

Available online @ www.iaraindia.com
SELP Journal of Social Science - A Blind Review & Refereed Quarterly Journal
ISSN: 0975-9999 (P) 2349-1655 (O)
Impact Factor: 3.655 (CIF), 2.78(IRJIF), 2.5(JIF), 2.77(NAAS)
Volume XV, Issue 59, October - December 2024
Formally UGC Approved Journal (46622), © Author

IMPLICATION OF PHILOSOPHY IN MODERN EDUCATION: A REVIEW STUDY ON NEW EDUCATION POLICY (NEP) IN INDIA

TUHINA AKHTAR KHANAM

Raipur Rabindra Vivek B.Ed College, Bardhaman

Dr. MIJARUL ISLAM

Barasat College, West Bengal

Abstract

This study explores the profound implications of philosophy in modern education, with a particular focus on the New Education Policy (NEP) 2020 in India. The research examines how philosophical principles shape educational values, curriculum design, pedagogical practices, and policy development. By integrating perspectives from various philosophical traditions and contemporary educational theories, this study highlights the critical role of philosophy in fostering critical thinking, ethical reasoning, and holistic development in learners. The literature review encompasses diverse viewpoints on the intersection of philosophy and education, providing a comprehensive understanding of the NEP's alignment with philosophical ideals. The study identifies research gaps and proposes a qualitative methodology to investigate the practical implementation of philosophical concepts in education. Through thematic analysis of policy documents, interviews, and focus groups, the research aims to uncover the enduring questions and principles that underpin education in the 21st century. The findings emphasize the need for coherent educational practices informed by philosophical inquiry to achieve the NEP's goals of inclusivity, equity, and lifelong learning.

Keywords: *Philosophy of Education, New Education Policy (NEP) 2020, Critical Thinking, Holistic Development, Educational Theory, Curriculum Design, Ethical Reasoning.*

Introduction

Education is not merely the transmission of knowledge; it is a profound journey that shapes individuals and societies, guiding them towards understanding, enlightenment, and progress. At the heart of education lies philosophy, the pursuit of wisdom and truth, which has long been intertwined with the practice and theory of education. From ancient civilizations to the modern era, philosophical inquiry has informed educational ideals, methods, and goals, shaping the very fabric of learning and teaching.

In the contemporary landscape of education, the implication of philosophy holds

immense significance. As societies grapple with rapid technological advancements, cultural diversity, and evolving societal needs, the role of philosophy in guiding educational practice and policy becomes increasingly vital. Understanding how philosophical principles intersect with modern education is essential for educators, policymakers, and scholars alike, as they seek to navigate the complexities of 21st-century learning.

This study aims to delve into the implications of philosophy in modern education, exploring its multifaceted influence on educational theory, practice, and discourse. By examining philosophical perspectives from various traditions and epochs, we seek to

uncover the enduring questions and principles that underpin education and illuminate their relevance in contemporary educational contexts. *Through this inquiry, we aim to address several key questions:*

- How do philosophical ideas shape educational values and goals in the modern era?
- What are the practical implications of philosophical principles for curriculum design, pedagogy, and assessment?
- How does philosophy inform discussions on educational equity, social justice, and inclusivity?
- What role does philosophical inquiry play in observing critical thinking, moral reasoning, and ethical decision-making among learners?
- How can educators and policymakers integrate philosophical perspectives into educational practice to meet the diverse needs of learners in today's world?

By exploring these questions, this study seeks to contribute to a deeper understanding of the intersection between philosophy and modern education, shedding light on the ways in which philosophical inquiry can enrich educational theory and practice in the pursuit of a more enlightened and equitable society.

Back dropped

The backdrop of studying the implication of philosophy in modern education is characterized by several contextual factors and historical developments: Philosophers like Socrates, Confucius, and Plato laid the groundwork for exploring fundamental questions about the nature of knowledge, ethics, and the purpose of education. Philosophers such as John Locke, Jean-Jacques Rousseau, and Immanuel Kant influenced educational theory by advocating for the cultivation of critical thinking, autonomy, and moral development. These movements emphasized experiential learning, student-centered approaches, and the integration of philosophical principles into educational practice. Philosophical inquiries into the ethical implications of technology, digital literacy, and the impact of artificial intelligence on education have become increasingly relevant in the modern educational landscape. Philosophical inquiry provides a framework for critically analyzing these issues and envisioning alternative

approaches to education. Against this backdrop, studying the implication of philosophy in modern education involves examining how philosophical principles inform educational theory, policy, and practice in response to contemporary challenges and opportunities. It entails exploring the enduring questions about the nature and purpose of education while also addressing pressing issues facing educators, learners, and societies in the 21st century.

Relevance of the Study

The relevance of studying the implication of philosophy in modern education lies in its profound impact on shaping the values, goals, and practices of education in contemporary society. Here are several reasons highlighting its relevance:

1. **Foundational Understanding:** Philosophy provides the foundational understanding of the purpose and nature of education. By studying its implications in modern education, educators and policymakers can gain insights into the underlying principles guiding educational endeavours'.
2. **Ethical Framework:** Philosophy offers an ethical framework for addressing moral dilemmas and guiding ethical decision-making in education. Understanding its implications helps educators navigate complex ethical issues and promote integrity, empathy, and social responsibility among learners.
3. **Critical Thinking and Inquiry:** Philosophy fosters critical thinking, inquiry, and intellectual curiosity, essential skills for navigating an increasingly complex and interconnected world. By integrating philosophical inquiry into education, educators can cultivate students' abilities to question, analyze, and evaluate information critically.

Studying the implication of philosophy in modern education is relevant for fostering critical thinking, ethical decision-making, cultural awareness, democratic citizenship, personal development, interdisciplinary connections, innovation, global citizenship, and sustainability. By embracing philosophical inquiry in education, educators can empower students to become thoughtful, engaged, and responsible members of society.

Literature Review

Erikson Saragih (2012) discusses the implications of philosophy in modern education. The paper highlights the importance of philosophical aspects in educational practice and examines the relationship between education and philosophy. It explores various schools of philosophy, including Naturalism, Idealism, and Pragmatism, and their impact on educational curriculum, the role of teachers, and disciplinary methods. Furthermore, the paper addresses the application of general philosophical principles from different philosophical schools in the educational system. It also defines the concept of school according to these philosophical perspectives. In explaining the ideas advocated by different schools of philosophy, the paper incorporates viewpoints from both Western and Indonesian thinkers.

Kiran Srivastava (2017) discusses the significant aspects of educational philosophy, emphasizing its role in constructing a comprehensive education system. The paper critiques the current education system for neglecting spiritual values and failing to provide adequate mental training. Although the Indian education system teaches about figures like Rabindranath Tagore, Mahatma Gandhi, and Swami Vivekananda, it does not effectively impart their values—such as humanity, morality, and tolerance—to students.

Poonam Kumari (2022) discusses the idea that education is a continuous process, extending beyond formal schooling. People start learning before they enter school and continue to do so outside the classroom and even after formal education ends. Students acquire a significant amount of knowledge from various sources like churches, political discussions, magazines, newspapers, radio, and television, which are integral to their education. Kumari emphasizes that philosophy, which involves questioning, critical discussion, rational argument, and systematic presentation, is both practical and theoretical. Education is seen as the dynamic side of philosophy, actively realizing the ideals of life from biological and sociological perspectives.

Samual Asuquo Ekanem (2014) explores the importance of philosophy in the study and practice of educational administration and

management in a democratic society. He argues that a nation's educational policy should be aligned with its overarching philosophy and goals. Education is driven by social values and imperatives of social justice, which shape educational theory, policy, and practice. Ekanem stresses the need for education to model and drive democratic processes, providing liberty and self-actualization through careful reflection on social values.

Wang Jingjing Chien (2018) highlights the powerful role of philosophy in developing people's thinking and speculative abilities. He emphasizes the importance of philosophical education in basic education, particularly in primary schools. Using literature, investigation, and multidisciplinary research, Chien analyzes the current state of basic education and underscores the need for integrating philosophical education to enhance the overall quality of education.

Anurag Mishra and Suman Shresth (2022) examine the philosophical and educational views of Dr. Sarvepalli Radhakrishnan in the context of the National Education Policy (NEP) 2020. Using a descriptive library survey method, they analyze Dr. Radhakrishnan's contributions and their relevance to NEP-2020. They conclude that Dr. Radhakrishnan's educational philosophy aligns with the value-based goals of NEP-2020 and should be incorporated into the current education system to improve its quality.

Dr. R.K. Jha (2020) discusses the NEP 2020, emphasizing its focus on education for spiritual elevation rather than mere necessity. He highlights the significance of early childhood education in shaping an individual's personality and stresses the NEP's commitment to providing education to all, regardless of residence, caste, color, creed, or religion. Jha underscores the importance of education for achieving human potential and growth.

Md Abdul Aziz Mandal (2023) critically analyzes the NEP 2020, examining its implications and challenges. He explores key provisions of the policy, including changes in curriculum, pedagogy, assessment, and governance. Mandal discusses the opportunities and challenges associated with holistic and multidisciplinary education, digitalization, and inclusion, providing insights for policymakers and educators involved in

implementing NEP 2020.

Mr. Praveen B and Dr. Abhishek (2020) discuss the Indian education system's blend of tradition and modernization. They highlight the system's competitive environment, which fosters academic rigor but can also lead to immense pressure on students, affecting their mental health. Despite these challenges, the Indian education system maintains a robust structure. The authors emphasize the role of NEP 2020 in revamping the system to focus on skill-based education, multidisciplinary learning, and curriculum flexibility, reflecting the nation's aspirations for a more inclusive and globally competitive education system.

The above literature review provides a comprehensive understanding of the various philosophical fundamental that influence educational practices and policies, which is crucial when analyzing the implications of the New Education Policy (NEP) 2020 in India. Here's how the reviewed literature relates to the implications of philosophy in modern education and the NEP: The literature review demonstrates that philosophy plays a crucial role in shaping educational practices and policies. The NEP 2020 in India incorporates philosophical principles to create a more holistic, inclusive, and value-based education system. By integrating critical thinking, moral development, and lifelong learning, the NEP aims to foster comprehensive educational growth, aligning with the diverse philosophical perspectives discussed in the reviewed literature. This alignment suggests that the NEP 2020 is a well-rounded policy framework that addresses the multifaceted nature of modern education, rooted in philosophical thought.

Research Gap

Identifying research gaps in the study of the implication of philosophy in modern education requires a comprehensive review of existing literature and empirical studies. Here are some potential research gaps that could be explored:

- **Limited Focus on Implementation Strategies:** While many studies discuss the theoretical implications of philosophy in education, there may be a gap in research regarding practical implementation strategies. Investigating effective methods for integrating philosophical concepts into curriculum design, classroom instruction, and teacher

training programs could provide valuable insights for educators.

- **Underrepresentation of Non-Western Philosophical Traditions:** Much of the existing literature on philosophy in education tends to focus on Western philosophical traditions. There may be a gap in research regarding the implications of non-Western philosophies.
- **Limited Exploration of Student Perspectives:** While much research focuses on the perspectives of educators and policymakers, there may be a gap in understanding how students perceive and experience philosophical influences in their education. Exploring student perspectives on topics such as ethics, critical thinking, and social justice could provide valuable insights into the effectiveness and relevance of philosophical education.
- **Neglect of Emerging Philosophical Trends:** As society evolves, new philosophical movements and perspectives emerge that may influence educational practices in novel ways. There may be a gap in research regarding the implications of emerging philosophical trends, such as environmental ethics, philosophical counseling in shaping educational goals, values, and pedagogies.
- **Limited Cross-Disciplinary Research:** While philosophy intersects with various fields such as psychology, sociology, and neuroscience, there may be a gap in cross-disciplinary research exploring the intersection of philosophy and education. Collaborative studies involving scholars from multiple disciplines could provide a more holistic understanding of the role of philosophy in modern education.
- **Insufficient Attention to Teacher Preparation and Professional Development:** Research on the implication of philosophy in modern education often focuses on curriculum and instructional practices, but there may be a gap in understanding the role of teacher preparation and professional development in fostering philosophical inquiry and reflection among educators.

Addressing these research gaps could help advance our understanding of how philosophy influences modern education and

inform efforts to enhance educational practices, policies, and outcomes.

Objective of the Study

The objective of studying the implication of philosophy in modern education is multifaceted. Here are some potential objectives that researchers or educators might pursue:

1. To Understand Pedagogical Foundations: Exploring how philosophical principles shape educational practices and theories, such as curriculum development, teaching methodologies, and assessment strategies.
2. To Examining Educational Values and Goals: Investigating how philosophical ideas influence the values and goals of education, including the cultivation of critical thinking, moral reasoning, and social responsibility.
3. To Analyzing Educational Systems and Policies: Assessing the impact of philosophical perspectives on educational systems and policies and evaluating their effectiveness in achieving desired educational outcomes.

By addressing these objectives, researchers and educators can gain insights into the role of philosophy in shaping modern education and contribute to the ongoing dialogue about how to best prepare students for the challenges and opportunities of the 21st century.

Method of the Study

The methodology for studying the implication of philosophy in modern education, focusing on the New Education Policy (NEP) in India, involves a systematic approach to research design, data collection, analysis, and interpretation. Here's a proposed methodology for conducting this study:

Research Design:

- Qualitative Approach: Given the exploratory nature of the study and the need to understand complex philosophical concepts, a qualitative research design is appropriate.
- Literature Review: Conduct a thorough review of existing literature on educational philosophy, the NEP, and related topics to inform the research framework.
- Case Study: Consider adopting a case study approach to delve deeper into specific examples of how philosophical principles are integrated into educational

practice within the context of the NEP.

Data Collection:

- Document Analysis: Gather relevant documents, including policy documents, educational frameworks, curriculum materials, and scholarly articles, for analysis.
- Interviews: Conduct semi-structured interviews with key stakeholders, including policymakers, educators, curriculum developers, and scholars, to gather insights into the implications of philosophy in modern education within the context of the NEP.
- Focus Groups: Organize focus group discussions with teachers, students, parents, and community members to explore diverse perspectives on philosophical influences in education and the NEP's implementation.

