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GROWTH OF ONLINE RETAILING IN INDIA

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ABSTRACT

Government of India announced The Digital India programme. At this time all the sectors of India have been affecting by usage of advanced technological developments in their sectors. One of the sectors is Marketing. There is conventional wholesale and retail business. In the changing scenario of technology, new marketing concepts or new business models started. Rapid development of technology introduced new type of shopping known as Online shopping. There are number of online sites like Amazon, Flipkart, Snapdeal, Myntra etc., are rendering their services to their customers. This paper is prepared on the basis of secondary data This paper describes the merits, drawbacks of online shopping and the growth of online retailing in India.

KEYWORDS

digital India, online retailing.

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INTRODUCTION

Online shopping concept was invented in 1979 by Michael Aldrich. Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. As of 2016, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablets computers and Smartphone. Online shopping is of two types. Business to Business (B2B) and Business to Customers(B2C). In online shopping the product brand, features, size, colour, guarantee or warranty, price and other particulars of the product should be mentioned by the online service provider with pictures, images, and description of the product. The buyer can pay the amount for his worth of buying of merchandise either cash or by using debit or credit card or through Net banking. Today online sites are also providing service to return the goods, if they do not satisfy with the already mentioned features of the product.

REVIEW OF LITERATURE

JYOTI ARORA (2013):- The author opined that there are number of factors are responsible for growth of online retailing in India. They are Emergence of nuclear family in modern era, Increased use of Net banking, Mobile Governance, rising trend of Cyber cities, best price with better bargain, Internet shopping portal for e-Retailing, E –Retailing attraction for Non Resident Indian's, Latest trend of Social Networking, Emerging Rural India, Mechanism of Product Comparison, Government-Online Initiatives. The author suggested that the online portals update website contents to reach the customers' expectations.

JAYAKRISHNA S. (2015):- The author covered the reasons for increase in online retailing in India such as increase in the number of internet users and online buyers, smart phone revolution and Mobile Internet, Increase in transaction by debit cards, Credit cards, Net and mobile banking, rising disposable income and Rapid Urbanization and challenges are Logistics, poor internet speed, customer trust and loyalty, overcoming touch and feel mental barrier of Indian customers, Cash on Delivery and Returns Management and complex tax system. The author concluded that there is a steady growth in Indian Retailing. The online retailing contribution will be significant. The author suggested that improve the physical infrastructure for online shopping in India.

AISHWARYA GOYAL (2015):- The author in her study focused on SWOT analysis of Online Shopping. Retail e-commerce sales in India in 2013 was \$3.59 billion grew to \$5.30 billion in 2014. The author concluded that the large scale global investment, entry of global competitors will enter the e-commerce market. India is one of the growing e-commerce market.

PRITAM P.KOTHARI, SHIVA GANGA S.MAINDARGI (2016): - The authors concluded in their article, the telecommunication revolution increased the online shopping. The shipping charges are very high, less awareness on online shopping. They made suggestions to the companies reduce the shipping charges and design the programmes for making awareness among the customers towards online shopping.

ABHISHEK CHILKA, SANDEEP CHOWHAN (2018):- The authors mentioned in their study, the online purchases of males in India is three times more than females. Attractive offers, cash on delivery method are some of the reasons for increasing online shopping. Quality, lack of security and additional charges are the existing problems in online shopping.

SHRESHTHA SAROJ (2018):- The author concluded that the growth of online retailing is to be very fast due to increase in middle age group people, increase in users of smart phones, convenience, discounts, choice are also responsible for the growth of online retailing.

NEED AND IMPORTANCE OF THE STUDY

The share of Retailing in the National Income is increasing. The retailing consists of conventional unorganized, organised and modern online retailing. The organised retailing is growing from two decades rapidly. The share of online retailing is growing from decade. The penetration of usage of mobile phones, internet has been increasing. The study of growth of online retailing give us understanding about the growth and expected growth of online retailing in India.

OBJECTIVES

1. To describe the merits and demerits of online shopping.
2. Growth of online retailing in India.

RESEARCH METHODOLOGY

This article is prepared on the basis of secondary date. The secondary data collected through websites, books, journals, reports, etc.

MERITS OF ONLINE SHOPPING

There are number of merits in online shopping such as More variety, Easy price comparisons, no crowds, no transportation cost for buying., Better prices, Convenience etc.,

MORE VARIETY

As a buyer of the product, the buyer can see variety of products to satisfy the same need. Buyer can browse on internet to know about the products supplying by different players and can select the best variety to satisfy his need. Ex: To buy a mobile there are number of companies and within the company there are number of varieties. Samsung, Redmi, Realme, Motto, etc. These different company's mobiles also supplied by different online retailers.

EASY PRICE COMPARISONS

The buyer can compare the product varieties or features as well as price comparison of the different sellers on online. All the online players show the prices of each product on their website. By comparing the prices of different player’s buyer can place the order with the low price offer online player.

NO CROWDS

Online shopping is by using internet from anywhere. Shopping in conventional retail stores or shopping malls the major drawback or inconvenience in shopping is shopping in crowds. In online shopping there is no such type of crowds. Only the requisition for shopping is internet.

BETTER PRICES

Online shopping vendors offer the products for better prices compare to conventional shopping.

CONVENIENCE

The most important merit is convenience. 24/7 shopping is possible in online shopping.

