banking, E-Banking challenges and opportunities in India. The paper also highlights the E-Banking products, services and challenges faced by Indian banks adopting the new technology.*

**Key Words:** Growth of E-Banking, Benefits, Challenges, Opportunities.

### Introduction

E-Banking is also called internet banking, online banking and modern banking. Banking in India has been through a long journey. Customers expect new and effective techniques and services. E-Banking provides enormous benefits to customers like, online accessibility of bank account, online fund transfer facility, online bill paying facility etc. Now all banks have started with the concept of multi channels, like ATMs, credit and debit cards, mobile banking and internet banking, etc. The main challenges that E-Banking faces are the security difference, lack of knowledge of end user about internet banking, sometimes failure of bank transaction, user interface, etc.

### Review of Literature

Trivedi & Patel (2013) analysed the problems faced by customers while using e-banking facilities in India. It observed that most of the customers know about the e-

banking services offered by their bank. The study found that there is a significant difference amongst different problems identified while using e-banking services. It also found that some problems affect more and some problems affect less in use of banking services. It concluded that all the reasons are not equally responsible for not using e-banking services.

Haq & Khan (2013) analysed the challenges and opportunities in the Indian Banking sector. The study showed that only 28 per cent banking clients were using internet banking after evaluating the population characteristics. It found that there was no significant relationship between age and use of cyber banking. It also depicted that there is no relation between gender and the adoption of internet banking. It observed that qualification in terms of education and income of the respondents were playing the role in the

acceptance of online banking. The study suggested that it is the need of time that financial literacy of the users should be increased through various programs which should be run by banks to increase the awareness of internet banking.

VijayakumarRajarathinam and charndra Kumar Mangalam(2013), has indicate that users were influenced by factors such as quick direct access, ease of use, anytime anywhere banking, status symbol, safety and security. The influence of the factors varied from the type of users. Consumers have different levels of competency in internet banking usage. The higher the consumers felt about their competency in handling internet banking, higher was their frequency in usage of internet banking. Moderate and novice of internet banking users had relatively lesser levels of usage satisfaction.

**Objectives**

- To identify the various e- banking services and products adopted by India

- To study the challenges faced in E-Banking
- To study the opportunities available in E-Banking
- To find the benefits of E- Banking

**Methodology**

This study is descriptive in nature. Secondary data collection techniques was implemented. The data used in this study has been collected from different websites, articles, and journals.

**E-Banking**

ICICI was the first bank to initiate the internet banking revolution in India as early as 1997 under the brand name ‘Infinity’. ICICI bank kicked off online banking way back in 1996. But even for the internet as a whole, 1996 to 1998 marked the adoption phase, while usage increased only in 1999 due to lower ISP online charges, increased PC penetration and a tech – friendly atmosphere. The provision of banking services through electronical channels and the customer can access the data without any time and geographical limitation.

**Traditional Banking Vs E-Banking**

Difference	Traditional banking	E- banking
Physical presence	Banking institutions exist physically for offering services to the customers.	E- Banking do not have physical presence as service are provide online.
Customer service	In traditional bank, the employees and clerical staff of the bank can attend only few customers at a time.	In e- banking, the customers to not have to stand in queues to carry out certain bank transaction.
Cost	Physical presence implies a lot of operating and fixed cost.	Such cost are eliminated as a bank do not have physical presence.
Time	It consumes a lot of time as customers have to visit banks personally.	It does not consume time as customers do not have to visit banks personally.
24*7 facility	People have visit banks only during the working time.	E- Banking is available at any time, any place and it provides 24 hours access.
Security threats	Traditional bank does not encounter E-security threats.	Security is one of the problem faced by customers in accessing account through internet.
Expensive	Customers have to spent money for visiting banks	It is relatively cost effective as customers do not have to spent money for visiting banks.

**Challenges of E-Banking**

India is the IT and Tech services outsourcing hotspot of the world it is surprising that Internet banking has not really taken off. Despite the advent of a very tech-savvy and vast consumer class in recent years, a mix of industry issues and unique challenges continue to thwart the expansion of net banking in India. Technology challenges, IT practices, certain cultural issues, industry

lethargy, and workplace constraints have affected widespread acceptance of Internet Banking. As the major objective of our study is to focus on the challenges that e-banking is facing in India at present, we shall now look into the major disadvantage of e-banking in India.