Data Analysis:

- Thematic Analysis: Use thematic analysis to identify recurring themes, patterns, and conceptual frameworks emerging from the data.
- Coding: Code qualitative data from interviews, focus groups, and document analysis to categorize and organize key concepts and ideas related to the implication of philosophy in modern education and its alignment with the NEP.
- Comparative Analysis: Conduct a comparative analysis of philosophical principles underlying the NEP and educational practices in India to identify areas of convergence and divergence.

Interpretation and Synthesis:

- Integration of Findings: Synthesize findings from qualitative data analysis to develop a coherent understanding of how philosophical principles influence modern education within the framework of the NEP.
- Theoretical Framework: Situate the study within relevant theoretical frameworks of educational philosophy, policy analysis, and implementation science to provide theoretical depth and context to the findings.
- Implications and Recommendations: Interpret findings in light of their implications for educational practice, policy development, and future research, and offer recommendations for enhancing

the alignment between philosophical principles and the NEP's objectives.

Dissemination of Findings:

Publish research findings in peer-reviewed journals, present at academic conferences, and engage with relevant stakeholders to disseminate insights and promote scholarly dialogue on the implication of philosophy in modern education and its alignment with the NEP.

By following this methodological framework, researchers can conduct a rigorous and systematic study of how philosophical principles influence modern education within the context of the New Education Policy in India, contributing valuable insights to educational theory, policy, and practice.

Conclusion

The study of the implication of philosophy in modern education, particularly within the context of the New Education Policy (NEP) in India, yields significant insights into the philosophical foundations, educational practices, and policy implications shaping contemporary education. Alignment with Educational Practice: The NEP's emphasis on multidisciplinary curriculum design, learner-centered pedagogies, and competency-based assessment reflects philosophical ideals of critical thinking, creativity, and holistic development. Implications for Policy and Practice: The study underscores the importance of aligning educational policies, practices, and outcomes with philosophical principles to ensure coherence and effectiveness. Future Directions: Moving forward, further research is needed to explore the long-term impact of philosophical influences on educational outcomes, the role of cultural context in shaping philosophical perspectives, and the effectiveness of policy interventions informed by philosophical inquiry. By continuing to study the implication of philosophy in modern education, scholars can contribute to ongoing efforts to enhance educational quality, equity, and relevance in India and beyond. In conclusion, the study highlights the profound influence of philosophy on modern education within the framework of the New Education Policy in India. By recognizing and embracing philosophical principles, educators and policymakers can cultivate a more holistic, inclusive, and transformative educational system that empowers learners to thrive in a

rapidly changing world.

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GOVERNMENT INITIATIVES FOR ENHANCING ENTREPRENEURSHIP IN THE TEXTILE AND HANDICRAFTS SECTOR: FOSTERING INNOVATION AND SUSTAINABLE GROWTH

Dr. R. USHARANI

Associate Professor, Department of Commerce, School of Arts and Science,
Sri Manakula Vinayagar Engineering College (Autonomous), Madagadipet, Puducherry

Abstract

The textile handicraft sector has an ability to produce a number of entrepreneurs irrespective of its potential in the globalization era. The state's textile handicraft industry generates a lot of job, but it currently facing many challenges, related to priorities, government interest, employment, income, production, raw materials, etc. These issues cause the industry to drastically decline and migrate towards urban areas in search of work to earn for family. Nonetheless, despite ongoing government actions, there is a disparity between the available programmes and their recipients. Therefore, a SWOT analysis of the identified programmes was conducted in order to understand this gap. The findings outlined the utilization of the government identified programme and suggest some methods to overcome the gaps so that it is helpful to ensure implementation of programme to its fullest extent. Government officers and beneficiaries should cultivate a better relationship. More information of the program through camps and awareness campaigns should be organized by those in positions of responsibility within the community, including higher education reach out programmes and researches for filling the gap of implementation and regulation. This study is an innovative strategy in overcoming the weakness and fighting the threats of the programmes initiated by the government for developing entrepreneurship skills.

Keywords: *Entrepreneurship, Government Programmes, Skills, SWOT analysis, Textile Handicraft.*

Introduction

Entrepreneurship refers to the creative and initiative progress towards growth of individual, family and community. Such responses can take place in any field of subject: enterprise, agriculture, community work, industry, education, textile- handicrafts. Thus, modifying previous version of skill with new techniques creates entrepreneurship (Rao & Pareek,1978). According to Kumari, I. (2014), finances create opportunities through advancements which are viewed as a significant wellspring of intensity in world economy. The economy on the other hand, depends upon joint efforts by the Government

policies, programmes, schemes, and the stakeholders. There are many schemes that have been launched to promote, support, and assist budding and existing entrepreneurs. Through financial support along with mentorship and guidance. Focused on the comprehensive advancement of the textile handicraft sector, the study targeted aspects such as financial assistance, skill enhancement, job creation, and the promotion of entrepreneurship development.

Organizations such as UNESCO, UNCAD, or WTO have recognized handicrafts as artisanal items wherein the artisan's direct manual contribution constitutes the most

significant portion of the final product. A few characteristics that set handicrafts apart include their practicality, creativity, beauty, cultural attachment, decorativeness, functionality, tradition, and social and religious symbolism. Handicrafts are a clear example of a nation's legacy and symbolize it. The handicraft industry, which primarily employs women and members of lower castes, employs 68.86 lakh Indians in total, according to the Ministry of Textiles, Government of India. Under the topic "Poverty Eradication, Especially Extreme Poverty," the UNESCO Inter Sectoral Program highlighted the socioeconomic significance of handicrafts. The "Handicrafts and Employment Generation for the Poorest Youth and Women" initiative included a research that focused on the handicrafts industry as a means of creating jobs at a low cost without upsetting the balance of culture and society. This study indicates that the handicraft industry is a vital source of income during times of famine and drought, and that it also provides a foundation for additional revenue during periods of typical agricultural production. Additionally, UNESCO stressed that the handicrafts sector's primary contribution to the economy and export market in developing nations is a means of addressing unemployment, particularly among women and young people living in rural and urban areas. According to Pitchai & Akilandeswari (2014), the government ought to conduct regular surveys and counts of craftspeople.

Textile Handicrafts products being eco-friendly as compare to other machine made products required special inputs on the part of individuals and government. The Indian government has implemented various measures to restore the prominence of textile handicrafts. To add to the initiative of government of India has introduced multiple schemes such as the Baba Saheb Hastshilp Vikas Yojana, initiatives for design and technology up-gradation, marketing support and services, research and development, human and resource development, a comprehensive welfare scheme for handicrafts artisans, and a scheme for infrastructure and technology development. These measures have been implemented periodically to support the growth of the handicraft industry.

Handicrafts within the textile domain can be divided into those that involve manual

embroidery, hand painted, hand printed and crochet work. There are surface and structure design that make the fabric decorative and enhance their quality and utility. The hand skills used in crafting these regional textiles products not only enhances the face value of the fabric but also enriches the culture, craft and pocket. Various Indian textile handicrafts, such as the handloom-woven Patola saree from Gujarat, the handembroidered Chamba rumal from Himachal Pradesh, the hand-painted Kalamkari craft from Andhra Pradesh, the hand block-printed Sanganer and Bagru prints from Rajasthan, the hand-embroidered Phulkari from Punjab, the hand-embroidered Kantha from Bengal, and numerous others, showcase diverse hues of Indian culture. These textile handcrafted products from different regions not only embody the rich cultural tapestry of India but also exemplify the unity found in its diversity.

The present review research work entitled, "Government's Programmes for Developing Entrepreneurship Skills in the Textile Handicraft" was carried out with the objective of studying the available textile-handicraft centered government programmes for enterprising women. The methodology adopted for the study includes the analyses of secondary data that was gathered from national and international journals with published MSED, DIC, Census surveys, and books on government programme of textile handicrafts and entrepreneurship. More than hundred social welfare programs are being implemented across different Ministries of the Government of India to provide support in the textile handicraft sector, at both the national and state levels. These initiatives specifically cater to artisans and crafts producers, with a focus on benefiting artisans, women, tribal communities, minorities, and youth. The local administrative offices bear the responsibility for executing these programs at the grassroots level, which involves tasks like increasing awareness, promoting participation, and facilitating the processing of benefits. The total outlay for Ministry of Textiles in the financial year 2016-17 was Rs. 3350 crore, of which Rs. 219 crore was allocated for National Handicraft Development Programme. On the other hand, the government had also sanctioned Rs 1.22 lakh crore advances to small scale organization under the PM Mudra Yojana by March 2016. As per the latest data

of the financial year 2022-2023, number of loan sanctioned under PMMY was Rs.62310598 crore which includes the sum authorized Rs. 456537.98 crore and sum dispensed Rs. 450423.66 crore. Out of the many Government programme especially for textile handicraft - five major programmes concerned with the holistic development of textile handicraft sector in the field of financial support, skill development, employment generation and entrepreneurship development were selected for the purpose of the study. The Programmes under study were subjected to content analyses. Their strengths, weakness, opportunities and threats were identified and tabulated. Some interesting findings revealed during the analysis are discussed in their profile.

National Handicrafts Development Programme (NHDP)

The National Handicrafts Development Programme (NHDP) was launched in the year 2005. This program recognizes the cultural and economic significance of handicrafts and aims to support artisans and craftsperson's by enhancing their skills, improving their livelihoods, and preserving the country's rich craft heritage. The main aim of NHDP is to preserve and promote the diverse and culturally significant heritage of Indian handicrafts. By providing support and recognition to traditional crafts, it ensures that these valuable traditions are passed down to future generations. NHDP facilitates market access for handicraft products. It works on connecting artisans to domestic and international markets, expanding their reach and increasing the demand for Indian handicrafts. It is a dedicated effort to support and promote the rich heritage of Indian handicrafts. Its objectives include preserving cultural traditions, empowering artisans, enhancing their skills, providing market access, and ensuring the economic growth of the handicraft sector while promoting inclusivity and quality standards.

SWOT Analysis of PMEGP Strengths Weakness Opportunities Threats Job creation and reduction of unemployment; Financial support through subsidies and loans; Rural development impact; Skill development. Bureaucratic procedures; Limited funding; Loan default risks; Limited awareness; Regional imbalances; Challenges in monitoring. Digital integration for Streamlined

Processes; Diversification into various sectors; Collaboration with Private sector; and NGOs Promotion of eco-friendly and sustainable businesses. Economic downturn; Increasing Competition; Policy changes; Technological disruptions; Changing consumer trends; Loan repayment issues; Market saturation

In navigating these factors, a strategic emphasis on overcoming bureaucratic obstacles, securing sustainable funding, and leveraging digital advancements can enhance program effectiveness. A vigilant approach to economic shifts, policy changes, and technological advancements is crucial to mitigating potential threats. This is a 'credit linked subsidy programme' for generation of employment opportunities through establishment of micro enterprises in the rural as well as urban areas. Directorate of Economic Research, 2011 – 2012 reported in that KVIC is the nodal agency at the National level for implementation of the programme. The scheme will give scope for economic independence to entrepreneurs in different states of India as found to be successful in Kohima district, Nagaland in study conducted by Kumar, S.J. (2022).

PM MUDRA Scheme: The PM MUDRA Yojana (Micro Units Development and Refinance Agency) was launched in April 2015. A pioneering initiative that recognizes the vital role played by micro and small businesses in India's economic development. It was introduced to address the challenges faced by these enterprises in accessing finance and credit facilities. By facilitating access to credit, MUDRA seeks to boost entrepreneurship and foster inclusive growth across the country. The primary objective of the MUDRA scheme is to promote financial inclusion by extending affordable and accessible credit to micro and small businesses that often have limited or no access to formal financial institutions. This is a significant step towards fostering entrepreneurship, job creation, and inclusive growth by providing financial support to micro and small businesses in India. Its core objective is to address the financial needs of these enterprises and empower individuals to embark on their entrepreneurial journeys, ultimately contributing to the country's economic development.

SWOT Analysis of PM MUDRA Scheme

Strengths Weakness Opportunities Threats Promotes micro and small enterprises;

Financial inclusion for underserved populations; Accessible credit with simplified; Application and approval processes; Job creation. Possibility of loan defaults; Limited financial literacy; Challenges in credit assessment; Limited risk mitigation; Regional disparities; Limited awareness in rural areas. Digital integration and fetch partnerships; Diversification into emerging sectors; Capacity building for financial literacy; Green and sustainable. Entrepreneurship. Economic downturn; Increased competition; Technological disruptions Risk of fraud; Policy changes; Market saturation. The emphasis on supporting micro and job creation and local economic vitality. Verma S.(2015) has explained that the design of PM Mudra scheme will not give the financial support to MSMEs but will also provide moral support to young growing population to become an entrepreneur. Explored the aim, scope and function of PMMY, Gupta S., (2015) revealed that this scheme with the aim of “Funding the unfunded” will serve as a bridge for the exploring of mass entrepreneurship and the creation of jobs. small enterprises is a robust strength, fostering economic growth at the grassroots level.

Skill Development Program

The National Skill Development Mission and the Skill India campaign were launched in 2015 by the Government of India. It was comprehensive initiative designed to enhance the skills and employability of the country's workforce. This program recognizes the critical role of skill development in achieving economic growth, reducing unemployment, and ensuring that individuals are equipped with the competencies required for today's job market. The Skill Development Program in India is a multifaceted initiative that seeks to enhance employability, reduce unemployment, promote entrepreneurship, foster inclusive growth, align skills with industry needs, and enhance the nation's international competitiveness. It plays a pivotal role in ensuring that individuals are prepared for the workforce and can actively participate in the country's economic development. Skill development isn't limited to job readiness; it also encourages entrepreneurship. The program supports individuals in acquiring the skills needed to start and manage their own businesses, contributing to economic growth.