DRAWBACKS OF ONLINE SHOPPING

The drawbacks are No sales assistance, risk of Fraud, returns, getting goods may not know exactly what we ordered, spending too much time on online for searching the product, delivery charges.

NO SALES ASSISTANCE

No one can support to buy the products in online. The buyer only alone understands the features of the products, merits and demerits of the products. No salesmen or sales assistance staff available in online.

RISK OF FRAUD

There may be a chance of fraud in online shopping. The buyer and seller are at different places. Products may not match with the mentioned features. The ordered product features such as size, colour, weight, number of goods, may not be supplied same by the online marker. This type of differentiation in supply causes to dissatisfaction of the customer.

RETURNS

Products return policy is not so easy in online shopping. Buyer may not be able to return the goods easily even he/she got the damaged product.

DELIVERY CHARGES

In purchase of some articles, the delivery charges may be high in online shopping. Some articles delivery charges are higher the the purchase price of an article.

GROWTH OF INDIAN RETAILING

STATISTA RESEARCH DEPARTMENT REPORT on E-Commerce and Online Shopping in India – Statistics and Facts,2019, Indian retail e – commerce compounded annual growth rate is expected to reach 23% from 2016-2021.E – Commerce Sales as percentage of total sales in 2017 is 2.2%. the sales value of e- commerce in 2017 is \$20.06 US bn.

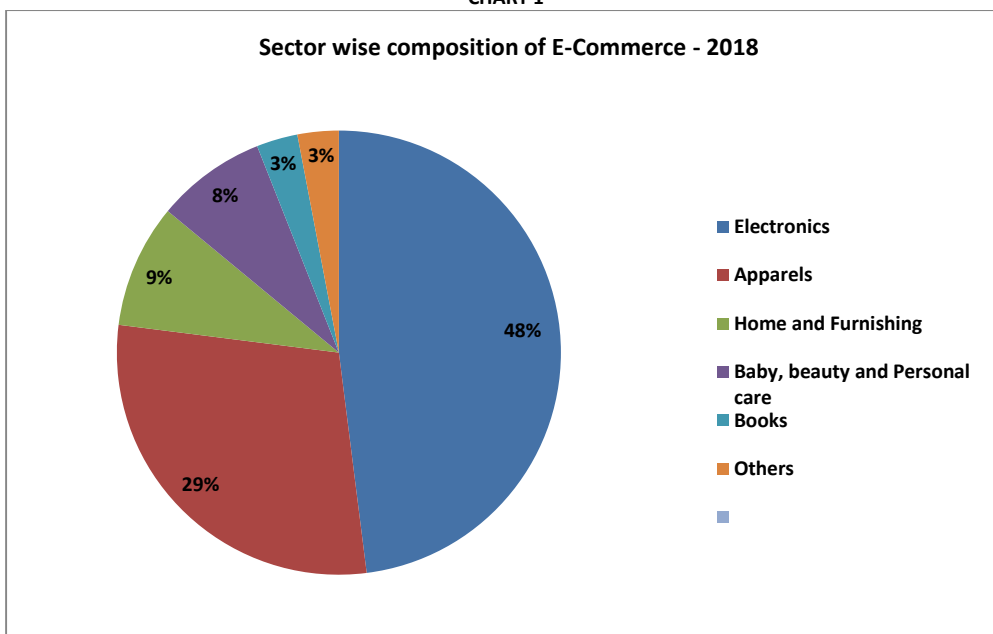
LIVEMINT.COM REPORT, the online retail business expected to grow \$170 bn by 2030. The share of online retail in total retail to be 8%.

BRAND EQUITY FORUM REPORT

The Indian E - Commerce business in 2017 is US \$ 38.5 Bn, it will be increased to US\$ 200 billion by 2026. The Indian Internet uses in December 2018 was 604.21 million and it is expected to grow to 829 million by 2021.E-commerce revenue in 2017 was US\$ 39 billion and it is expected to move US\$ 120 billion in 2020.Online retail sale will be grow by 31%.

SECTOR WISE COMPOSITION OF E-COMMERCE

CHART 1



Source: IBEF REPORT

The above figure shows the composition of different sectors percentage of share in E-Commerce. The Electronics (48%), Apparels (29%) are in lion share in total E – Commerce. Books (3%) and other items (3%) are given very minor share in the total business of E-Commerce in 2018.

TABLE 1: EXPECTED GROWTH OF E-COMMERCE

Sl no.	Year	Sales
1	2017	\$38.5Bn
2	2020 F	\$64 Bn
3	2027 F	\$200 Bn

(Source: IBEF REPORT)

The above table depicts the E-Commerce sales in the year 2017 that is \$38.5Bn. The forecasted sales up to the year 2027 is \$200 Bn.

CONCLUSIONS

1. The Retail sector is increasing as well as in the retail sector e- commerce has been increasing.
2. The growth rate is also increasing in online retailing.

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SATISFACTION LEVELS OF ONLINE SHOPPERS TOWARDS PROMOTIONAL DEALS**V.H.S. PALLAVI****RESEARCH SCHOLAR, RAYALASEEMA UNIVERSITY, KURNOOL; &****LECTURER****ST. JOSEPHS DEGREE & P.G. COLLEGE****KURNOOL.****Dr. G. RAMA KRISHNA****ASST. PROFESSOR****RAYALASEEMA UNIVERSITY****KURNOOL****ABSTRACT**

Technology has brought in revolutionary changes in the way people live. The advent of computers and internet technology has brought unprecedented changes in every sphere of human life. There is a paradigm shift in the way people used to access the things especially during the last decade. Shopping was a cumbersome, time bound activity which people used to do with meticulous planning. Mushrooming of various online shopping websites has made shopping much a 24x7 activity with no travel, greater choice and according to the convenience and comfort of the buyers. There are many factors motivating the customers to proceed for online shopping such as competitive pricing, comparative analysis, variety, promotional deals etc. moreover at a less price. Kurnool district is one of the most backward and drought prone areas of India. A study has been undertaken to examine the satisfaction levels of online shoppers towards promotional deals in Kurnool district.