**Low Broadband Internet Penetration**

India has one of the lowest broadband connectivity penetration rates in Asia as



compared to Japan, Taiwan, Korea and Singapore. While the bigger cities such as Mumbai, Delhi, Chennai and Bangalore have relatively better broadband penetration rates, PC users in smaller cities and towns still use dial-up options to connect to the Internet. Slow connectivity speeds often dampen the online banking experience for many customers eager to use such services.

#### **Banks Ambivalent Commitment Levels**

Internet banking did take off in India at the turn of the millennium but soon faltered due to lack of takers. In the middle of this decade, multinational and domestic private banks started offering net banking services as a competitive differentiator. Only recently state-owned and public sector banks have started doing likewise. However, banks' ambivalent commitment levels and their reluctance to allocate huge budgets for net banking branding initiatives, as well as a lack of industry advocacy efforts, have resulted in poor acceptance levels of Internet banking by customers.

#### **Customers' Preference for Traditional Branches**

There are thousands of highly active traditional bank branches in India's crowded cities and major towns. Office workers take longer lunch breaks to finish banking activities and transactions at these branches rather than conduct them online. Most customers prefer the personal touch and customized service offered by staff in brick-and-mortar bank branches. Many Indians are also averse to calling call centres and banks' customer contact lines to address issues related to online bank accounts.

#### **Fear of Online Threats/Scams**

Ubiquitous and prevalent online threats about hackers, identity theft, stolen passwords, viruses, worms and spy ware tend to make customers wary just like in any other country. Conservative India bank customers used to years of saving in an erstwhile mixed-socialist economy are always fearful of losing hard-earned savings in online scans. These customers are also not sure about the efficacy of banks' websites and their commitment to allocate funds for reliable encryption mechanisms and robust back-end technologies and systems.

#### **Impersonal**

Transacting on the internet can be very impersonal. In other words, you only do

business with the use of computer. No individual to receive and check your money or correct some wrong information that you might have written on a certain form. And so for people comfortable dealing with real people who provide personalized services and using paper and money, internet banking is not ideal.

#### **Difficult for first timers**

For a first time user, navigating through a website of an internet bank may be hard and may take some time. Opening an account could also take time as some sites ask for numerous personal details including a photo identification which can inconvenience the potential customer. Because of this complexity, they may be discouraged to use this internet banking service. Tutorials and live customer support may be provided, though, to help the client in his or her needed tasks so it's best to take the time to know the virtual environment.

#### **Security fraud**

Many peoples shy away from internet banking because of the security threat. They can't help but worry about this aspect what with news on fraudulent bank transaction that pop up every now and then. However, this should not be a problem as banks that provide internet banking services prioritize security above anything else. Since they value their customers, they always use the most advanced security technology in protecting their websites.

#### **Regulations and legalities**

Internet bank make it possible for banks and their customers to do business from anywhere in the world. This greatly increases the banks potential client base. Nevertheless, according to Schechter of all business, the global approach to banking that internet banking permit makes it extremely difficult for regulatory authorities to enforce finance law.

#### **Reputations**

Schechter asserts that problems such as governance and security have the potential to make a bank look bad to clients. Additionally, the more a banks relies on internet banking, the more the bank may gain an impersonal feel. Both of these problems may discourage clients from choosing a bank that relies on internet banking, regardless of how convenient internet banking may be.

#### **Opportunities of E-Banking**

Despite of various challenges that are prevailing in context with e- banking in India, the following opportunities are motivating the marketers for implementing e- banking

**Multi-channel**

Banks can offer so many channels to access their banking and other services such as ATM, mobile banking, video banking etc., to increase the banking business.

**Internet banking**

It is clear that online finance will pick up there will be increasing convergence in terms of product offering bank services, share trading, insurance, loan, based on the data warehousing and datamining technologies. Anytime anywhere banking will become common and will have to upscale, such up scaling could include banks launching separately internet banking services apart from traditional banking services.