However, the persisting threats of skill obsolescence, funding cuts, and increased competition underscore the need for strategic planning and continuous adaptation to ensure a robust and responsive education system. In their 2014 work, Sheikh and Tiwari emphasized the significance of skill development initiatives and vocational training within the handicraft sector, particularly focusing on Anantnag district in Jammu and Kashmir. The research concluded that training is a crucial requirement for entrepreneurs, business professionals, employment generation, and plays a vital role in contributing to the economic development of the nation. In study conducted by Anita Swan & Sunita Swan (2020), on “Skill-Development in India: Challenges & opportunities” it was found that ‘Skill India’ the mission necessitates a heightened emphasis on fostering entrepreneurial skills to boost job creation in the country. According to Dr. Chandra Sekhar Dash and Shilpa Dash (2020), journal issues like gender inequality and sectorial imbalances in skill development, training, and placements continue to exist. Nevertheless, positive changes can occur through skill transformations, addressing skill gaps, and implementing organizational structures that prioritize learning.

Women Entrepreneurship Platform (WEP)

The (WEP) was an innovative and forward-thinking initiative was launched in 2018. It has been established to foster and facilitate the growth of women entrepreneurs, acknowledging the crucial part that women play in the economic advancement of the nation. WEP is a digital platform that provides a space for women entrepreneurs to connect, collaborate, access resources, and gain visibility for their businesses. The primary objective of the Women Entrepreneurship Platform is to empower women by providing them with the tools, resources, and opportunities they need to become successful entrepreneurs. It aims to break down gender-related barriers and biases that may hinder women from starting and scaling their businesses. A pioneering initiative that aims to empower women entrepreneurs by providing them with the resources, support, and opportunities they need to succeed. The platform offers skill development programs and training to enhance the entrepreneurial and leadership skills of women. This makes them

better equipped to lead and manage successful enterprises. WEP fosters networking, mentorship, skill development, and access to markets, all while promoting gender equality and inclusivity in the entrepreneurial landscape of India.

Supporting women entrepreneurs is a powerful force for empowerment and economic independence, yet faces challenges of limited access and competition. The potential threats of technological disruptions, cyber security risks, and regulatory changes emphasize the need for a strategic and adaptable approach to ensure sustained success in advancing women's entrepreneurship. Renu & Anupama, (2018). Suggested that digitalization will provide a unified platform for customers, traders, investors, scholars, and the media, enabling easy access to locate artisans (assisted by maps) and retail outlets for handmade products. In his 2015 article titled "The Sector of Handicrafts and its Contribution to the Indian Economy," Bhat, J.A. highlighted that the handicraft sector not only serves as a source of employment for economic development but also serves as a thoughtful and creative means of self-expression for artisans. The digital infrastructure opens diverse avenues for women to become digital innovators (Suseno & Abbott, 2021). Progress in digital infrastructures and technology offers opportunities for alternative funding, moving beyond the dependence on conventional venture capitalists (Brush et al., 2008).

Conclusion

All programs under preview are contributing significantly to economic development and job creation in India. Empowerment is a recurring strength, whether it's artisans, entrepreneurs, or women. Limited reach and awareness are common weaknesses, suggesting the need for improved outreach strategies. Financial literacy is a shared challenge, particularly evident in the MUDRA Scheme and the Women Entrepreneurship Platform. Multiple programs face challenges related to reaching their target audience and creating awareness about their offerings. Weaknesses in financial literacy are identified in various programs, impacting the effective utilization of resources. Leveraging technology is identified as an opportunity across multiple programs for enhanced outreach, efficiency and programme

effectiveness. Partnerships with industries and financial institutions emerge as opportunities for various programs. Economic factors pose threats to the success of these programs, indicating vulnerability to economic downturns. Societal norms and stereotypes are highlighted as potential threats, particularly for initiatives like the Women Entrepreneurship Platform. Comprehensive government initiative in India focused on nurturing and advancing the traditional textile handicraft sector. State government as well as central government have launched programmes which are focusing to boost-up textile handicraft sector but at the same time, this sector face much problems in form of programme and scheme implementation and regulation. Present study concludes that although the available programme are providing platform, resources, equipments and other essential tools required for developing enterprise but there is a lack of awareness among semi-skilled women who want to build their enterprise. There is a need for more awareness and positive relation between government and beneficiaries. Awareness programmes and camps should be arranged for the masses in general and women beneficiaries in particular by its government authority. Government should develop localized enterprising skilled strategies so that the skill in handicraft matches the skill demands of textile handcrafted industry. Merging the needs of the programmes with the outreach programmes and researches of higher education can bring revolutionary change in their implementation it will also fill the gap in its regulation.

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Available online @ www.iaraindia.com
SELP Journal of Social Science - A Blind Review & Refereed Quarterly Journal
ISSN: 0975-9999 (P) 2349-1655 (O)
Impact Factor: 3.655 (CIF), 2.78(IRJIF), 2.5(JIF), 2.77(NAAS)
Volume XV, Issue 59, October - December 2024
Formally UGC Approved Journal (46622), © Author

OPPORTUNITIES AND CHALLENGES OF MICRO INDUSTRIES IN THE ERA OF INDUSTRY 5.0

Dr. S. SUBATHRA

Assistant Professor, PG & Research Department of Commerce
Holy Cross College (Autonomous), Tiruchirappalli

Abstract

In today's Industries 4.0 era, many businesses are offering their services through impressive apps and with robots. This study addresses the potential and challenges that modest firms in the Industry 5.0 era deal with as they navigate the dynamic environment of micro industries. Micro-industry stands to gain by utilizing personalization, sustainability, and cooperation, since Industry 5.0 can be described by the combination of cutting-edge technologies and human creativity. It is able to better interface with its customers and customize its services mainly to digital platforms and data processing. It has to deal with skill shortfalls, regulatory difficulties, and resource limitations. This article offers an in-depth discussion of the components and insights into the ways in which micro-industries can prosper in the evolving industrial scenario. It provides the available opportunities with the use of industries 5.0 tools and also specifies the issues faced by micro businesses by innovative technological changes adopted in the business world.

Keywords: *Micro industries, Opportunities, Challenges, Artificial intelligence, Internet of Things and Industries 5.0.*

Introduction

Micro, small, and medium-sized enterprises (MSMEs) in India receive substantial support from government policies. As of June 2023, there were 20.09 million MSMEs registered on the Udyam portal, including 19.4 million micro enterprises, 554,000 small enterprises, and about 52,000 medium-sized enterprises. Now-a-days micro industries had increased enormously, the execution part of micro businesses and various schemes for micro industries mainly associated with digital tools, applications, and technologies, as well as technical skill development. Micro Industries are positioned at an important juncture in the rapidly developing Industry 5.0 landscape. They are full of opportunities and also having various difficulties for the adoption of recent technological innovations.

This research explores the complex processes that shape the micro businesses in possible ways and provides a thorough examination of the opportunities and challenges that they face in the context of the technological revolution. Industry 5.0 provides micro industries never-before-seen possibilities for expansion and innovation as it incorporates cutting-edge technology like artificial intelligence, the Internet of Things, and sophisticated robots. To take advantage of these developments, micro businesses must overcome a number of difficult obstacles, such as those related to market competitiveness, regulatory compliance, and acceptance of new technologies.

Review of Literature

Smith et al., (2020) highlighted that Industry 5.0, characterized by the seamless integration of cyber-physical systems, artificial intelligence and the Internet of Things,

presents micro industries with unparalleled prospects for innovation and efficiency improvements. This transformative integration facilitates personalized manufacturing capabilities, enables real-time data analytics for informed decision-making, and enhances production flexibility.

Brown and Garcia (2019) emphasized that how the technologies allow for the customization of production processes to meet specific customer demands. The study specified that the critical role of real-time data analytics in enabling micro industries to make data-driven decisions, thereby optimizing operations and reducing downtime.

Jones and Lee (2021) had concluded that the small-scale enterprises are empowered to not only meet but also thrive in dynamic market environments where agility and responsiveness are paramount for sustained competitiveness and growth. The study argued that the agility provided by these technologies allows micro industries to swiftly adjust their production processes and business strategies in response to changing consumer demands and competitive pressures.

Objectives of the Study

1. To study available opportunities of micro industries in the era of industry 5.0.
2. To analyze the challenges of micro industries in the era of industry 5.0

Scope of the Study

This study provided a detailed understanding of the specific opportunities that Industry 5.0 technologies offer to micro industries and also identified the key challenges and barriers to the adoption and implementation of these technologies.

Research Methodology

The present study is descriptive in nature by using secondary data. It was collected from the published sources like journals, various books and websites and from artificial intelligence tools.

Limitation of the Study

- This study is analyzed on the basis published source.

Opportunities of Micro Industries in the Era of Industry 5.0

Industry 5.0 emphasizes AI to optimize manufacturing and business processes by automating repetitive tasks, reducing errors, and enhancing efficiency. Machine learning models analyze production data to detect inefficiencies, while AI adjusts

parameters in real-time to streamline workflows. Additionally, AI-powered image recognition identifies defects, enabling immediate corrective actions to minimize waste and ensure consistent quality.

AI supports strategic planning and business development by analyzing customer behavior, market trends, and competitive intelligence. It provides real-time insights for resource allocation, supply chain optimization, and inventory management, improving decision-making. Over time, AI learns from past outcomes, enhancing its accuracy and adaptability to new circumstances.

Application of IOT in Micro industries

IoT devices like GPS trackers and RFID tags enable real-time tracking of components, finished goods, and raw materials throughout the supply chain, enhancing visibility, reducing delays, and ensuring timely delivery. By leveraging data from these devices, micro companies can offer personalized products and services that improve customer satisfaction and loyalty. Additionally, IoT-enabled products facilitate proactive after-sales support by providing real-time performance data, enhancing product reliability and customer experience. IoT sensors also aid in managing resources such as raw materials, electricity, and water, promoting environmentally friendly practices, efficient waste management, and effective recycling strategies.

Available opportunities for micro industries

Recent Trend	Opportunities
Industry 5.0 focuses on human-centered technology, where businesses integrate advanced technologies to create highly personalized products and services.	Micro industries, with their agile and often direct-to-consumer models, can customize products based on customer preferences and offer tailored solutions, meeting the growing demand for personalization.
Industry 5.0 emphasizes collaborative robots (cobots) and AI that work alongside humans rather than replacing them.	Micro industries can adopt affordable, collaborative robots that perform repetitive tasks, freeing up employees for creative and complex work, increasing productivity while maintaining

	human input.
Environmental sustainability is a core pillar of Industry 5.0.	With affordable green tech solutions becoming available, micro industries can integrate sustainable practices (e.g., renewable energy, waste reduction, eco-friendly materials) to attract eco-conscious consumers and align with global sustainability goals.
Industry 5.0 promotes the integration of digital ecosystems, enabling even small businesses to reach a global audience.	Micro industries can use digital platforms and marketplaces to connect with customers worldwide, expanding beyond local boundaries and increasing visibility and revenue potential with minimal physical infrastructure.
Many governments recognize the role of micro industries in economic resilience and are providing incentives for tech adoption.	Micro industries can benefit from subsidies, tax incentives, and grants to adopt Industry 5.0 technologies, which can help them compete with larger firms and foster innovation on a microeconomic scale.
The integration of Internet of Things (IoT) and cloud computing offers new data-driven insights, supporting more efficient operations.	Micro industries can now affordably leverage IoT and cloud tools to analyze customer data, optimize supply chains, and monitor equipment in real-time, enabling smart decisions without large-scale infrastructure.
Industry 5.0 supports human-centric skills and promotes updating skills for advanced tech roles.	Micro industries have a chance to invest in local talent, training employees in modern skill sets, like AI, IoT, and data analytics, to create a skilled workforce while fostering local job growth and community resilience.

Challenges Faced by Micro Industries in the Era of Industry 5.0

Implementing advanced technologies in micro industries poses significant financial barriers, as the required capital is often out of reach. Limited digital literacy among owners and workers further complicates technology adoption, creating a knowledge gap that can hinder progress. Additionally, inadequate infrastructure including inconsistent power, limited connectivity, and costly tech solutions makes it challenging for these industries to fully integrate Industry 5.0 practices. Workforce adaptability also presents a hurdle, as employees need upskilling to effectively operate alongside automated systems and advanced machinery. With increased digital integration, micro industries face heightened cyber-security risks, which can be critical for those lacking robust cyber-security resources.

Recent Challenges Faced by Micro Industries and its Impact

Challenges	Its Impact
The acquisition and integration of advanced technologies, such as the Internet of Things (IoT), artificial intelligence (AI), and collaborative robots (cobots), can be expensive.	Many micro industries operate on limited budgets, making it difficult to justify large investments in new technology, even if it offers long-term benefits.
According to the Industry 5.0 framework, workers must possess a special set of abilities that combine cutting-edge technology know-how with traditional craftsmanship.	Micro industries may struggle to find or afford training for their workforce to gain skills in AI, robotics, and data analytics, which are essential for leveraging new tools effectively.
Increased digitalization and the use of IoT expose micro industries to cyber security threats and data privacy concerns.	With limited IT resources, micro industries may find it challenging to implement robust cybersecurity measures, making them vulnerable to attacks that could disrupt operations or

	compromise customer data.
Many micro industries lack access to funding options needed to support large technological investments.	As banks and investors often prioritize larger enterprises for financing, micro industries may struggle to secure loans or grants to support Industry 5.0 adoption.
The evolving landscape of data protection, environmental regulations, and labor laws can be complex, especially for industries adopting new tech.	Navigating regulatory requirements may strain the administrative resources of micro industries, making compliance costly and time-consuming.
The scalability needed to fully utilize advanced technologies can be challenging for micro industries due to limited resources and infrastructure.	Micro industries often lack the physical and digital infrastructure to scale production quickly or efficiently, limiting their ability to compete with larger, automated industries.
With increased automation, customer expectations for rapid, personalized service are rising, creating pressure on small businesses to deliver at the same standard as larger enterprises.	Meeting these expectations requires rapid digitalization and efficient operations, which may be challenging for micro industries due to limited staff and tech capabilities.
Sustainability is a key component of Industry 5.0, but adopting green technologies or sustainable materials often involves higher upfront costs.	Micro industries may find it financially challenging to make sustainable choices, potentially losing environmentally-conscious customers to more eco-friendly competitors.
Industry 5.0 heavily relies on digital connectivity, yet many micro industries lack the necessary	Without reliable digital connectivity, micro industries are unable to fully benefit from the technological advancements of

infrastructure or stable internet access, especially in rural areas.	Industry 5.0, such as cloud-based data storage or real-time analytics.
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These challenges highlight the barriers that micro industries face as they strive to adopt Industry 5.0 technologies, which require significant resources, adaptability, and resilience to overcome.