KEYWORDS

online shopping, promotional deals, online promotional deals, e-commerce, e-business.

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M30, M31.

INTRODUCTION

Meaning the consumers from offline stores to online stores has been the first challenge, but many online companies have successfully crossed this hurdle; every problem faced was used as an opportunity to prove that internet environment has infinite possibilities. Celik 2011¹ states that in retailing business the number of online shopping websites has increased significantly. Online presence for retailer increases brand awareness, earns followers, supporters, leads, clients and loyalists. Proliferation of online stores in virtual space & expanding uses and users has made them fight for the consumer's attention with increased sophistication of Information systems and diverse promotional tools. To attract the random customer, E-Commerce sites are coming up with tools that take the consumer through the entire process of hosting, designing, pricing, personalizing, payment, promoting and taking feedbacks. People don't just buy something, they enjoy it, consumers are not mere buyers they are shopper, buying to them is a pleasure. The pleasure of making smart choices, buying products within the convenience of home and the enjoying the moment of unboxing the home delivered product. Neilsen's Report on E-Commerce² 2018 stresses that the complexity of the consumer's mind, their online usage behavior & habits, adoption drivers, tipping points that push towards purchase and challenges in satisfying them calls for new found digital shopping experiences by the marketers. Sales promotion acts as an additional persuasion tool converting a casual browser into an avid shopper.

PROMOTIONAL DEALS & OFFERS IN ONLINE SHOPPING

Product promotion is defined as a combination of communication instruments designed to communicate (to an individual or entity) the addition of some kind of bonus to the product during a defined timescale, as a means of achieving certain pre-planned communication objectives. Promotion is all about companies communicating with customers, it is informing the potential users about the features and additional benefits of a product or service or brand. Sales promotion is a simple, cost effective, penetration strategy that gives immediate measurable results.

Studies by Brown et al 2003³ on understanding online shopping intentions & Kau et al 2003⁴ in their typologies of online shoppers demonstrated that several motives interplay to drive consumers shop online. They confirmed that a substantial shopper cluster that stands out is 'economic shoppers' who are price sensitive and concerned with purchasing products at the lowest price or identifying good bargains for the money they are willing to spend online. The unique feature of this cluster is deal proneness. According to American Marketing Association⁵, Deal proneness refers to a consumer's general inclination to make product purchase decisions on the basis of whether or not a particular product is being sold under some sort of deal condition. Deals render psychological satisfaction, triumph of getting better or more and there by guilt freedom to consumers. Martínez.E and Montaner. T⁶ 2006 studied the effect of psychographic variables of consumers such as innovativeness, impulsiveness and shopping enjoyment on deal proneness. They made it evident that it is observed for both utilitarian and hedonic products but at the same time it is domain specific and consumers respond to certain type of promotions while ignoring others. To maximize promotional effectiveness, websites should know the most profitable categories, brands to be promoted, at what price points and how often they should be changed. Palazon & Delgado⁷ 2013 found that the promotions offered must differ from utilitarian and hedonic products as they prominently influence consumer choice. Premium gifts add to the consumer's intention when buying Hedonic or products bought for the sake of interest & enjoyment but, show a reversed effect on utilitarian products. Promotions offered are to be changed according to the products. Many websites provide different products with different prices and promotional benefits; as online shopping offers effective searching, consumers compare the prices and benefits over the various sites and choose the best possible.

Studies by Park & Lennon 2008⁸ contradict the well-established opinion that sales promotion damages Brand image on the long run. Based on Stimulus - Organism - Response (SOR) framework, they proved that people who receive promotions will perceive higher value of purchase and more positive store image, as compared to people who do not receive a promotion. Promotions encourage loyalty in consumers as a reward for their patronage.

Promotion is intended to spread awareness, catch attention, build interest, strengthening the desire to buy, initiate purchase, go for repeated buying and establish loyalty in the consumers. They are the schemes used to create a pull for the product and end up with higher market share and revenue. Pappas et al⁹ 2017 by using the data analysis tool fsQCA (fuzzy-set Qualitative Comparative Analysis) specified nine configurations that lead to online purchase intention of which consumer promotion sensitivity is prominent. Regardless of the need many consumers show an affinity to look out for products with sales promotion or they get more attracted towards the products which offer sales promotion; the latter being very useful for marketers.

Research in Indian e-tailing industry by Mishra.S¹⁰ 2009 suggests that consumers pay more attention to price rebates and discounts and that sales promotion has sales enhancing effect. They have an element of surprise which may cajole the consumer to go for impulsive and unplanned buying. Consumer's perceive sales promotion as functionally beneficial because of its quality and cost advantage. Customers under the impression of receiving a better deal which psychologically

motivates them to form a positive opinion on the site and click the checkout button along with the desire to spend more with every visit. Mariammal.K 2017 asserts that availability of heavy discounts than conventional stores is one of the unique dimension of online shopping. This is also the reason behind consumer preference to shop online despite the trust and security issues faced by Indian consumers. Sales promotions are the most used market mix tool in the online marketing context but they also have formed disloyalties in consumers, many don't mind shifting to at the same instance Chincholkar & Sonwaney 2017 expressed that attractive promotional offers in other online stores are cited as the common reason for shifting of loyalties in online consumers.