**Retailing lending**

Recently banks have adopted customer segmentation which has helped in customizing their product folios well. Thus retail lending has become a focus area particularly in respect of financing of customer durables, housing, automobiles etc., retail lending has also helped in risks dispersal and enhancing the earning of banking with better recovery rates.

**Compleitive advantage**

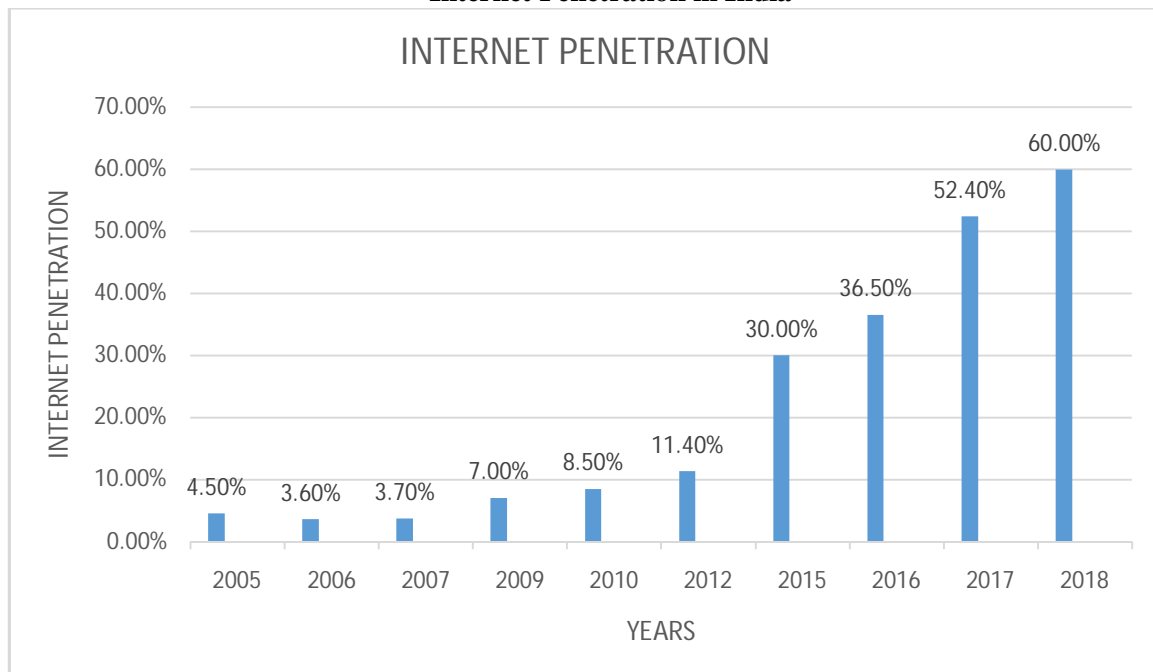
The benefit of adopting e-banking

provides competitive advantages to the banks over other players. The implementation of e-banking is beneficial for bank in many ways as it reduce cost to bank, improves customer relation increase the geographical reach oh the bank etc., the benefits of e-banking have become opportunities for the bank to manage their banking business in a better way.

**Initiatives taken by government agencies for financial literacy**

Financial literacy and education play a crucial role in financial inclusion, and inclusive growth. A study report that there is significant impact of financial literacy on use of internet banking, if customers are not financially educated they will simply avoid using new online services and not change their traditional way of banking, thus banks will not be able to convert users into their new online banking strategies. Various government institutions like RBI, SEBI, IRDA and various other marker players have taken number of initiative on financial education. They have prepared a school curriculum along with various topic included internet banking, banking products and services, net banking to educate school students, college students, working executives, middle income group, home makers, retired personnel, self-help groups etc.

**Internet Penetration in India**



**Conclusion**

E- Banking service must be convenient, uncomplicated, quick access, easy

available and user friendly. Most of the bank providing E- Banking facilities, which are beneficial to both i.e. banks and the customers.

Though there are many challenges and hurdles in the smooth implementation of E- Banking system in India but at the same time E-banking is having a bright future. E-banks must try to expand as soon as possible. Because most of the cases customers uses E-Banking facility to pay bill, shopping etc., the young generation has already adapted to this change and perceive this changing banking system more as a convenience mode than a challenge.