Findings

- IoT helps micro industries for reducing operational costs by increasing production, determining service needs, and maximizing the use of available resources.
- Real-time control and monitoring improve productivity by minimizing downtime and maintaining optimal production conditions.
- Product quality is increased and flaws are decreased through automated inspections and data analytics.
- Tailored goods and preventive after-sales service improve customer satisfaction and retention.
- Improved resource efficiency and waste control made possible by IoT technology lead to more environmentally friendly production methods.
- Many micro industries operate on limited budgets, making it challenging to justify significant investments, despite potential long-term benefits.
- It may struggle to afford or access training necessary for their workforce to gain skills in AI, robotics, and data analytics, which are crucial for effective tool utilization.
- Increased digitalization and IoT use expose micro industries to cyber-security risks.
- Increased automation has led to heightened customer expectations for fast, personalized service. Limited staff and technological capacity make it challenging for micro industries to meet these demands, adding competitive pressure.
- Banks and investors typically prioritize larger enterprises, making it difficult for micro industries to secure loans or grants for Industry 5.0 adoption.

Suggestions

In micro industries, achieving greater productivity, improved quality, customization, and sustainability depends on several important elements such as huge financial

resources needed, tied up with similar industries and promotional effort of government support.. These elements may have a major effect on micro businesses' ability to prosper in the cutthroat environment of Industry 5.0.

- High financial resources are crucial for micro industries to invest in advanced technologies like AI, IoT, and automation, enabling effective integration and maintenance. Without sufficient funding, these industries risk falling behind larger competitors, impacting operational efficiency and product quality. Adequate financial support allows micro industries to adopt innovative solutions that streamline processes, reduce waste, and improve profitability.
- Collaborating with similar industries enhances the adoption of advanced technologies by enabling resource sharing, knowledge exchange, and joint ventures, which lead to cost reductions and innovation. By pooling expertise in research and development, micro industries can create customized products for niche markets. Such partnerships also improve supply chain efficiency through optimized logistics and inventory management, strengthening individual businesses and fostering a more resilient industrial ecosystem to navigate the challenges of Industry 5.0.
- Government support is crucial for promoting technological adoption in micro industries by offering high subsidies and interest-free loans, which reduce financial barriers. This financial assistance incentivizes investment in modern technologies, leading to increased productivity, improved product quality, and enhanced sustainability. Additionally, government initiatives that include training programs can boost digital literacy among workers, ensuring they can effectively utilize new technologies.
- Encouraging the use of India-made products and services can play a vital role in sustaining micro industries and ensuring their long-term existence. When people prioritize locally manufactured goods, it generates demand that helps small-scale producers stabilize and grow within competitive markets. This local support

drives economic growth and fosters self-reliance by reducing dependency on imported goods.

Conclusion

The rapidly changing Industry 5.0 landscape offers both significant chances and challenges to micro enterprises. This study explores their growth potential alongside hurdles like market competitiveness, regulatory demands, and technology adoption. With advancements in AI, IoT, and robotics, Industry 5.0 offers unprecedented possibilities for innovation and expansion. Industry 5.0 uses AI to streamline manufacturing, reduce errors, and enhance efficiency, while also informing strategic decisions through data insights. IoT improves supply chain visibility, enables personalization, and aids in efficient resource management, fostering sustainability and proactive maintenance.

In conclusion, micro industries face significant financial barriers in adopting advanced technologies, limited by capital constraints and digital literacy gaps that impede progress. Challenges such as inadequate infrastructure, the need for workforce upskilling, and heightened cybersecurity risks further complicate Industry 5.0 integration. Achieving greater productivity, quality, customization, and sustainability requires substantial financial resources to invest in technologies like AI, IoT, and automation. Collaborative efforts with similar industries can enable resource sharing and innovation, while government support through subsidies and training programs is essential in overcoming financial and skill barriers. Together, these measures can drive technology adoption, enhance productivity, and position micro industries for sustainable growth in the evolving industrial landscape.

By choosing India-made products, consumers contribute to job creation across various sectors, from manufacturing and raw material sourcing to logistics and distribution. This generates a positive economic cycle, strengthening local communities and allowing micro industries to thrive. Over time, this demand fosters innovation and drives small businesses to continually improve, positioning India's micro industries to succeed both domestically and globally.

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Available online @ www.iaraindia.com
SELP Journal of Social Science - A Blind Review & Refereed Quarterly Journal
ISSN: 0975-9999 (P) 2349-1655 (O)
Impact Factor: 3.655 (CIF), 2.78(IRJIF), 2.5(JIF), 2.77(NAAS)
Volume XV, Issue 59, October - December 2024
Formally UGC Approved Journal (46622), © Author

AN EXPLORATORY STUDY ON CHILDREN VIEWING TAMIL REALITY SHOW ON SMARTPHONE IN MADURAI DISTRICT

BABU SHAJAN KEVIN

Ph.D Research Scholar (Part-Time), Department of Visual Communication,
Thanthai Periyar Government Arts & Science College (Autonomous), Tiruchirappalli

Dr. I. SENTHILA DEVI

Assistant Professor, Department of Visual Communication,
Thanthai Periyar Government Arts & Science College (Autonomous), Tiruchirappalli

Abstract

The proliferation of smartphones and affordable mobile data plans has led to a surge in children watching reality television programming on personal devices in regions like Madurai, Tamil Nadu, India. A study surveying 120 children aged 8-15 and conducting 15 in-depth interviews with parents found that over 90% of sampled children had access to smartphones, with an average daily viewing time of 2-3 hours for Tamil reality shows, particularly singing talent shows like Super Singer Junior. While children appreciated the accessibility, 76% of parents expressed concerns about the distraction from studies and perceived negative impacts on language skills and social development. These findings highlight the need for further research and parental guidance to mitigate potential adverse effects on children's development.

Keywords: Mobile television; Smartphone entertainment; Reality television Shows; Children's media consumption; Mobile viewing patterns; Children behaviour; Media literacy.

Introduction

The penetration of affordable smartphones and mobile data plans has led to rapid growth in watching television content on mobile phones across India (Rao, 2017). This trend is noticeable even among lower income groups and prompts examination of how increased mobile viewership might affect media consumption patterns and behaviors, especially among children (Walton, 2018).

Previous research indicates substantial viewership of reality shows among young people (Papacharissi & Mendelson, 2007). With easy access to content via personal mobile devices, questions arise regarding impacts of excessive reality show viewing on children's development and socialization (Gogan, 2015). Parental concerns also exist about lack of supervision and restrictions when

devices allow constant private access (Kabali et al., 2015).

This study aims to understand device access and patterns of reality show viewership on mobiles among children in Madurai district, Tamil Nadu. It examines the extent of parental supervision and restrictions on mobile use for viewing TV among children aged 8-15 years. Both quantitative and qualitative methods are utilized to meet the research objectives.

Objectives of the Study

- To objectively quantify device access and extent of smart phone ownership among sampled children.
- To measure daily average time spent watching Tamil reality programs on mobiles.
- To identify most preferred and viewed Tamil reality shows among children.

- To assess perceived benefits of mobile reality show viewership as reported by children.
- To evaluate parental viewpoints on disadvantages of mobile viewership for children.

Review of Literature

Children's Viewing of Reality Television Shows

Reality television has become very popular among young viewers over the past decade (Papacharissi & Mendelson, 2007). Such programming can have powerful influences in the socio-emotional development of young people (Gogan, 2015). Evidence suggests reality TV impacts adolescents' attitudes and behaviors regarding aggression, consumerism, body image concerns, self-esteem and sexuality (Ferguson & Nielsen, 2014). The perceived 'realism' and strong emotive content make reality shows highly engaging for children (Nabi et al., 2006). Structured reality programs like singing or dance talent contests have gained significant child viewership (Gogan, 2015).

Mobile Viewership of Television Content

Television viewership on internet-enabled mobile devices has undergone dramatic expansion (Svensson, 2015). India witnesses substantial TV consumption on smartphones, facilitated by affordable data plans (Langer, 2021). Ernst & Young (EY) media report indicates 70% of Indian smartphone users regularly view TV shows and movies on mobile apps (Chaturvedi, 2019). For children, mobiles enable greater autonomy over preferred content compared to family television (Rao, 2017). However, it reduces parental oversight regarding the appropriateness or quality of content viewed. Research indicates this can adversely impact children's learning, linguistic skills, attention spans and social development (Carson et al., 2010). Parental regulations like time restrictions and app limits are less effective on personal devices (Radesky et al., 2014).

Methodology

Research Design

An exploratory research design utilizing mixed methods was adopted. It combined a quantitative survey with qualitative interviews to meet the objectives. Using mixed techniques allows gathering numerical data about reality show viewership and device usage patterns, while qualitative

inputs help gain deeper insights regarding perceived impacts and parental concerns.

Research Sample

The study population comprised school-going children aged 8 to 15 years in Madurai city. This age group displays highest viewership for reality shows (Anand, 2007). A sample of 120 children was selected through stratified random sampling from four zones to ensure representation. 15 parents were also purposively selected for interviews.

Research Instruments

A structured questionnaire surveyed children about device access, viewership patterns, content preferences, and perceived benefits. It utilized multiple choice and Likert-type scale questions, validated for content adequacy with a Cronbach's alpha of 0.82. A semi-structured interview guide with open-ended questions gained parental perspectives on perceived impacts, disadvantages and interventions.

Data Collection & Analysis

The survey was administered through in-person interviews during school hours. Descriptive statistics analyzed quantitative data. Thematic analysis identified key patterns from the interview data.

Results & Discussion

Children's Access to Smartphone & Reality Show Viewership

Children's Access to Smartphone (N=120)

Access to Smartphone	Number	Percentage (%)
Own Smartphone	82	68
Share family member's phone	38	32
Total	120	100

The survey results indicated widespread accessibility and usage of mobile devices for reality show viewing among sampled children, with 68% of children owning or having regular access to a personal Smartphone..

Daily average time spent watching Tamil reality programs on mobiles (N=120)

Watching time	Number	Percentage (%)
More than 2 hours daily	91	76
1-2 hours daily	29	24
Total	120	100

On an average 76% viewed reality shows on mobile phones for over 2 hours

daily.

Parental Awareness of Child's Reality Show Viewing Time (N=120)

Awareness of Child's Viewing Time	Number	Percentage (%)
Fully aware of viewing duration	92	77
Unaware of child's daily viewing time	28	23
Total	120	100

77% of parents were aware of this duration of reality show viewing among kids, aligning with media reports stating almost 9 in 10 Indian children have access to smartphones by the age of 10 years (Langer, 2021), and demonstrating the magnitude of reality show consumption specifically on mobile platforms by children, with reasonably high parental awareness regarding daily time spent.

Most Viewed Reality Genre(N=120)

Reality Show Genre Viewership	Number	Percentage (%)
Singing competitions	107	89
Dance competitions	88	78
Comedy/family games	82	63
Celebrity/chat shows	63	53

In terms of popularity, singing competitions emerged as the most viewed reality show with 89% viewership. Dance talent contests 78% and comedy/family game shows 63% also ranked very high. Children also viewed celebrity / chat shows 53 %.This indicates children's preference for competitive performance-based reality formats with music, dance or humor elements.

Perceived Benefits of Mobile Reality Show Viewership (N=120)

Perceived Benefits	Mean Score
Entertainment & stress relief	3.86
Learning new talents like singing, dancing	3.81
Supporting & voting for favorite contestants	3.76

Helps pass time when bored or travelling	3.73
Social interaction with friends about shows	3.61

Table depicts children's perceived benefits of reality show viewing on mobiles based on quantitative survey responses analyzed through mean scores. The study results showed children perceive the following as major advantages of reality show viewership on mobile phones:

- (1) Entertainment & stress relief (Mean score 3.86/5)
- (2) Learning new talents like singing, dancing etc. (Mean score 3.81/5)
- (3) Supporting & voting for favorite contestants (Mean 3.76/5)
- (4) Helps pass time when bored or travelling (Mean 3.73/5)

Parental Concerns Regarding Mobile Reality Show Viewership

Key Parental Concerns Regarding Reality Show Viewership (N=15)

Concerns	Number of Responding Parents
Distraction from academics & impacting studies	12
Fostering aggressive competitive mindsets	09
Exposure to inappropriate content/interactions	08
Language development & articulation issues	11

Almost 76% of parents felt excessive reality show viewing on mobiles had detrimental impacts like distracting from academics, fostering aggressive competitive mindsets, exposure to inappropriate content, and language development issues. However, most faced limitations in monitoring or regulating mobile usage, undermining parental supervision. As one parent expressed, "We have no idea...what shows they are watching on phones...difficult to check or restrict" - highlighting the key concern regarding effects on children's attitudes and behaviors.

Conclusion

This exploratory research highlights widespread smartphone access enabling substantial Tamil reality show viewership among children in Madurai, raising parental concerns over negative developmental

impacts. Implications include need for greater media literacy, regulation mechanisms, and further comparative research across regions and languages to promote responsible mobile content consumption by children.

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SELP Journal of Social Science - A Blind Review & Refereed Quarterly Journal
ISSN: 0975-9999 (P) 2349-1655 (O)
Impact Factor: 3.655 (CIF), 2.78(IRJIF), 2.5(JIF), 2.77(NAAS)
Volume XV, Issue 59, October - December 2024
Formally UGC Approved Journal (46622), © Author

EVALUATING THE IMPACT OF SOCIO-ECONOMIC STATUS ON THE ECONOMIC PERFORMANCE OF FARMER PRODUCER COMPANIES IN THE SOUTHERN DISTRICTS OF TAMIL NADU

A MALAISAMY

Former International Livestock Research Institute Scientist & Professor, AC & RI
Tamil Nadu Agricultural University, Madurai, Tamil Nadu, India

Abstract

Farmer Producer Companies (FPCs) have become an important model for improving the socio-economic status and economic performance of small and marginal farmers in India, particularly in southern districts like Virudhunagar and Theni in Tamil Nadu. This study explores the role of FPCs in empowering farmers by enhancing market access, improving bargaining power, and reducing input costs. The research involved seven FPCs and a sample of 140 members, focusing on demographic factors, income levels, farm size, and governance structures. The analysis revealed that FPCs predominantly consist of female members, with an average age of 44. Most members saw increased incomes after joining FPCs. Additionally, the SWOT analysis identified strengths like better market access and weaknesses such as limited processing facilities, posing operational challenges. FPCs showed promise in transforming agriculture, notably through improvements in millet cultivation. For instance, FPC interventions led to a 20% increase in millet yields. The findings offer valuable insights into potential strategies for strengthening FPCs in Tamil Nadu, such as enhancing cooperative marketing initiatives and investing in infrastructure for value addition to agricultural products.