Online promotion can be tracked, measured and targeted that helps in identifying what works well and what may go bad. There are many digital agencies for online promotion which assist the sellers to manage and maintain sales promotion tools better. The goal is to increase the size of customer base and the sales of the company.

Festivals and holiday seasons are seen as the best opportunities to display their marketing campaigns by the online stores, they come up with a variety of sales promotion strategies like customized marketing strategies. In India, as the festivals are associated with auspicious buying and gifting the festival season is seen as a good opportunity to launch new products, create new needs and earn revenues by the online businesses. Amazon with its The Great Indian Festival and Flipkart with its Big Billion Day attract many shoppers and have done \$3.5 billion sales only during Diwali and is estimated to touch \$6 billion by the end of Christmas season this year reports Economic Times Bureau October 2019¹¹. The categories of mobiles, consumer electronics, apparels are the favorite categories, with the highest number of purchasers coming from class II & III cities and cite shopping value and better deals as the reasons.

REVIEW OF LITERATURE

After through literature review, a gist of few studies has been presented. Dr. Mahalaxmi Krishnan and Usha Bhandare¹² 2010 elucidates the advertisement and promotional strategies for effective promotion. Consumer decision making relies on browsing through different advertisements and promotional offers. They assert that the present generations do not feel any bad feeling in switching the brands concurrent to the shifting deals, so innovative promotional techniques are a must to acquire and retain younger consumers.

Sapna Rakesh & Arpita Khare¹³, 2012 in their study attempted to identify the influence of promotions and discounts on online consumer's buying behavior. It focuses on understanding deal proneness attitude of Indians towards online shopping websites. Online shopping websites are positioning lowest prices as popular unique selling propositions which may result in impulsive purchase behavior. This is a fact, but complete sustenance on sales promotion may not profitable as it is only a part of purchase behavior.

Panda & Swar¹⁴ 2013 through meta-analysis of various research papers found that unplanned buying intention based on the attractiveness of online promotions is one of the determinant of online purchasing. Utilitarian values like benefits from sales promotional features render satisfaction to the buyer after the purchase. In the retailing sector various customer friendly policies like 'Cash on Delivery', 'Offers and Discounts', 'Assured Product Returns' have convinced customer to choose online formats over the traditional brick and mortar formats. Customers don't hesitate to switch to competitors to avail the discounts and offers.

Dr. S. Shanthakumari, Ms.K.Priyadarsini¹⁵ 2013, studied the role of e-promotional strategies in successful e-marketing strategy and offered further enhancements. They suggested that the website should promote itself; this will encourage people to stick on to the site for a longer time and increases perceived value on the site. The display of strikingly attractive banners on special offers, best deals, sales, etc. would increase conversion rates. Advertising various special offers using promotional stickers in different areas of the storefront, such as in the navigation section would gain attention. Gift certificates and gift cards are also very appealing to consumers. Ashok Kumar Chandra & Devendra Kumar Sinha¹⁶ 2013 supports and proves the positive correlation between age and the attitude in online shoppers from Bhilai Durg. In their Study-Factors Affecting the Online Shopping Behaviour, they found the reasons behind the young consumer's online purchase as convenience of time & space and easy on their pocket deals. Though online shopping is much preferred by the respondents with higher level of income, it is also preferred by the youngsters for the affordable products and great deals it provides.

Verma. Goswami. Indrila & Agarwal. Rupa¹⁷, 2014, from their study on Online Buying Behavior of Homemakers in Western suburbs of Mumbai indicated that their specific segment of respondents generally prefers to be online either in the afternoons or night after 9pm. Designing exclusive marketing activities targeting the large portion of homemakers around these times with special discounts for household merchandise or beauty products would certainly increase sales.

Garima Malik & Himanshu Sachdeva¹⁸ 2015 argue that while online shopping is preferred for its convenience and user friendly features, but it attracts more people because of the heavy promotions like discounts offered in the online mode and the aggressive advertisement campaigns of the marketers. The promotional techniques like Promotional emails, Promotional SMS, Discounts, User friendly Interface, Promotional Pop ups, Convenience and Sales Promotion Influences are found to be the major influencers on consumer's behavior. The cheap prices & extraordinary discounts are enticing more consumers at the same time promotional tools may backfire because of quality & delivery issues and cause damage to brand image.

Seethu John & Anish. B. Bhaskaran¹⁹, 2019 from their studies found that Brand trust is the prime influencer and there is a moderate degree of positive correlation between sales promotion and online buying decisions. Consumers are waiting for the online stores to give offers and then they are buying. The most preferred variables of sales promotion are discounts and offers and they lead to highest online sales.