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## E-PAYMENT SYSTEM IN RURAL INDIA: ISSUES AND CHALLENGES

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### *Abstract*

*E-payment system in city has developed rapidly in India but in rural areas it is still not accepted by the people. India is moving towards digital era but the people in rural areas are lacking behind. There are several issues and challenges which are hindering in the way of digital India. In this paper study has been done in the present scenario of e-payment systems in rural areas. Future the issues and challenges has been study in this paper.*

**Key Words:** *Digital India, Smart City, Internet Banking, Mobile Banking.*

### **Introduction**

E-payment system refers to all the financial transaction which is done through the electronic medium is known as e-payment without the involvement of any physical cash or cheques. It is an online based payment system since it is done through internet. In e-payment system one can transfers funds to another without the use of cash irrespective of time and location. With the advancement in technology and growing popularity of internet buying and selling of goods through online has been growth tremendously over the past decade as a result of this e-payment system have become the need of an hour.

Majority of people living in the villages are unaware of this system. They are lacking in the technological skills which is most necessary when it comes to e-payment system. The concept of smart city has been lunched but the concept of "Smart Villages" should give utmost priority. It will not only

make rural people smart but it will add to the economic development of the country. Still many of the rural people are untouched through the banking sector. With the advancement in services of banking sector various easy methods of payment have been developed like RTGS, NEFT, Mobile Banking and Internet Banking but in rural areas majority of people are unaware of this system.

### **Objective**

1. To study the present scenario of e-payment systems in rural areas.
2. To find out the issue and challenges faced by e-payment system in rural areas.

### **Review of Literature**

**S. Md. Shakir Ali, Md. Wasim Akhtar and S. K. Safiuddin (2017)<sup>1</sup>** in their article titled "Digital Payments for Rural India - Challenges and Opportunities" stated that sustained development and economic growth, transparency, corporate governance and cashless economy can only be achieved when

rural India too embracing the digital payments and digital transactions.

**Zahoor Ahmad Shah (2017)**<sup>2</sup> in his article titled "Digital Payment System: Problems and Prospects" stated that achieving a 100% cashless society will not be possible in near future, but one can towards becoming mostly cashless, cash continue to play an important role for discrete transactions, especially in the most remote areas and informal sector.

### Research Methodology

This study is based on the secondary data. Data has been collected from various journals and websites have

been consulted in order to make the study an effective one.

### Present Scenario of E-Payment Systems in Rural Areas

According to the census report 2011<sup>3</sup> nearly 70 percent of the country total population live in rural area. Majority of the people are living in the rural areas still they have to depend on the money lenders for their banking activities. Most of them are unbanked people and they are still unaware about the changes in payment system. The main reason behind this is they are lacking behind in technological skill.

The following table shows the level of comfort using different banking services in rural area

**Level of Comfort Using Different Banking Services in Rural Area**

Type of Banking Services	Can use it Independently	Can use it with the help of any family member/friend	Afraid of/ not very comfortable using it	Don't know/ refused to answer
ATM/Micro ATM	73.4	22.3	1.8	2.5
Mobile Banking	39.1	55.5	1.7	3.7
Internet Banking	51.8	35.0	2.3	10.9

Source: NABARD All India Rural Financial Inclusion Survey 2016-17

From the above Table 1 it shows the 73.3 percent of people can use ATM/ Micro ATM independently without the help of other, 22.3 percent of people can use ATM/ Micro ATM with the help of family members or friend, 1.8 percent are still afraid/are not comfortable of using ATM and 2.5 percent are unaware of such services.

In terms of mobile Banking only 39.1 percent can use it independently, 55.5 percent can use with the help of family members or friends, 1.7 percent are still afraid/not very comfortable of using mobile Banking and 3.7 percent are unaware of this services.

In terms of Internet Banking 51.8 can use the internet banking of their own, 35.0 percent can use with the help of family members, 2.3 percent are still afraid/ not very comfortable with this services and 10.9 percent are unaware of this services.

### Issue and Challenges in E-Payment System in Rural Areas

There are several issue and challenges in e-payment system in rural areas are as follows:

1. **Literacy:** The literacy rate in rural areas is very low since e-payment are done thorough internet people are not able to operate it most of the banking websites are in English so it is difficult for them to understand.