Keywords: *Farmer Producer Companies, Socio-Economic Status, Economic Performance, SWOT Analysis.*

Introduction

Agriculture is a crucial sector in the Indian economy, with over 85 percent of small farmers owning an average land size of 1.01 hectares. However, only 47 percent of the total cultivated area is owned by them. About 54.60 percent of the Indian population relies on agriculture, which plays a significant role in reducing poverty and providing employment and food security to the majority of people. Agriculture contributed 17 percent to the GDP, ensuring sustainable production. To double farmers' income, the Government of India has been promoting farmer collectives through farmer cooperatives, farmer interest groups, farmer producer companies, and commodity-

based organizations.

In 2000, the Indian government established a committee under the chairmanship of Prof. Y. K. Alagh to promote the concept of producer companies, aiming to improve support for primary producers. In 2002, the Indian government amended the Companies Act, 1956, creating "Part IX A" for "Producer Companies," which were established based on mutual aid principles and patronage to integrate the best aspects of cooperatives and corporate sectors for the benefits of primary producers, especially small and marginal farmers. These companies were considered one of the best strategies for addressing various challenges in agriculture.

Farmer Producer Companies (FPCs) have emerged as a promising model for empowering smallholder farmers in India, particularly in the cultivation of climate-resilient crops such as millet. These companies aim to address the challenges faced by small and marginal farmers by facilitating collective action, improving market access, and enhancing bargaining power. However, the effectiveness and sustainability of FPCs in the context of millet cultivation remain understudied.

Farmer Producer Companies (FPCs) are membership-based organizations with elected leaders accountable to their constituents, enabling farmers to work together on various issues like loans, input sourcing, farm technology, and post-harvest handling. FPC programs aim to support small and marginal farmers, foster collaboration, ensure fairness, and deliver quality products to consumers. However, only 10-15 percent of FPCs have 1000 or more members, and nearly 60 percent of them have 500 or fewer members. The sanctioned capital for more than half of all FPCs was less than Rs. 1.0 lakh.

Farmer Producer Companies involve groups of members, with the majority consisting of small and marginal farmers, accounting for approximately 70-80 percent. In India, FPCs are promoted by entities such as NABARD, SFAC, NGOs, and other companies to facilitate their growth and sustainability. Currently, 8,425 FPCs are operating in India, focusing on helping farmers transition from watershed and wadi programs.

Millets, known for their nutritional value and ability to thrive in adverse climatic conditions, have gained renewed interest in recent years due to their potential to address food security and climate change concerns. As such, understanding the role of FPCs in promoting millet cultivation and supporting millet farmers is crucial for developing sustainable agricultural practices and improving rural livelihoods.

Farmer Producer Companies have emerged as a promising model for improving the socio-economic status and economic performance of small and marginal farmers in India. These collective organizations aim to enhance the bargaining power of farmers, reduce input costs, and provide better access to markets. This study examines the socio-economic status and economic performance of

Farmer Producer Companies in the southern districts of Tamil Nadu, a region known for its agricultural diversity and challenges faced by small-scale farmers.

Materials and Methods

Study Area

The study focuses on Farmer Producer Companies (FPCs) in Tamil Nadu, with Virudhunagar and Theni districts purposefully selected as the study areas. In Virudhunagar district, the blocks of Kariapatti, Narikudi, and Tiruchuli were chosen, while in Theni district, the blocks of Bodinayakanur, Chinnamanur, Periyakulam, and Andipatti were selected.

Collection of Data

Seven companies were randomly selected based on authorized share capital. In Virudhunagar, four FPCs were selected: Seeds FPCL, Kariapatti Millet FPCL, Valarchi FPCL, and Ramanar Millets FPCL. In Theni, three FPCs were selected: Mazhaithuli Livestock FPCL, Mullaiyaru FPCL, and Meghamalai Collective FPCL. A total sample of 140 FPC members was selected for statistical analysis.

Analytical Procedure

Frequencies and Percentage Analysis

The characteristics of sample members of FPC households, such as age, education, occupational status, farming experience, social participation, and training, were assessed using frequencies and percentage analysis.

Performance Analysis

SWOT analysis is used to identify internal strengths, weaknesses, external opportunities, and threats, gather feedback, and explore future goals, strategies, and potential obstacles.

Result and Discussion

Socio-Economic Status of Farmer Producer Companies (FPCs)

The age distribution of the members shows that 19.29 percent are up to 30 years old, 27.86 percent are between 31-40 years, 21.43 percent fall within the 41-50 years range and 31.43 percent are above 50 years old, with the mean age being 44 years. This indicates that the majority of FPC members are around 44 years old. Regarding gender, 25.71 percent of the members are male, and a significant majority of 74.29 percent are female. So, most of the FPCs consist primarily of female members and it's shown in Figure 1. In terms of educational status, 4.29 percent are illiterate, 19.29 percent

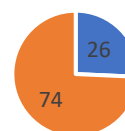
have completed primary education (1-5 years), 35.00 percent have secondary education (6-10 years), 18.57 percent have higher secondary education (10-12 years), and 22.86 percent are graduates. The majority of farmers in the FPC are educated. The family size of the members indicates that 55.71 percent have less than 4 members, 32.86 percent have 4 to 6 members, and 11.43 percent have more than 6 members, with the mean family size being 4. The annual income distribution reveals that 47.14 percent earn below Rs. 100,000, 40.71 percent have an income between Rs. 100,000 to Rs. 200,000, 6.43 percent earn between Rs. 200,001 to Rs. 300,000, and 5.71 percent have an income exceeding Rs. 300,000, with the mean annual income being Rs. 129,871.43. This suggests that most farmers achieve a profitable income after joining the FPC. The annual income of FPC members is illustrated in Figure 2. Table 1 discusses the general characteristics of sample members of FPCs, such as age, gender, educational status, family size, annual income, farming experience, and land holdings.

General Characteristics of FPC Members

Particulars	Frequency	Percent
Age (Years)		
Up to 30 years	27	19.29
31-40 years	39	27.86
41-50 years	30	21.43
Above 50 years	44	31.42
Total	140	100.00
Mean age	44	
Gender		
Male	36	25.71
Female	104	74.29
Total	140	100.00
Educational status		
Illiterates	6	4.28
Primary Education (1-5)	27	19.29
Secondary Education (6-10)	49	35.00
Higher Secondary Education (10-12)	26	18.57
Graduate	32	22.86
Total	140	100.00
Family size (Nos.)		

Less than 4	78	55.71
4 to 6	46	32.86
More than 6	16	11.43
Total	140	100.00
Mean	4	
Annual Income (Rs.)		
Below 100000	66	47.14
100000 to 200000	57	40.71
200001 to 300000	9	6.43
More than 300000	8	5.72
Total	140	100.00
Mean	129871	

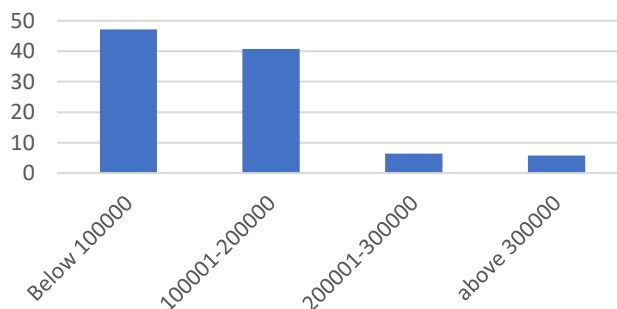
Gender Distribution of Member



Male Female

Gender Distribution of FPC Members

Distribution of Members Income



Income Distribution of FPC Members

Table 2 shows the demographic profile of Farmer Producer Company (FPC) members based on their farming experience. Out of the 140 surveyed members, the majority (30 percent) have 11 to 20 years of farming experience. Those with less than a decade of expertise comprise 25.71 percent of the membership. The remaining members are evenly split, with 21.43 percent having farmed for 21 to 30 years, and 22.86 percent boasting over three decades of agricultural practice. The average farming experience within the FPC is

20 years. This suggests that most FPC members have at least 20 years of farming experience.

Farming Experience of FPC Members

Particulars	Frequency	Percent
Farming Experience (Years)		
Less than 10 years	36	25.71
11 to 20 years	42	30.00
21 to 30 years	30	21.43
More than 30 years	32	22.86
Total	140	100.00
Mean	20	

Table 3 presents the distribution of farm sizes among the FPC (Farmer Producer Organization) members. Out of the 140 respondents, the majority, 39.29 percent, were marginal farmers with less than 1 hectare of land. Small farmers, with land holdings between 1 and 2 hectares represented 30.71 percent of the members. Semi-medium farmers, who owned between 2 and 4 hectares, comprised 17.86 percent of the group, while medium farmers, with 4 to 10 hectares, accounted for 10.00 percent. Larger farmers, owning more than 10 hectares, represented only 2.14 percent of the members. The farm size of the FPC members is represented in Figure 3. The average farm size of 2.6 hectares reflects a predominantly small-scale farming community within the FPC.

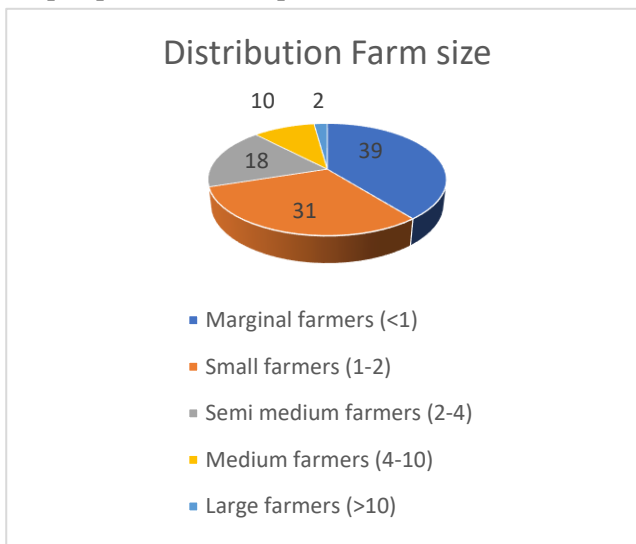
Farm size of the FPC Members

Particulars	Frequency	Percent
Farm size (ha)		
Marginal farmers (<1 ha)	55	39.29
Small farmers (1-2 ha)	43	30.71
Semi-medium farmers (2-4 ha)	25	17.86
Medium farmers (4-10 ha)	14	10.00
Larger farmers (>10 ha)	3	2.14
Total	140	100.00
Mean	2.6	

Farm Size Distribution of FPC Members

The general characteristics of FPC members are quite diverse. Most members are over 40 years old, with a mean age of 44 years, and most are female (74.29 percent). In terms of education, the members range from illiterate to graduates, with the largest group having a secondary education. The average family size

is 4 members, with 55.71 percent having less than four members. Regarding income, nearly half of the members earn below Rs. 100,000 annually, and the mean annual income is Rs. 129,871. Overall, FPC members represent a wide range of demographics encompassing age, gender, education, family size, and income. The diversity within the group contributes to a rich and varied pool of perspectives and experiences.



Functions and Governance of FPC

The main goal of the FPC is to provide quality inputs, procurement, and trading of commodities to increase the income of member farmers. The comparison of the seven select FPCs is shown in Table 4 and Table 5. SEEDS (Social Education Economical Development Society) Farmer Producer Company Limited promoted by NABARD was registered on 18th December, 2014. The age of FPC is about nine years. This FPC consists of 3036 small farmers (53 percent), 1197 marginal farmers (21 percent), 1284 semi-medium farmers (22 percent), and 254 large farmers (4 percent) with a total of 5771 members spread over 110 villages in a block. There are about ten Board of Directors including the Chairman. The authorized and paid-up capital was Rs.3.5 lakhs and 60 lakhs, respectively.

Ramanar Farmer Producer Company Limited promoted by NABARD was registered on 22nd April 2016. The age of FPC is about eight years. This FPC consists of 694 marginal farmers (24 percent), 1866 small farmers (63 percent), 226 semi-medium farmers (8 percent), and 157 large farmers (5 percent) with a total of 2943 members spread

over 89 villages in a block. There are about ten Board of Directors including the Chairman. The authorized and paid-up capital was Rs.10 lakhs and 1.1 lakhs, respectively.

Valarchi Farmer Producer Company Limited promoted by NABARD was registered on 29th August 2017. The age of FPC is about seven years. This FPC consists of 560 marginal farmers (56 percent), 330 small farmers (33 percent) and 110 large farmers (11 percent) with a total of 1000 members spread over 45 villages in a block. There are about five Board of Directors including the Chairman. The authorized and paid-up capital was Rs. 10 lakhs and 1 lakh, respectively.

Kariapatti Millet Farmer Producer Company Limited promoted by NABARD was registered on 23rd September, 2014. The age of FPC is about ten years. This FPC consists of 525 marginal farmers (44 percent), 360 small farmers (30 percent), 255 semi-medium farmers (21 percent), and 60 large farmers (5 percent) with a total of 1200 members spread over 86 villages in a block. There are about eight Board of Directors including the Chairman. The authorized and paid-up capital was Rs.50 lakhs and 15 lakhs, respectively.

Meghamalai Collective Farmer Producer Company Limited by TNSFAC was registered on 21st April 2020. The age of FPC is about four years. This FPC consists of 592 marginal farmers (66 percent), 297 small farmers (33 percent), and 14 large farmers (2 percent) with a total of 903 members spread over 28 villages in a block. There are about ten Board of Directors including the Chairman. The authorized and paid-up capital was Rs. 20 lakhs and 9.03 lakhs, respectively.