NEED FOR THE STUDY

As more and more sellers are competing in the digital platform and starting their own website or starting shopping pages on larger shared shopping site; it has become a point of sustenance for the already established e-retailers to be more pronounced digitally. To dodge the jostle by the newcomers the marketers need to be equipped with novel strategies that not only retains old consumers but also attracts new ones. Park & Lennon 2008²⁰ reveal that despite sales promotion being the most commonly used marketing strategy it remains the least academically researched area. The designing of the new strategies for the web stores requires a thorough understanding of the consumer mind & behavior. Technology has brought in revolutionary changes in the way people live. The advent of computers and internet technology has brought unprecedented changes in every sphere of human life. There is a paradigm shift in the way people used to access the things especially during the last decade. Shopping was a cumbersome, time bound activity which people used to do with meticulous planning. Mushrooming of various online shopping websites has made shopping much a 24x7 activity with no travel, greater choice and according to the convenience and comfort of the buyers. There are many factors motivating the customers to proceed for online shopping such as competitive pricing, comparative analysis, variety, promotional deals etc. moreover at a less price. Kurnool district is one of the most backward and drought prone areas of India. A study has been undertaken to examine the online shopper's satisfaction towards promotional offers & deals in Kurnool district.

OBJECTIVES OF THE STUDY

The following are the objectives of the study:

1. To identify satisfaction levels towards online promotional deals and offers in online shopping among the respondents.
2. To examine the socioeconomic profile of the respondents.
3. To offer suitable suggestions for the development of sales promotional techniques.

METHODOLOGY & SAMPLING

A research design is an arrangement to collect and analyze data in the light of the research purpose, namely factors motivating online shopping. The researcher has applied descriptive research design which attempts to describe, explain and interpret conditions of the present.

Data Collection: The study is based on both primary data and secondary data.

Sources of Primary Data: Primary data has been collected from respondents using a structured questionnaire.

Sources of Secondary Sources: Information related to Online shoppers was collected from various works of Literatures, and various secondary sources. Information was collected from: Newspapers and Magazines Company Literatures, Reports and Publications of National and International organizations, various Research Journals and Periodicals, Various websites on Internet, E-journals and reports available on the Internet.

Period of Study: Sample and data for the study were collected during October to December 2019 from the respondents directly.

Universe of the Population: Basically, universe for this study is heterogeneous in nature. In this study, the respondents are from four districts of the Rayalaseema region. The questionnaires were sent online using google forms to 100 respondents (@ 25 from each district) belonging to Kurnool, Ananthapur, Chithoor and Kadapa inviting them to answer the questionnaires. The primary condition to fill the questionnaire was online shopping experience and presence of a valid mail address. Out of the 100 forms sent only 46 were responded and submitted their answers. After elimination of few partly filled questionnaires, the final resultant sample size is 38.

Sampling Technique: To fulfill the objectives of the study, the researcher has used convenient sampling method.

DATA ANALYSIS AND INTERPRETATION

The primary and secondary data collected from different sources have been tabulated and interpreted meaningfully. The data have been analyzed with Chi-Square test using SPSS and various inferences and conclusions have been drawn from the data.

TABLE NO. 1: SATISFACTION LEVELS TOWARDS PROMOTIONAL DEALS & OFFERS IN ONLINE SHOPPING- LIGHTENING DEALS

S. No	Rating	Sample Size	Percentage
1	Excellent	16	42.1%
2	Good	16	42.1%
3	Average	06	15.78%
4	Fair	0	0%
5	Poor	0	0%
TOTAL		38	100.00%

Source: Field Survey

It can be analyzed from the table no. 1 that, with regard to Satisfaction levels towards Promotional deals & offers in online shopping and as a factor, 42.1% of the respondents rated it as excellent, 42.1% of the respondents rated it as good and 15.78% of the respondents rated it as average.

TABLE NO. 2: SATISFACTION LEVELS TOWARDS PROMOTIONAL DEALS & OFFERS IN ONLINE SHOPPING- HOUR DEALS

S. No	Rating	Sample Size	Percentage
1	Excellent	11	28.94%
2	Good	14	36.84%
3	Average	13	34.21%
4	Fair	0	0%
5	Poor	0	0%
TOTAL		38	100.00%

Source: Field Survey

It can be concluded from the table no.2 that, with regard to Satisfaction levels towards Promotional deals & offers in online shopping and Hour deals as a factor, 28.94% of the respondents rated it as excellent, 36.84% of the respondents rated it as good and 34.21% of the respondents rated it as average.

TABLE NO. 3: SATISFACTION LEVELS TOWARDS PROMOTIONAL DEALS & OFFERS IN ONLINE SHOPPING- MIDNIGHT DEALS

S. No	Rating	Sample Size	Percentage
1	Excellent	10	26.31%
2	Good	11	28.94%
3	Average	12	31.57%
4	Fair	05	13.57%
5	Poor	0	0%
TOTAL		38	100.00%

Source: Field Survey

It can be described from the table no.3 that, with regard to Satisfaction levels towards Promotional deals & offers in online shopping and as a factor, 26.31% of the respondents rated it as excellent, 28.94% of the respondents rated it as good, 31.57% of the respondents rated it as average and 13.57% of the respondents rated it as fair.

TABLE NO. 4: SATISFACTION LEVELS TOWARDS PROMOTIONAL DEALS & OFFERS IN ONLINE SHOPPING- COMBOS OF SAME PRODUCT

S. No	Rating	Sample Size	Percentage
1	Excellent	06	15.78%
2	Good	22	57.89%
3	Average	07	18.42%
4	Fair	03	7.89%
5	Poor	0	0%
TOTAL		38	100.00%

Source: Field Survey

TABLE NO. 5: SATISFACTION LEVELS TOWARDS PROMOTIONAL DEALS & OFFERS IN ONLINE SHOPPING- COMBOS OF COMPLEMENTARY PRODUCTS

S. No	Rating	Sample Size	Percentage
1	Excellent	12	31.57%
2	Good	15	39.47%
3	Average	09	23.68%
4	Fair	02	5.26%
5	Poor	0	0%
TOTAL		38	100.00%

Source: Field Survey

It can be explained from the table no.4 that, with regard to Satisfaction levels towards Promotional deals & offers in online shopping and Combos of same product as a factor, 15.78% of the respondents rated it as excellent, 57.89% of the respondents rated it as good, 18.42% of the respondents rated it as average and 7.89% of the respondents rated it as fair.