2. **Technological skill:** People living in rural areas are lacking in technological skill they are not able to operate computers and even smart phones also which is the major problem in rural areas.

3. **Speed of Internet:** The speed of internet is very slow in the rural areas as compare to city. To perform e-payment internet is the most due to slow server many time transaction is cancelled or incomplete.

4. **Financial Literacy:** Financial literacy is very low in rural areas only 10.5% of male and 8.9% of female have sound financial literacy.

5. **Lack of Trust in cashless transaction:** People in rural areas do not trust e-transaction since they believe in cash transaction so they prefer cash transaction rather than cashless.

6. **Lack of awareness:** People in rural areas are unaware of e-payment methods so they don't prefer e-payment methods.

### Conclusion

India is moving towards digital era but the rural people are still untouched with this system. E-payment system is still far for rural people. There are several challenges that need to be address for smooth functioning of e-payment system. Government along with local authorities should make awareness about



present advancement in banking technology. India have very bright future for making cashless economy if above mention challenges and issue are solved.

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## DEMOGRAPHIC, ECONOMIC AND TRAVEL BEHAVIOR PROFILES OF PILGRIMS IN TTD IN TIRUPATI

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### *Abstract*

*Tirumala and Tirupati in Chittoor district of the state of Andhra Pradesh are considered to be the most sacred and world renowned pilgrim centers. The sacred place on the seven hills where the temple of Lord Venkateswara is existing is known as Tirumala and the town at the foot of the hills is known as Tirupati. The abode of the Hill Shrine of Lord Venkateswara is the most famous and sacred of all places on the earth. Lord Vishnu manifested Himself as Lord Venkateswara in the shrine. "VenkatadriSamamSthanamBramhandeNasthiKinchanaha" means Tirumala is the holiest place in the universe. Tirumala and Tirupati are the holy places which pilgrims visit in large number. Probably no place of worship anywhere in the world would attract as many pilgrims and receive as much revenue as the temple of Lord Venkateswara in Tirumala. Among multiple functions of TTD, providing amenities to the devotees who visit Tirumala and Tirupati is one of the important functions. This Paper presents the demographic, economic and travel behavior of the pilgrims, and studies the relationship of the demographic and economic characteristics with the travel behavior of the pilgrims.*

**Key Words:** TTD, Pilgrims, Sacred, Demographic, Economic and Travel Behavior.

### **Introduction**

Tirupati town is easily accessible by road and train and is about 144 kilometres from Chennai by road. Renigunta junction (on the way to Tirupati) is on the Chennai-Mumbai section of the southern railway. There is also a railway station Tirupati-East which is next to Renigunta junction. For those who prefer to go by air, Tirupati boasts of an airport linking it to major cities like Chennai and Bangalore. The flight from Hyderabad to Tirupati takes about one hour and thirty

minutes and from Tirupati to Chennai it takes half-an-hour. The airport is at a distance of 12 kilometres from Tirupati town.

There are five well-known paths leading to Tirumala, of which, two routes start at Alipiri of Tirupati, the stepped path-way, seven miles long and the motor road, twelve miles long. The third route is from SrinivasaMangapuram which starts at SrivariMettu, the stepped path-way. The fourth, starts from the Mamandur Railway station and the fifth passes by Nagapatla which

are only pathways through forest. Many pilgrims still prefer to walk up the hill by ancient path way of Alipiri and perform their pilgrimage. It would take about four hours to cover a distance of about seven miles to reach the top. Temples of Narasimha Swami and Sri Ramanuja are on this route used by the pedestrians to Tirumala. There are two towers on this route, the one at the foot of hills is called the AlipiriGopuram and the second one at the top is the GaliGopuram. The latter can be seen even from a great distance. The ghat road of 12 miles which was opened for traffic in 1944 is pucca surface road built and maintained by TTD. From Tirupati railway station, it takes about an hour's drive by this route to reach the temple at Tirumala. After 20 years, the second Ghat Road was opened for traffic in 1964.<sup>1</sup>