Mullaiyaru Farmer Producer Company Limited by NABARD was registered on 30th December 2019. The age of FPC is about four years. This FPC consists of 339 marginal farmers (34 percent), 427 small farmers (43 percent), and 234 semi-medium farmers (23 percent) with a total of 1000 members spread over 40 villages in a block. There are about ten Board of Directors including the Chairman. The authorized and paid-up capital was Rs.10 lakhs and Rs.10 lakhs, respectively.

Mazhaithuli Livestock Farmer Producer Company Limited by NABARD was registered on 4th January 2022. The age of FPC is about two years. This FPC consists of 201 marginal farmers (40 percent), 218 small

farmers (44 percent), and 78 large farmers (16 percent) with a total of 500 members spread over 8 villages in a block. There are about seven Board of Directors including the Chairman. The authorized and paid-up capital was Rs.15 lakhs and Rs.5 lakhs, respectively.

The Farmer Producer Companies (FPCs) supported by NABARD and TNSFAC, including SEEDS, Ramanar, Valarchi, Kariapatti Millet, Meghamalai, Mullaiyaru, and Mazhaithuli Livestock Farmer Producer Companies, have played a crucial role in organizing and empowering farmers in various areas of Tamil Nadu. These FPCs, which have been established for seven to ten years, each have over 500 shareholders, regardless of the promoting institution. More than 80 percent of the members in these FPCs are small and marginal farmers.

Sources of Grants and Loans sought by the FPCs

The major sources of grants received by the Farmer Producer Companies are NABKISHAN, Lakshmi Vilas Bank Limited, Union Bank of India, HDFC Bank Limited, The South Indian Bank Limited, and NABARD (Table 5.8), whereas loans were received from Samunnati Financial Intermediation & Services Private Limited and Ananya Finance for Inclusive Growth Private Limited. The total grant and loan received were Rs. 640.75 lakhs and Rs. 295.60 lakhs together accounting for Rs. 936.35 lakhs. FPC had received a matching grant of Rs. 391.00 lakhs from NABKISHAN, especially for value addition of produce, packaging, marketing, and for providing wages for BOD.

FPC had a received start-up grant of Rs. 150.75 lakhs from the Bank. An equity grant of Rs. 99.00 lakhs were received from NABARD for the purchase of a Food Extruder, Sorghum Pearler, and Seed Cleaner-cum-Grader. The FPC also received a loan amount of about Rs. 295.60 lakhs from Samunnati and Ananya for the purchase of a tractor, purchase of oil extractor, purchase of fodder sorghum harvester, combine harvester, grader, and solar drier. It is observed that NABARD and its subsidiaries have a major role in supporting FPCs through grants. Other than grants, FPCs could generate loans ranging from an average of 31 percent to the total funds received.

Capacity Building Programme Organised by the FPCs

In 2021, 412 shareholders benefited from training sessions focusing on pulses, millets, cotton, paddy, rainfed agriculture, and crop insurance. In 2022, 370 shareholders were trained on climate resilience, sustainable farming, and the latest agricultural technologies for rainfed farming. In 2023, 50 shareholders participated in a session on Integrated Pest Management (IPM) for rainfed crops. In 2024, 465 participants were trained

in digital marketing of commodities and dairy farming. The year 2025 saw significant emphasis on value addition, labelling, marketing, and capacity building, with 910 shareholders trained across various sessions, including a microlearning center. These initiatives highlight a consistent effort to enhance agricultural knowledge and skills, adapt to climate challenges, and explore value-added opportunities in the agricultural sector.

Profile of Sample FPCs in Virudhunagar district

Particulars	SEEDS FPC Limited	Ramanar FPC Limited	Valarchi FPC Limited	Kariapatti Millet FPC Limited
Date of registration	18.12.2014	22.04.2016	29.08.2017	23.09.2014
CIN	U01403TN2014PTC098509	U01100TN2016PTC110005	U01409TN2017PTC118328	U01403TN2014PTC097482
Registration No	098509	110005	118328	097482
Age of FPC	Nine years	Eight years	Seven years	Ten years
Number of members				
i. Marginal farmers (<1ha)	1197 (21.00)	694 (24.00)	560 (56.00)	525 (44.00)
ii. Small farmers (1-2 ha)	3036 (53.00)	1866 (63.00)	330 (33.00)	360 (30.00)
iii. Semi-medium farmers (2-4 ha)	1284 (22.00)	226 (8.00)	-	255 (21.00)
iv. Large farmers (>10 ha)	254 (4.00)	157 (5.00)	110 (11.00)	60 (5.00)
Total	5771 (100.00)	2943 (100.00)	1000 (100.00)	1200 (100.00)
Promoted by	NABARD	NABARD	NABARD	NABARD
Villages covered	110	89	45	86
Authorized capital (Rs.)	3,50,000	10,00,000	10,00,000	50,00,000
Paid-up capital (Rs.)	60,00,000	1,10,000	1,00,000	15,00,000
No. of BoD including the chairman	10	10	5	8
The last AGM meeting conducted	30.12.2023	31.12.2023	31.12.2023	28.09.2023

(Figures in parentheses indicate percent to total)

Profile of Sample FPCs in Theni district

Particulars	Meghamalai Collective FPC Limited	Mullaiyaru FPC Limited	Mazhaithuli Livestock FPC Limited
Date of registration	21.04.2020	30.12.2019	04.01.2022
CIN	U01300TN2020PTC135190	U01409TN2019PTC133519	U01100TN2022PTC149004
Registration No	135190	133519	149004
Age of FPC	Four years	Four years	Two years
Number of members			
i. Marginal farmers (<1ha)	592 (66.00)	339 (34.00)	201 (40.00)
ii. Small farmers (1-2 ha)	297 (33.00)	427 (43.00)	218 (44.00)
iii. Semi-medium farmers (2-4 ha)	-	234 (23.00)	-
iv. Large farmers (>10 ha)	14 (2.00)	-	78 (16.00)
Total	903 (100.00)	1000 (100.00)	500 (100.00)
Promoted by	TNSFAC	NABARD	NABARD
Villages covered	28	40	8
Authorized capital (Rs.)	20,00,000	10,00,000	15,00,000
Paid-up capital (Rs.)	9,03,000	10,00,000	5,00,000
No. of BoD including the chairman	10	10	7
The last AGM meeting conducted	17.10.2023	30.09.2023	22.08.2023

Sources of Grants and Loans sought for the FPCs

Name of the grant	Source of funding	Amount (Rs. Lakhs)							Total Amount (Rs. Lakhs)
		SEED S FPCL	Raman ar FPCL	Valarc hi FPCL	Kariapa tti Millet FPCL	Meghama lai Collective FPCL	Mullaiya ru FPCL	Mazhaith uli Livestock FPCL	
Matching grant	NABKISH AN	166.00 (50.42)	129.00 (45.83)	10.00 (18.18)	15.00 (15.15)	15.00 (32.89)	50.00 (50.00)	6.00 (23.08)	391.00 (41.76)
Start-up grant	Bank	60.75 (18.45)	15.00 (5.33)	10.00 (18.18)	50.00 (50.51)	-	15.00 (15.00)	-	150.75 (16.10)
Equity grant	NABARD	5.00 (1.52)	5.00 (1.78)	20.00 (36.36)	24.00 (24.24)	-	20.00 (20.00)	10.00 (38.46)	84.00 (8.97)
	SFAC	-	-	-	-	15.00 (32.89)	-	-	15.00 (1.60)
Loan	Samunnati	15.00 (4.56)	75.00 (26.64)	15.00 (27.27)	10.00 (10.10)	15.60 (34.21)	15.00 (15.00)	10.00 (38.46)	155.60 (16.62)
	Ananya	82.50 (25.06)	57.50 (20.43)	-	-	-	-	-	140.00 (14.95)
Total		329.25 (100.00)	281.50 (100.00)	55.00 (100.00)	99.00 (100.00)	45.60 (100.00)	100.00 (100.00)	26.00 (100.00)	936.35 (100.00)
Average		54.88	46.92	9.17	16.50	9.12	16.67	4.33	156.06

SWOT Analysis of FPC

The internal strengths, weaknesses, and external opportunities and threats to the Farmer Producer Companies (FPCs), as perceived by the facilitators and member farmers, are discussed in Figure 1 for the selected FPCs, with further details provided below.

Strengths: Strengths are the internal characteristics of the companies that give them an advantage over others. Strengths of FPCs include: Direct marketing of fresh farm produce offers several advantages, including ensuring a fresh and steady supply, reducing dependency on middlemen, improving profit margins for farmers, and promoting local produce. By working with Farmer Interest Groups (FIGs), this model leverages collective experience to build strong community networks and foster cooperative efforts. Support from promoting organizations and institutions provides access to valuable resources, while a sustainable business model and well-structured operational framework ensure long-term sustainability. Coordination with other agencies enhances market access,

technologies, and government schemes, creating a more integrated and supportive ecosystem. A growing population of members strengthens the community, brings in diverse perspectives, and enhances economies of scale. Transparent information sharing builds trust among members, promotes accountability, and facilitates better decision-making. These enhanced strengths emphasize collaboration, community building, and sustainability while recognizing the importance of transparency and market-oriented strategies.

Weaknesses: Weaknesses are characteristics of companies that put the organization at a disadvantage compared to others. The perceived weaknesses of the FPCs were: The Farmer Producer Organizations face several challenges that hinder their progress and efficiency. Farmers lack knowledge of modern agricultural practices, which affects productivity and their ability to adapt to innovative techniques. The sector's reliance on rainfed agriculture makes it vulnerable to climate change and weather-related risks, leading to inconsistent crop yields.

Additionally, the lack of processing and value-addition facilities prevents farmers from enhancing their produce's marketability and profitability. Dependence on intermediaries for credit puts farmers in disadvantageous financial arrangements. Limited agricultural initiatives restrict the scalability of development programs. Insufficient knowledge of advanced agricultural inputs and post-harvest practices further hinders productivity and leads to post-harvest losses. Addressing these challenges is crucial for improving the FPOs' effectiveness and long-term sustainability.

Opportunities: Opportunities are the elements in the environment that the organization could exploit to its advantage. There were various such factors for FPCs: The Farmer Producer Organization (FPO) offers numerous benefits to smallholder farmers, including access to credit facilities, improved marketing linkages, and enhanced bargaining power. FPOs provide farmers with the necessary skills and knowledge for efficient farming, value addition, and effective management. They also offer essential inputs like quality seeds and fertilizers, enhancing their yield and produce quality. FPOs also create job opportunities and sales prospects within local communities, boosting economic activity and livelihoods. Increased awareness of government schemes and programs through FPOs ensures farmers can access support and benefits designed to aid their development. These opportunities collectively enhance the sustainability, profitability, and resilience of farming operations, positioning FPOs as a transformative model for agricultural development.

Threats: Threats are elements in the environment that could cause trouble for the organizations. The threats for a producer organization are: The Farmer Producer Organization (FPO) model, despite its benefits, faces several threats that could affect its effectiveness and long-term sustainability. High volatility in bulk market prices can lead to financial instability for farmers and undermine the FPO's economic stability. Increased competition from local traders can erode market share and pressure FPOs to adapt quickly. Uniting group members remains a persistent challenge, as differences in interests and goals can hinder collaboration and lead to financial instability. The absence of

established markets for value-added products limits FPOs' growth potential. High competition in the agricultural sector can also lead to the disintegration of member groups, straining relationships, and diminishing collective strength. Addressing these threats is crucial for FPOs' resilience and success, requiring strategic management, market adaptation, and strong internal governance.

Conclusion

The study reveals that Farmer Producer Companies (FPCs) have diverse backgrounds in terms of education, income, and farming experience. The majority of FPC members are middle-aged, predominantly female, and have completed secondary school. Despite financial difficulties, joining FPCs has led to increased farmers' earnings. Most FPC members have substantial farming experience, averaging 20 years, and are mostly small or marginal farmers with less than 2 hectares of land. The variety in farm size, experience, and demographic factors enhances the strength of FPCs, providing a broad spectrum of perspectives and experiences that promote innovation and cooperation. By offering training programs and facilitating access to grants and loans, FPCs have shown their ability to assist members, enhance livelihoods, and improve agricultural practices. FPCs, particularly those focused on millet cultivation, face challenges in direct marketing, collaboration, and institutional support. They face weaknesses in awareness of modern techniques, processing facilities, and climate resilience. Opportunities for credit access, market linkages, and skill development exist but are counterbalanced by threats from price fluctuations and competition. To ensure long-term success, future interventions should focus on strengthening organizational capacities, improving resource and market access, and enhancing members' technical skills individually. Addressing these issues directly can help FPC become more resilient and effective in serving millet farmers' needs and contributing to sustainable agricultural development.

Competing Interests

The authors have declared that no competing interests exist.

Author's contributions

This work was carried out in collaboration among all authors. All authors

read and approved the final manuscript.

Acknowledgement

The authors acknowledge and are grateful to the Indian Council of Social Science Research (ICSSR), Government of India, New Delhi for funding this research study.

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Available online @ www.iaraindia.com
SELP Journal of Social Science - A Blind Review & Refereed Quarterly Journal
ISSN: 0975-9999 (P) 2349-1655 (O)
Impact Factor: 3.655 (CIF), 2.78(IRJIF), 2.5(JIF), 2.77(NAAS)
Volume XV, Issue 59, October - December 2024
Formally UGC Approved Journal (46622), © Author

CUSTOMER EXPERIENCE AND GRIEVANCE REDRESSAL MECHANISM IN BANKING SERVICES: A STUDY IN TRICHY DISTRICT

Dr. V. PARAMESWARI

Assistant Professor, Department of Commerce
Jamal Mohamed College, Tiruchirappalli

K. S. KARISHMA

Final Year Student M.Com, Department of Commerce
Jamal Mohamed College, Tiruchirappalli

Abstract

The Banking Ombudsman is a quasi-judicial body that was created in 2006 to expedite the handling of consumer complaints about banking services. It was based on a system that was first implemented in 1995 and updated in 2002. This research investigates customer experiences and the effectiveness of grievance redressal mechanisms in banking services in the Trichy District, emphasizing the role of the Banking Ombudsman in enhancing service quality. Despite increased financial inclusion in India, many customers remain unaware of their rights and the available grievance redressal processes, negatively impacting their banking experiences. The study analyzes primary data from a structured questionnaire administered to 52 urban respondents and secondary data from RBI reports and academic literature. The objective of this study is to assess customer experiences and the effectiveness of grievance redressal mechanisms in banking services within the Trichy district, aiming to identify areas for improving service quality and resolving customer issues effectively.