It can be illustrated from the table no.5 that, with regard to Satisfaction levels towards Promotional deals & offers in online shopping and Combos of complementary products as a factor, 31.57% of the respondents rated it as excellent, 39.47% of the respondents rated it as good, 23.68% of the respondents rated it as average and 5.26% of the respondents rated it as fair.

TABLE NO. 6: SATISFACTION LEVELS TOWARDS PROMOTIONAL DEALS & OFFERS IN ONLINE SHOPPING - ADD ON PRODUCTS

S. No	Rating	Sample Size	Percentage
1	Excellent	08	21.05%
2	Good	18	47.36%
3	Average	09	23.68%
4	Fair	02	5.26%
5	Poor	01	2.63%
TOTAL		38	100.00%

Source: Field Survey

It can be inferred from the table no.6 that, with regard to Satisfaction levels towards Promotional deals & offers in online shopping and Add on products as a factor, 21.05% of the respondents rated it as excellent, 47.36% of the respondents rated it as good, 23.68% of the respondents rated it as average, 5.26% of the respondents rated it as fair and 2.63% of the respondents rated it as poor.

TABLE NO. 7: SATISFACTION LEVELS TOWARDS PROMOTIONAL DEALS & OFFERS IN ONLINE SHOPPING- ASSORTED PRODUCTS

S. No	Rating	Sample Size	Percentage
1	Excellent	04	10.52%
2	Good	19	50%
3	Average	09	23.68%
4	Fair	03	7.89%
5	Poor	03	7.89%
TOTAL		38	100.00%

Source: Field Survey

It can be observed from the table no.7 that, with regard to Satisfaction levels towards Promotional deals & offers in online shopping and Assorted products as a factor, 10.52% of the respondents rated it as excellent, 50% of the respondents rated it as good, 23.68% of the respondents rated it as average, 7.89% of the respondents rated it as fair and 7.89% of the respondents rated it as poor.

TABLE NO. 8: SATISFACTION LEVELS TOWARDS PROMOTIONAL DEALS & OFFERS IN ONLINE SHOPPING- OFFERS ON VALUE PACKS

S. No	Rating	Sample Size	Percentage
1	Excellent	11	28.94%
2	Good	24	63.15%
3	Average	02	5.26%
4	Fair	01	2.63%
5	Poor	0	0%
TOTAL		38	100.00%

Source: Field Survey

It can be seen from the table no.8 that, with regard to Satisfaction levels towards Promotional deals & offers in online shopping and Offers on value packs as a factor, 28.94% of the respondents rated it as excellent, 63.15% of the respondents rated it as good, 5.26% of the respondents rated it as average and 2.63% of the respondents rated it as fair.

TABLE NO. 9: SATISFACTION LEVELS TOWARDS PROMOTIONAL DEALS & OFFERS IN ONLINE SHOPPING- SUBSCRIPTION OFFERS

S. No	Rating	Sample Size	Percentage
1	Excellent	08	21.05%
2	Good	16	42.1%
3	Average	11	28.94%
4	Fair	03	7.89%
5	Poor	0	0%
TOTAL		38	100.00%

Source: Field Survey

It can be understood from the table no.9 that, with regard to Satisfaction levels towards Promotional deals & offers in online shopping and Subscription offers as a factor, 21.05% of the respondents rated it as excellent, 42.1% of the respondents rated it as good, 28.94% of the respondents rated it as average and 7.89% of the respondents rated it as fair.

TABLE NO. 10: SATISFACTION LEVELS TOWARDS PROMOTIONAL DEALS & OFFERS IN ONLINE SHOPPING- FIRST TIME PURCHASE OFFERS

S. No	Rating	Sample Size	Percentage
1	Excellent	17	44.73%
2	Good	08	21.05%
3	Average	09	23.68%
4	Fair	04	10.52%
5	Poor	0	0%
TOTAL		38	100.00%

Source: Field Survey

It can be visualized from the table no. 10 that, with regard to Satisfaction levels towards Promotional deals & offers in online shopping and First time purchase offers as a factor, 44.73% of the respondents rated it as excellent, 21.05% of the respondents rated it as good, 23.68% of the respondents rated it as average and 10.52% of the respondents rated it as fair.

TABLE NO. 11: SATISFACTION LEVELS TOWARDS PROMOTIONAL DEALS & OFFERS IN ONLINE SHOPPING- ADD ANYBODY OFFERS

S. No	Rating	Sample Size	Percentage
1	Excellent	10	26.31%
2	Good	08	21.05%
3	Average	14	36.84%
4	Fair	03	7.89%
5	Poor	03	7.89%
TOTAL		38	100.00%

Source: Field Survey

TABLE NO. 12: SATISFACTION LEVELS TOWARDS PROMOTIONAL DEALS & OFFERS IN ONLINE SHOPPING- BUDGET OFFERS

S. No	Rating	Sample Size	Percentage
1	Excellent	15	39.47%
2	Good	11	28.94%
3	Average	09	23.68%
4	Fair	02	5.26%
5	Poor	01	2.63%
TOTAL		38	100.00%

Source: Field Survey

It can be analyzed from the table no.11 that, with regard to Satisfaction levels towards Promotional deals & offers in online shopping and Add anybody offers as a factor, 26.31% of the respondents rated it as excellent, 21.05% of the respondents rated it as good, 36.84% of the respondents rated it as average, 7.89% of the respondents rated it as fair and 7.89% of the respondents rated it as poor.