### **Geographical Basis of Tirumala Hills**

The group of hills lying in the shape of a coil called the Tirumala hills, forms a feature of the region of South India. It lies between the 13th and 14th degrees of North latitude and East longitude 79 degrees. The Tirumala range has seven principal peaks, each of them sacred and each of them bearing a separate name accounted for by a fable. Near one of them namely Seshachalam, stands the Tirumala temple and the whole range is often called after this principal peak.<sup>2</sup>

### **Topography of Tirumala**

The physical geography of Tirumala like its social economy, typifies the interaction of the Tamil and Telugu culture of South India. The dominant topographical feature of Tirumala is the secluded hill top on which the temple is built. As a matter of fact this has been referred to in the following words used in Silappadhikaram:

“Venkatadamernnumenguyarmalaiyaththuchi mimisai”

This notion that the Lord was named as ‘Uchchiyilninran’ (He who stands on summit) appears to have persisted as a legacy of the tradition till the middle of the 13th century. The realization that the temple was actually on a much lower level than its surroundings became more general in later days.<sup>3</sup>

### **OBJECTIVES**

➤ The first objective is Demographic, economic behavior of TTD Pilgrims in Tirumala.

➤ The second objective of this paper is Travel Behavior of TTD Pilgrims in Tirumala.

### **Methodology**

#### **Data Source**

This paper is based on secondary and primary data. Secondary data was collected through journals and TTD published books. Primary data was collected by sample survey.

#### **Samples design**

An effort was made to elicit the views of the pilgrims about the amenities provided to them by the TTD. A stratified simple random method has been adopted in this study. For this, a structured schedule containing 50 numbers of questions were canvassed at random among 500 pilgrims at Tirumala and Tirupati who were drawn from different regions and states of India and abroad. The pilgrims were approached at Tirumala and Tirupati and their opinions were sought on various issues. To the extent possible, care was taken to include a cross section of pilgrims from different states of the country. Schedules were distributed to the pilgrims individually and group responses were discouraged. This is to encourage the respondent to furnish his/her views on pilgrim satisfaction and various other aspects.

### **Demographic, Economic and Travel Behaviour of Pilgrims in TTD**

This section presents the demographic characteristics of the pilgrims. Demographic characteristics in the study are pilgrim group size, age of the group head, education level of the group head, occupation of the group head and state of origin of the pilgrim group. This section presents the economic characteristics of the pilgrims. Economic characteristics in the study are annual incomes of the pilgrim groups, the expenditures they incur at Tirupati and Tirumala on TTD-provided services and the expenditures in the entire trip. Further this section studies the relationship between annual incomes of the pilgrim. The travel behavior characteristics of the pilgrims. Travel behavior characteristics in the study area distance traveled to Tirupati, number of earlier visits in the last five years, lead time of the current trip, duration of stay at Tirupati and Tirumala and duration of the entire trip. Further this section studies the relationship of demographic and economic characteristics with travel behavior characteristics as well as the relationship

amongst the various travel behavior characteristics.

The above table 1 among the 500 pilgrims from whom the opinions are collected, a classification was made based on the sex. The majority of the pilgrims are male. In most cases, men were interviewed as it was found that majority of the women folk had not come alone to Tirumala without their male companions the 82.8 percent of respondents are male and 17.2 percent are of the female category occupational Distribution of Heads of Pilgrim is presented in table 2

**Occupational Distribution of Heads of Pilgrim**

Occupation	Respondents	Percentage
Business	116	23.2
Employment	233	46.6
Self Employment	55	11.00
Agriculture	30	6.00
Retired	66	13.2

The table 2 indicates the occupational distribution of the heads of the sample pilgrim. It can be seen that 46.6 per cent of them are employees, 24 per cent businessmen, 13.2 per cent retired employees, 11 per cent self-employed and 6 per cent agriculturists. Employee category is the modal group, accounting for about 50 per cent of the sample respondents the distribution of heads of pilgrims in TTD by Their State of Origin is presented in table 3.

**Distribution of Heads of Pilgrims in TTD by Their State of Origin**

State	Respondents	Percentage
Andhra Pradesh	300	60.00
Other southern states	100	20.00
States other than south	100	20.00

The table 3 indicates the Distribution of Heads of Pilgrims in TTD by Their State of Origin sample pilgrim. It can be seen that 60.00 per cent of them are Andhra Pradesh pilgrims, 22 per cent other southern states and 20.00 per cent states other than south the annual income distribution of TTD pilgrims is presented in table 4.