Keywords: Banking Ombudsman, RBI Report, Grievance Redressal, Customer Awareness.

Introduction

A quasi-judicial body known as the Banking Ombudsman was created in 2006 in response to the Government of India's intention to establish a more efficient procedure for handling consumer complaints about banking services. The program was first implemented in 1995 and updated in 2002 with the goal of giving consumers a dependable way to file complaints and improving the general standard of banking services. The present Banking Ombudsman Scheme, which went into effect on January 1, 2006, is still operating according to the rules set forth until July 1, 2017.

With over 36,000 cases resolved

between 2002 and 2006, the Banking Ombudsman has successfully managed a significant amount of complaints since its establishment. There are 22 regional offices around India, including recently opened ones in Jammu, Raipur, Mumbai-II, and other places to better service clients.

Customers can file a variety of grievances with the Banking Ombudsman, including:

- Inadequate or delayed check, draft, and bill processing.
- In addition to unfair fees, tiny value coins or notes are not accepted for any reason.
- Problems pertaining to inward transfers.
- Hold-ups in issuing banker's checks, pay

- orders, or drafts.
- A disregard for banking hours.
- Not keeping promises made in relation to letters of credit.
- The inability to deliver the financial services (loans excluded) that were promised.
- Prolonged crediting of revenues and disregard for RBI interest rate regulations.
- Prolonged processing of export earnings.
- Refusal to open deposit accounts without cause.
- Charging clients without informing them in advance.
- Failure to abide by RBI rules on the use of cards and ATMs.
- Bank activities that result in pension payments being delayed or not made at all.
- Refusing to accept taxes as

Statement of the Problem

Despite significant efforts by the Reserve Bank of India (RBI) and the Government of India to increase financial inclusion, resulting in a substantial rise in the number of bank accounts, many educated individuals remain unaware of the issues they face within the banking system. While most people now have bank accounts, they often encounter various challenges without realizing that these issues can be resolved at little to no cost, often from the comfort of their homes. This lack of awareness about the available grievance redressal mechanisms hinders customers from effectively addressing their concerns, ultimately impacting their overall banking experience.

Objectives

- ❖ To understand the demographic profiles of bank customers for effective service tailoring.
- ❖ To analyze customer usage patterns of banking services to identify trends and preferences.
- ❖ To assess customer awareness of the banking ombudsman for improving dispute resolution processes.
- ❖ To identify common challenges faced by customers to enhance service accessibility.
- ❖ To evaluate customer redressal approaches and the success rate of solutions received.

Review of Literature

Rupani, R., & Ali, S. (2022) highlight that customer satisfaction is vital for building trust in the banking sector and enhancing

financial inclusion. The Banking Ombudsman Scheme, introduced in 1995 and amended in 2002, addresses complaints about specific banking services. This descriptive study analyzes secondary data from the RBI's "Annual Report" (2015-16 to 2019-20) using percentages for evaluation. The Ombudsman scheme is essential for resolving public complaints, with consumer satisfaction largely depending on the speed of complaint resolution. Increasing banking transactions are driven by new payment methods and services. The RBI should enhance the capabilities of Ombudsman offices, which have begun customer awareness campaigns, particularly in rural areas.

P. Suganya and R. Eswaran (2015) in their article "Banking and Bank Ombudsman: Requirement, Changes, Complaint Analysis, and the Way Forward" discuss whether complaints can be filed with the Banking Ombudsman in India. They affirm that the Banking Ombudsman, established by the RBI, handles banking-related complaints. The authors illustrate this with a scenario where a customer's attempt to withdraw Rs. 500 from an ATM fails, yet their account is debited. Despite repeated complaints, the bank delays the refund for months, leading to frustration. They highlight that customers can receive compensation such as Rs. 16,200 for banks not adhering to RBI rules, illustrating the Ombudsman's power and the types of complaints received.

Research Methodology

This study employs both primary and secondary data to investigate customer experiences and grievance redressal mechanisms in banking services in the Trichy district. Primary data were collected from 52 respondents residing in urban areas through a structured questionnaire, focusing on their banking experiences and awareness of grievance redressal mechanisms. Secondary data were gathered from reputable sources, including websites, RBI publications, and relevant research articles, to provide contextual insights. The collected data were analysed using the simple percentage tool and draw meaningful conclusions about customer experiences and grievance resolution in the banking sector.

Limitations of the Study

- The results and findings are based on a limited sample of respondents residing in

- the urban areas of the Trichy district.
- There is a potential for respondent bias, which may affect the accuracy of the opinions collected.
- The study's small sample size may limit the generalizability of the findings to a broader population.

Scope of the Study

This study explores customer experiences and the grievance redressal mechanisms in banking services within the Trichy district. It investigates various factors, including geographic and age profiles, the difficulties encountered when accessing banking services. It also measure the overall customer satisfaction on banking services. By covering these aspects, the research aims to provide valuable insights into the current state of customer experiences in the banking sector.

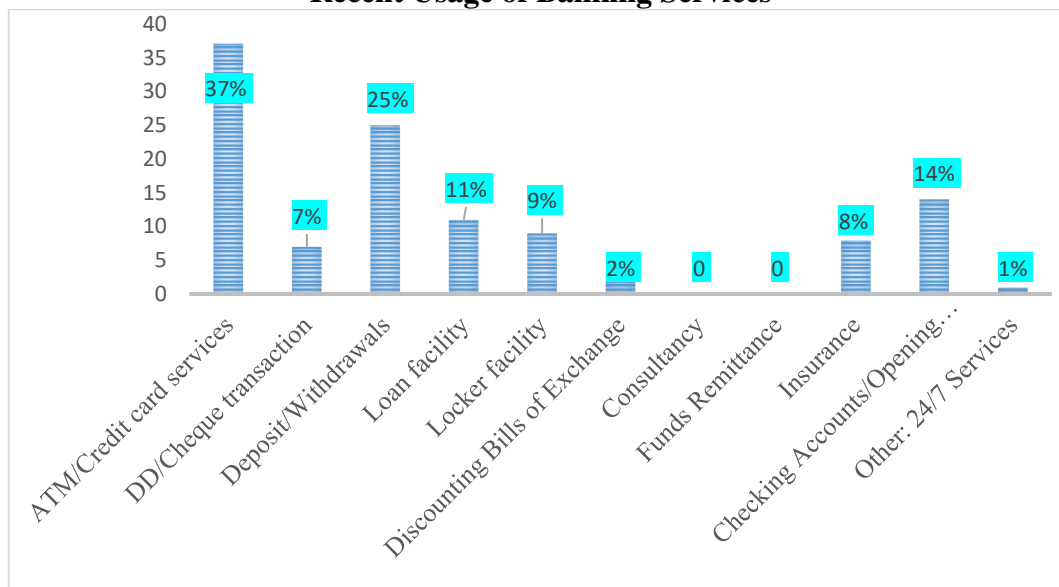
Analysis and Interpretation

Demographic Profiles

Particulars	
Gender	%
Male	37%
Female	63%
Age	
21-30	79%

31-40	10%
41-50	10%
Above 50	1%
Occupation	
Self-employed	54%
Private Sector	34%
Public Sector	6%
Govt. employee	6%
Self-employed	54%
Location	
Rural	19%
Urban	44%
Semi-Urban	8%
City	29%
Educational Qualification	
Below SSLC	15
Higher Secondary	8%
Degree	46%
PG	31%
Income (Per Month)	
Below 30,000	67%
31,000-40,000	19%
41,000-50,000	8%
Above 50,000	6%

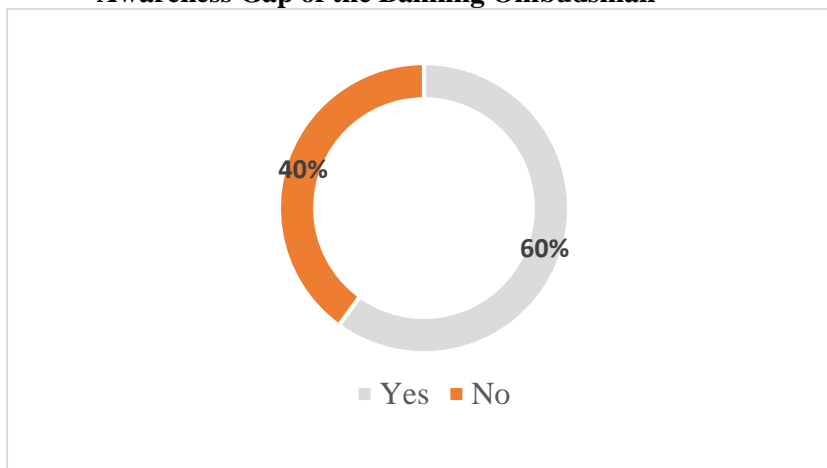
Recent Usage of Banking Services



The above picture shows that **ATM/Credit Card** and **Deposits/Withdrawals** are the most frequently used banking services, highlighting their daily importance. **Loan** and **Locker Facilities** see moderate use, while **Consultancy**, **Funds Remittance**, and

Insurance have minimal engagement, possibly due to lower demand or awareness. Banks could enhance ATM and deposit services for better user satisfaction and promote lesser-known services to broaden customer engagement.

Awareness Gap of the Banking Ombudsman



The diagram shows that 40% of the population is unaware of the banking ombudsman, revealing a significant knowledge gap. This highlights the need for targeted outreach campaigns to educate consumers about their rights and dispute resolution options in banking. With 60% already aware, it's clear that enhancing awareness is crucial for empowering consumers and ensuring they can effectively address grievances. Addressing this gap can lead to better communication strategies and improved financial literacy within the community.

Challenges Faced by Bank Customers

The analysis indicates that all bank customers encounter challenges when accessing banking services, reflecting a substantial concern regarding customer experience. This underscores the necessity for banks to identify and address the root causes of these challenges to enhance overall customer satisfaction and improve service accessibility.

Source : Primary Data

Kinds of problem

Kinds of Problems	Percentage
Credit/Debit card handling	39.5
Refusal to open deposit accounts without any valid reason for refusal	7
Levying of charges without adequate prior notice to the customers	2.3
Account debited but cash not dispensed by ATM	23.3
Account debited More than once for one withdrawal in ATMs.	18.6
Less/Excess amount of cash dispensed by ATMs.	9.3

Charging of annual fees on cards issued free for life.	4.7
Wrong Billing/Wrong Debits	4.7
Delay or failure to effort online payment/fund transfer	11.6
Unauthorised electronic payments/Fund transfer.	0
Refusal to close or delay in closing the account	7
Non acceptance of application for loans without furnishing valid reasons to the Applicants	0
Others : Bank mobile app related	2.3

The data reveals several key problems encountered by customers in banking.

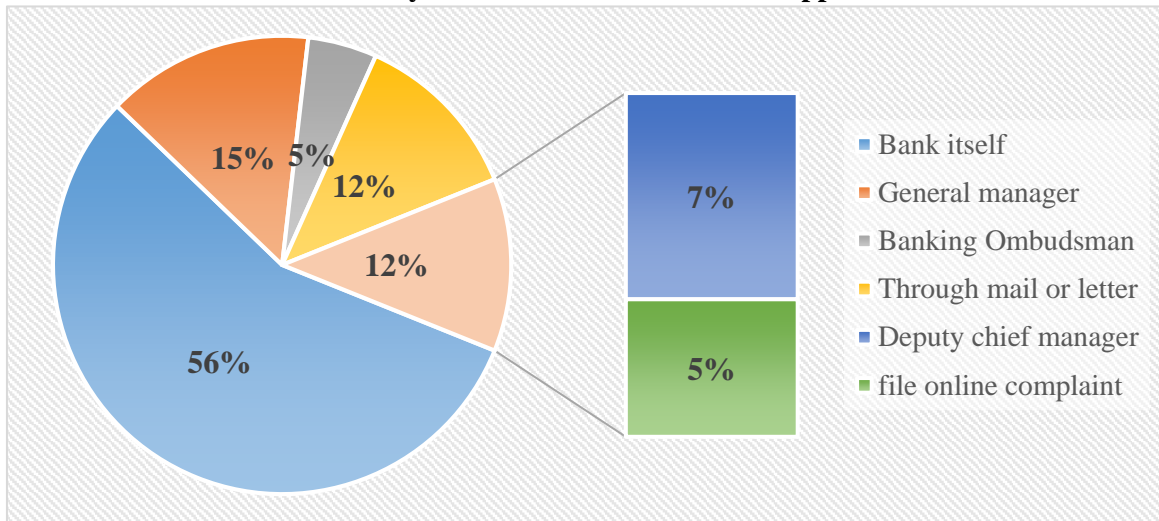
- Card Handling Issues:** The most prevalent issue, at **39.5%**, underscores the need for better customer service and card management.
- ATM Complaints:** Significant concerns include **23.3%** experiencing account debits without cash dispensed and **18.6%** facing multiple debits for a single withdrawal, indicating operational inefficiencies.
- Communication Gaps:** Issues like refusal to open accounts without valid reasons (**7%**) and charging fees without notice (**2.3%**) point to a lack of transparency.
- Minor Issues:** Problems such as wrong billing and unexpected fees (**4.7% each**) can negatively impact customer trust.
- Security Confidence:** The **0%** reporting of unauthorized payments suggests a general perception of security in electronic transactions.

Overall, banks should focus on improving card handling, enhancing ATM operations, and fostering better

communication to address prevalent customer

complaints effectively.

Issues Faced by Bank Customers and Their Approaches



The above picture reveals how customers seek resolution for banking issues:

- Direct Bank Approach: 56% of respondents approach the bank directly, indicating reliance on frontline customer service.
- Escalation to Management: 15% escalate concerns to the general manager, reflecting the need for higher-level intervention.
- Limited Ombudsman Use: Only 5% contact the banking ombudsman, suggesting low awareness or trust in this option.
- Written Communication: 12% write letters or send emails to higher officials, showing a preference for formal documentation.
- Further Escalation: The remaining 12% includes 7% approaching the deputy chief manager and 5% filing online complaints.