It can be concluded from the table no.12 that, with regard to Satisfaction levels towards Promotional deals & offers in online shopping and Budget offers as a factor, 39.47% of the respondents rated it as excellent, 28.94% of the respondents rated it as good, 23.64% of the respondents rated it as average, 5.26% of the respondents rated it as fair and 2.63% of the respondents rated it as poor.

TABLE NO. 13: SATISFACTION LEVELS TOWARDS PROMOTIONAL DEALS & OFFERS IN ONLINE SHOPPING- SCRATCH & WIN OFFERS

S. No	Rating	Sample Size	Percentage
1	Excellent	07	18.42%
2	Good	11	28.94%
3	Average	12	31.57%
4	Fair	06	15.78%
5	Poor	02	5.26%
TOTAL		38	100.00%

Source: Field Survey

It can be described from the table no.13 that, with regard to Satisfaction levels towards Promotional deals & offers in online shopping and Scratch & win offers as a factor, 18.42% of the respondents rated it as excellent, 28.94% of the respondents rated it as good, 31.57% of the respondents rated it as average, 15.78% of the respondents rated it as fair and 5.26% of the respondents rated it as poor.

It can be explained from the table no.14 that, with regard to Satisfaction levels towards Promotional deals & offers in online shopping and Extra cash back offers as a factor, 26.31% of the respondents rated it as excellent, 31.57% of the respondents rated it as good, 39.47% of the respondents rated it as average and 2.63% of the respondents rated it as fair.

TABLE NO. 14: SATISFACTION LEVELS TOWARDS PROMOTIONAL DEALS & OFFERS IN ONLINE SHOPPING- EXTRA CASH BACK OFFERS

S. No	Rating	Sample Size	Percentage
1	Excellent	10	26.31%
2	Good	12	31.57%
3	Average	15	39.47%
4	Fair	01	2.63%
5	Poor	0	0%
TOTAL		38	100.00%

Source: Field Survey

It can be described from the table no.13 that, with regard to Satisfaction levels towards Promotional deals & offers in online shopping and Scratch & win offers as a factor, 18.42% of the respondents rated it as excellent, 28.94% of the respondents rated it as good, 31.57% of the respondents rated it as average, 15.78% of the respondents rated it as fair and 5.26% of the respondents rated it as poor.

It can be explained from the table no.14 that, with regard to Satisfaction levels towards Promotional deals & offers in online shopping and Extra cash back offers as a factor, 26.31% of the respondents rated it as excellent, 31.57% of the respondents rated it as good, 39.47% of the respondents rated it as average and 2.63% of the respondents rated it as fair.

TABLE NO. 15: SATISFACTION LEVELS TOWARDS PROMOTIONAL DEALS & OFFERS IN ONLINE SHOPPING- LOYALTY OFFERS

S. No	Rating	Sample Size	Percentage
1	Excellent	09	23.68%
2	Good	10	26.31%
3	Average	13	34.21%
4	Fair	04	10.52%
5	Poor	02	5.26%
TOTAL		38	100.00%

Source: Field Survey

It can be illustrated from the table no.15 that, with regard to Satisfaction levels towards Promotional deals & offers in online shopping and Loyalty offers as a factor, 23.68% of the respondents rated it as excellent, 26.31% of the respondents rated it as good, 34.21% of the respondents rated it as average, 10.52% of the respondents rated it as fair and 5.26% of the respondents rated it as poor.

TABLE NO. 16: SATISFACTION LEVELS TOWARDS PROMOTIONAL DEALS & OFFERS IN ONLINE SHOPPING- EXTRA CASH BACK ON SELECT CARDS

S. No	Rating	Sample Size	Percentage
1	Excellent	11	28.94%
2	Good	12	31.57%
3	Average	12	31.57%
4	Fair	03	7.89%
5	Poor	0	0%
TOTAL		38	100.00%

Source: Field Survey

It can be inferred from the table no. 1 that, with regard to Satisfaction levels towards Promotional deals & offers in online shopping and Extra cash back on select cards as a factor, 28.94% of the respondents rated it as excellent, 31.57% of the respondents rated it as good, 31.57% of the respondents rated it as average and 7.89% of the respondents rated it as fair.

TABLE NO. 17: SATISFACTION LEVELS TOWARDS PROMOTIONAL DEALS & OFFERS IN ONLINE SHOPPING- SUPER VALUE DEALS

S. No	Rating	Sample Size	Percentage
1	Excellent	10	26.31%
2	Good	14	36.84%
3	Average	09	23.68 %
4	Fair	05	13.15%
5	Poor	0	0%
TOTAL		38	100.00%

Source: Field Survey

It can be observed from the table no.17 that, with regard to Satisfaction levels towards Promotional deals & offers in online shopping and Super value deals as a factor, 26.31% of the respondents rated it as excellent, 36.84% of the respondents rated it as good, 23.68% of the respondents rated it as average and 13.15% of the respondents rated it as fair.