**Annual Income Distribution of TTD pilgrims**

Annual Income (Rs)	Respondents	Percentage
Less than 75000	145	29.00

75001-150000	155	31.00
150001-300000	108	21.60
300001-500000	60	12.00
More than 500000	32	6.40

The table 4 indicates the Annual Income Distribution of TTD sample pilgrim. It can be seen that 29.00 per cent of them are less than 75000, 31 per cent 75001-150000, 21.60 per cent 150001-300000, 12.00 per cent 300001-500000, and 6.40 per cent more than 500000 of annual income of pilgrims. Pilgrims overall expenditure in the current trip is presented in table 5.

**Pilgrims Overall Expenditure in the Current Trip**

Annual Income (Rs)	Respondents	Percentage
Less than 2000	77	15.4
2001-4000	172	34.4
4001-6000	112	22.4
6001-8000	60	12.00
80001 - 10000	38	7.6
More than 10000	41	8.2

Table 5 presents the overall expenditures pilgrims incurred in the entire trip starting in the originating place back home, including the expenditures at Tirupati and Tirumala. Looking at the lower end of the overall expenditure distribution, it can be noticed that 15.4, 34.4 and 22.4 per cent of the pilgrims fall into the first three expenditure classes at the lower end respectively. Said in other words, in aggregate 74 per cent of the pilgrim spent less than Rs. 6,001 and the rest of 26 per cent of the pilgrim incurred overall expenditure above Rs. 6,000 particulars of visit in Tirumala are presented in table 6.

**Particulars of Visit in Tirumala**

Come to Tirumala	Respondents	Percentage
Alone	18	3.6
With members of family	366	73.2
With relatives	37	7.4
With friends	79	15.8

The above table 6 an enquiry was made to know that whether the respondents came to Tirumala and Tirupati alone or with their members of family or with relatives or with friends. The majority number of pilgrims came along with their members of family that

among the 500 respondents, 73.2 percent came along with their members of family, 15.8 percent with friends, 7.4 percent with relatives and only 3.6 percent alone the pilgrim's opinion on transport facility in TTD is presented in table 7.

**Pilgrims opinion on transport facility in TTD**

Opinion	Respondents	Percentage
Good	334	66.8
Satisfactory	157	31.4
Bad	9	1.8

The above table 7 an attempt was made to ascertain the views of the pilgrims on transport facility for Tirumala. It can be that about 66.8 percent of the 500 pilgrims interviewed have replied that transport facilities were good. 31.4 percent of the respondents expressed their satisfaction. However 1.8 percent of the respondents have replied that transport facilities were bad the details of conveyance used for reaching Tirumala are presented in table 8.

**Details of conveyance used for reaching Tirumala**

Come to Tirumala	Respondents	Percentage
By Bus	246	49.20
Four Wheeler	88	17.60
Two wheeler	14	2.80
On foot	44	8.80
By private taxi	54	10.80
By own vehicle	54	10.80

The above table 4 an attempt was made to know that how the pilgrims reached Tirumala. 49.2 percent of the 500 pilgrims reached by buses, 17.6 percent by four wheelers, 2.8 percent by two wheelers, 8.8

percent on foot, 10.8 percent by private taxis, 10.8 percent by own vehicles.

**Conclusion**

In this paper the demographic, economic and travel behavior characteristics of the pilgrims were analyzed. It was found that most of the pilgrim groups are nuclear families with heads from all age, education and occupation groups. Most of the pilgrim groups are from Andhra Pradesh. Pilgrim groups from lower income levels were more in number than those from higher income levels. It was found that there exists a direct relationship between annual income of pilgrim groups and expenditures they incurred in the pilgrimage. As far as travel behavior characteristics are concerned, it was found that pilgrims visit Tirumala as a regular habit, made frequent visits with maiden visitors on the increasing trend, and are staying for 2 or more days at Tirupati and Tirumala Finally, it was found there exists relationship between demographic and economic characteristics and travel behavior characteristics as well as amongst various travel behavior characteristics. The research next studies the extent of service utilization by pilgrims and it's relationship with pilgrim characteristics.

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