Overall, while many customers prefer direct communication with banks, there is a gap in awareness of formal complaint mechanisms. Enhancing customer service and promoting these channels could improve satisfaction and trust.

Is Customers Received Solutions to Their Banking Issues?

The data reveals that 69% of respondents received solutions to their banking issues from the concerned authority, indicating a relatively high resolution rate and customer satisfaction with the process. However, 31% of respondents have not yet received solutions, pointing to a significant portion of customers

still facing unresolved problems. This underscores the need for banks to enhance their complaint handling processes to ensure timely and effective resolutions for all customers

Customer Satisfaction with Overall Banking Services

The data shows that 59% of customers are satisfied with their banking services, indicating a generally positive perception. However, 15% reported moderate satisfaction, while only 16% expressed high satisfaction. Additionally, 10% of respondents were not satisfied, highlighting areas for improvement. This underscores the need for banks to enhance service quality to better meet customer expectations and increase overall satisfaction.

Conclusion

The study highlights significant findings regarding customer experiences with grievance redressal mechanisms in the banking services sector in the Trichy district. Key conclusions include:

- **Awareness and Engagement:** A substantial portion of customers remains unaware of their rights and the Banking Ombudsman, with 40% lacking knowledge of the complaint resolution mechanism. This indicates a crucial need for banks to improve customer education and outreach initiatives to empower clients to resolve grievances effectively.
- **Preference for Direct Interaction:** The majority of customers (56%) prefer to approach their banks directly for problem resolution, reflecting a trust in the internal

mechanisms of banks. However, the low engagement with the Banking Ombudsman (only 5%) suggests that customers may not fully understand the external complaint channels available to them.

- **Challenges in Service Delivery:** The research identifies significant challenges faced by customers, such as issues with card handling and ATM operations. These operational inefficiencies highlight the need for banks to enhance service delivery and communication regarding policies and procedures.
- **Resolution Rates and Satisfaction Levels:** While 69% of respondents reported receiving solutions to their problems, the 32% who did not underscores the need for banks to enhance their grievance handling processes. Overall customer satisfaction is relatively positive (59%), but there are clear areas requiring improvement to elevate service quality and meet customer expectations.
- **Diverse Approaches to Grievance Resolution:** Customers utilize various channels to address their grievances, with 15% escalating issues to management and others utilizing written communication. This suggests that banks must ensure a cohesive and effective grievance redressal framework that accommodates different customer preferences.

Recommendations

To enhance customer experience and improve the grievance redressal mechanism in banking services, the following recommendations are proposed:

- **Awareness Campaigns:** Implement targeted educational campaigns to inform customers about their rights and the available grievance redressal mechanisms, particularly the Banking Ombudsman.
- **Operational Improvements:** Focus on

streamlining ATM operations and card management to reduce customer complaints and improve overall service efficiency.

- **Strengthening Customer Feedback Loops:** Establish robust systems for collecting and analyzing customer feedback on service quality and complaint handling, ensuring that banks can respond to issues promptly.
- **Enhancing Complaint Handling Processes:** Develop clear guidelines and timelines for resolving complaints to improve customer trust and satisfaction.

By addressing these areas, banks in the Trichy district can significantly improve customer experiences and ensure effective grievance redressal, ultimately fostering greater customer loyalty and satisfaction in the banking sector.

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Available online @ www.iaraindia.com
 SELP Journal of Social Science - A Blind Review & Refereed Quarterly Journal
 ISSN: 0975-9999 (P) 2349-1655 (O)
 Impact Factor: 3.655 (CIF), 2.78(IRJIF), 2.5(JIF), 2.77(NAAS)
 Volume XV, Issue 59, October - December 2024
 Formally UGC Approved Journal (46622), © Author

A STUDY OF IMPACT OF MICROFINANCE FOR POVERTY ALLEVIATION IN SELECTED DISTRICT OF BANGALORE

Dr. RABINA

Assistant Professor
 Koshys Institute of Management Studies, Bangalore

Abstract

This paper focus is to measure the impact of microfinance on poverty alleviation in different District of Bangalore for this report data has been composed through questionnaire, desc t is not available to the farmer on time or they can get it only on very high interest rate. So there is great potential of micro financing in Bangalore region. Many developing countries like India, Bangladesh and Pakistan are using microfinance to increase the living standard of their people. But in India main focus of Microfinance Institutes (MFIs) was only to give credit. There is a strong relationship between microfinance and poverty alleviation. The results also showed that Microfinance Scheme help people to improve their living standard and provide them financial opportunity to expand their business.

Keywords: *Microfinance, Poverty Alleviation, Finance, Loan.*

Introduction

As we know that India is a developing economy, India's 65% population lives in village area, and India has a major problem of poverty. All through the world, poor individuals are avoided from formal monetary framework rejection ranges from formal halfway prohibition in created nations to full or about full rejection in less created nations. Truant access to formal budgetary administrations, the poor have built up a wide assortment of casual group based monetary game plan to meet their money related requirements.

Microfinance alludes to little scale money related administrations basically credit and sparing gave to individuals who ranch or fish or crowd; who work little or miniaturized scale ventures where merchandise are created, reused, repaired or sold; who give administrations; who work for wages or commissions; who pick up wage from leasing little sums land, vehicles, draft creatures or hardware and apparatuses; and to different people and gatherings workmanship the

nearby levels of creating nations, both rustic and urban, Rovinson (2001). Microfinance is made to fill this hole (Irobi, 2008).

Rationale of Study

Around 4-5 million people living in developing countries and emerging economies, but they do not have access to financial services such as credit, insurance and saving. The larger part of developing countries lives in rural area, in which agriculture is the main source of Income, people ruing their lives with help of agriculture. Formal institution often avoids financing poor households due to the perceived higher costs and risks. The numerous initiatives taken by government of India, state government and other development agencies in recent decades to provide access to financial services for the part of the population not being served by the formal financial sector have some positive impact. However, significant challenges still remain, the most important ones being the creation of an appropriate economic environment, a conducive legal and regulatory framework and the development of sustainable

(subsidy-free) financial intermediaries, in both urban and rural areas. Without a well-functioning finance system, neither aid nor local entrepreneurship as such can create the right business climate conditions for long term economic growth.

Review of Literature

Microfinance, as indicated by Otero (1999, p.8) is "the procurement of money related administrations to low-wage poor and extremely poor independently employed individuals". These monetary administrations as indicated by Ledgerwood (1999) for the most part incorporate investment funds and credit however can likewise incorporate other budgetary administrations, for example, protection and installment administrations. Schreiner and Colombet (2001, p.339) characterize microfinance as "the Endeavour to enhance access to little stores and little advances for poor family units ignored by banks." Therefore, microfinance includes the procurement of monetary administrations, for example, funds, advances and protection to needy individuals living in both urban and rustic settings who can't get such administrations from the formal budgetary segment.

Scope of Study

In an attempt to investigate the impact of microfinance institution on poverty reduction; The study focused on MFIs, SHGs, NGOs, and Other Agencies working in area of microfinance. Study has done in area selected district of Bangalore, such as Lakhimpur kheri, Sitapur, Shahjahanpur. The study covers only poor people of urban and rural area which is availing facility of microfinance and trying for microcredit form microfinance institution and non-governmental organization.

Research Methodology

About the methodology of research and data collection with analysis.

Research Design

The study was conducted on the basis of Survey research, exploratory as well as descriptive methods used. Exploratory because deep study of policies of government, MFIs, NGOs, and other agencies. Descriptive because of Behavioural study of beneficiary of microfinance as per their needs.

Sample

The Universe comprises of poor people belongs to Rural and Urban area, who

avail facility of microfinance and trying for microcredit for their needs. Sample in my sampling frame was 105. In this study we determine 105 samples at 95% confident and accept 05% probability error, this calculation from Taro Yamane (1967) formula.

$$n = \frac{N}{1 + N(e)^2}$$

n= Sample
N= Population

$$e^2 = \text{Probability of error} = 0.05$$

Sampling Technique

In pursuance of the documented objective, Hypotheses and information need, the data for the study had been collected through the simple random sampling method.

Source of Data

The Sample unit (Respondent) for collecting primary data comprises the program/ schemes beneficiaries who were either individual beneficiaries or a member of SHGs. In addition secondary data had taken from journals, books, and internet etc.

Data Collection

The questionnaire was designed to match with the objectives of study and conceptual framework. A short questionnaire with conceptually clear and summarizing statements is judged to be desirable for both the respondents and the researcher. Interview conducted by the researcher himself to collect the data from the respondent. One page, single side questionnaire was designed keeping in mind the objective of study which were find the impact of microfinance for poverty alleviation and performance of microfinance. The Literature survey and pre study consultation with supervisor and experts were taken into account. The questionnaire consisted few open ended question and closed ended question.

Data Analysis and Interpretation

Data analysis done with the help of statistical software SPSS version 24., data from questionnaire were processed in terms of frequency in table form and chart form descriptive statistics.

Did you feel any difficulty during sanction your loan?

On the basis of analysis of data first question of questionnaire we can say that 90 per cent respondent face problem for their finance and 10 per cent respondent do not feel any type of problem during their loan sanction.

Statistics

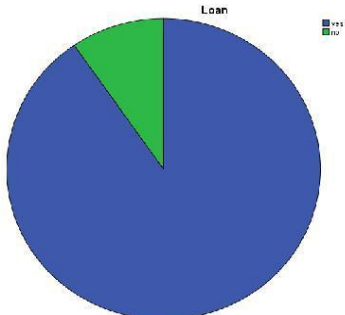
Table 2: Loan Statistics

N	Valid	83
	Missing	0
Percentiles	100	2.0000

Table 3: Loan Frequencies

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	75	90.4	90.4	90.4
	no	8	9.6	9.6	100.0
Total		83	100.0	100.0	

Impact of microfinance for poverty alleviation



Do you feel any change in your life after availing facility of microfinance?

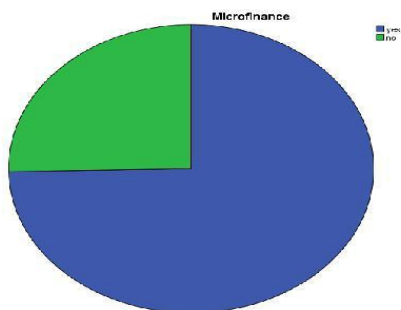
Statistics

Table 4: Microfinance Statistics

N	Valid	83
	Missing	0
Percentiles	100	2.0000

Table 5: Microfinance Frequencies

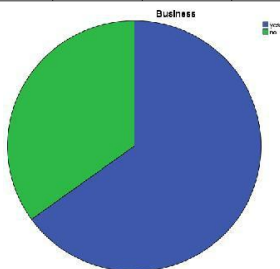
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	62	74.7	74.7	74.7
	no	21	25.3	25.3	100.0
Total		83	100.0	100.0	



As per Third question third 95 per cent respondent told that after availing facility of microfinance they feel change in their.

Table 7: Business Frequencies

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	54	65.1	65.1	65.1
	no	29	34.9	34.9	100.0
Total		83	100.0	100.0	



According to question five 65 percent beneficiaries operating business activities and 35 per cent did not had any type of business.

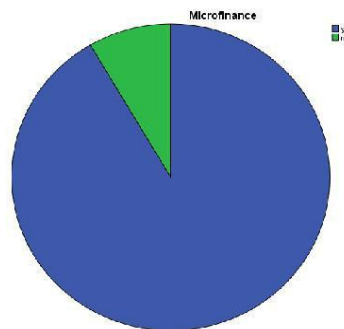
If yes, Microfinance helps you to improve your business?

Table 8: Microfinance Change Statistics

N	Valid	83
	Missing	0
Percentiles	100	2.0000

Table 9: Microfinance Change Frequencies Micro finance

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	76	91.6	91.6	91.6
	no	7	8.4	8.4	100.0
Total		83	100.0	100.0	



As per question six 92 per said that microfinance helps then in their business and 8 per cent respondent said that they did not feel that microfinance helps them in improving them in improving their business.

Findings and Implications

- The NGOs were in lead in providing training to the trainees followed by gram panchayat.
- Family problem is quoted as the most important reason for the delayed payment/default for 40-55 per cent of the beneficiaries.
- About 80 percent respondent told that it is easy to take loan form private institution, Money lenders then MFIs, government body.
- Many of the SHGs respondent operating dairy activities for their lives.
- The Study found that the beneficiaries are lacking in many basic problems of infrastructural like road and bank branches which hinder them in operation their business.
- During study it found that 90 per cent people facing difficulty taking loan from the bank and other financial institution
- Microfinance can reduce the poverty if implementation of schemes at ground level.
- Credit size ought to be expanded to meet the necessities of borrowers.
- The general population ought to be given more open doors for credit offices.

Conclusion

The 90 percent respondent who facing problem in taking finance from financial institution, or NGOs, told about their issues, which occurring during finance.

1. We face lot of problem during sanction loan like, when we approach to bank branch bank manager asked me lots of paper that was very difficult for us to submit the entire document to the branch manager then manager said that he was not able to sanction us loan.
2. Outside the branch a person met us, he told that you want loan, we said yes, then he said that 15 percent of total loan amount he want, if we gave them that amount then he could sanctioned our loan.
3. Respondent also said that they did not know about the banking that's why they face many problem during sanction loan from bank.

In all actuality, nonetheless, nor is new. Poor people have been getting from cash banks (proprietors) from time immemorial. Small scale endeavours have been working for quite a while in numerous poor social orders, and frame the inconceivable casual area connected with creating nations. Be that as it may, the genuine disclosure is the idea of "bunch loaning" which adequately conquers the issues of security and unfriendly determination because of data sway examination of microfinance recommends that the greater part of borrowers who as of now have a few resources (Alternately business abilities and instruction) will probably succeed. In this way, when William Easterly (2006) alludes to MFIs as "searchers", the quest ought to rather be for existing little

endeavours in the casual division, not the exceptionally poor with no advantages or entrepreneurial aptitudes.

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