TABLE NO. 18: SOCIO-ECONOMIC PROFILE OF RESPONDENTS

Gender		
Male	20	52.63%
Female	18	47.36%
Age		
Up to 25 years	13	34.21%
26-40 years	10	26.31%
41-55 years	13	34.21%
56 & above	02	5.26%
Educational Qualification		
Intermediate	02	5.26%
Graduation	15	39.47%
Post-graduation	16	42.1%
Technical course	05	13.15%
Occupation		
Government employee	10	26.31%
Private employee	12	31.57%
Self-employed	03	7.89%
Business	01	2.3%
Professional	03	7.89%
Other's specify-students	09	23.68%
Number of family members		
2	01	2.3%
3	08	21.05%
4	12	31.57%
5	12	31.57%
6	03	7.89%
7 & above	02	5.26%
Number of earning family members		
1	15	39.47%
2	19	50%
3	03	7.89%
4 & above	01	2.3%
Marital Status		
Single	15	39.47%
Married	23	60.52%
Stage of family		
Independent	15	39.47%
New family	--	--
Growing family	12	31.57%
Family with teens	11	28.94%
Empty nest	--	--
Family income per month		
Up to Rs. 50,000/	07	18.42%
Rs. 50,001/- to Rs. 1,00,000/	10	26.31%
Rs. 1,00,001/- to Rs. 1,50,000/	11	28.94%
Rs. 1,50,001/- and above	10	26.31%
Average family expenditure per month		
Up to Rs. 25,000/-	15	39.47%
Rs. 25,001/- to Rs. 50,000/	14	36.84%
Rs. 50,001/- to Rs. 75,000/	02	5.26%
Rs. 75,001/- and above	07	18.42%
Average savings per month		
Up to Rs. 25,000/	17	44.73%
Rs. 25,001/- to Rs. 50,000/	10	26.31%
Rs. 50,001/- to Rs. 75,000/	07	18.42%
Rs. 75,001/- and above	04	10.52%
Location of residence		
(a) Urban	25	65.78%
(b) Suburban	09	23.68%
(c) Rural	04	8.9%

Source: Field Survey

The demographic profile of the respondents gives us a glance into the differences among the respondents. The sample of 38 respondents from the 4 districts of Rayalseema that is Kurnool, Kadapa, Ananthapur & Chittoor are represented here. Of them 52.63% (20) are male and 47.36%(18) are female, 34.21% are young

adults with an age below 25 years, 26.31% are adults between the ages 26-40 years, 34.21% are of the ages between 41 to 55 and 5.26% of the respondents are aged 56 and above years. Regarding the educational qualification 42.1% are post graduates followed by graduates 39.47%, technical courses 13.15% and intermediate qualified are only 5.26%.

The most common occupations represented in the study include government employees 26.31%, private employees 31.57%, students 23.68%, self employed and professionals equally stand at 7.89%. Only a meager of 2.31% of business people responded to the study. Coming to the family structure, 31.57% of the families have four family members, 31.57% have 5 family members, families with 6 members and 7 members stand at 7.89% and 5.26% respectively, 21.05% are single child families and 2.3% have 2 members. Family with single earning member is 39.47%, two earning members are seen in 50% of the sample, 7.89% have 3 earning family members and only 2.3% have 4 and more than 4 earning members in the family. The marital status shows that 39.47% are single and 60.52% are married. Regarding the family stage 39.47% of the respondents live independently, 31.57% belong to growing family and family with teens stand at 28.94%. The economic background of the respondent's falls in 4 segments of up to Rs. 50,000, Rs. 50,001/- to Rs. 1,00,000, Rs. 1,00,001/- to Rs. 1,50,000 and Rs 1,50,001/- & above in 18.42%, 26.31%, 28.94% and 26.31% respectively. The average family expenditure per month of Rs 25,000/- for 39.47% of respondents and 36.84% come under the segment of Rs 25,000/- to Rs 50,000/-, only 5.26% belong to Rs 50,000/- to Rs 75,000/- segment and more than 75,000/- savings are done by 18.42% of respondents; average savings go up to Rs 25,000/- for 44.73% of respondents and 26.31% save from Rs 25,000/- to Rs 50,000/- followed by 18.42 % save Rs 50,001/- to Rs 75,000/- per month and 10.52% save more than Rs 75,001/-. The majority of respondents that is 65.78% are located in urban areas, 23.68% in suburban areas with only 8.9% in rural areas.

SUMMARY AND CONCLUSION

The recent festival sales show the magnitude of sales promotion activity in India. Seventeen types of sales promotion tools have been given for the online consumers and their precedence list as excellent consumer satisfiers is as follows: first time purchase offers, lightning deals, budget offers, combos of complementary products, hour deals, offers on value packs, extra cash back on select cards, super value deals, extra cash back offers, add any body offers, midnight deals, loyalty offers, subscription offers, add-on products, scratch & win offers, combos of same products and assorted products.

First time purchase offers: The highest ranked promotion tool in the study is first time purchase offers. To attract new adopters who are very cautious in doing online shopping many sites come up with this offer, it develops consumer trust and lowers their uncertainties on initial purchases.

E.g.: Netmed the online medicine store gives- New customer welcome offer.

Lightning deals: They are the second most preferred sales tools They are time sensitive and are to be completed as soon as possible, checking before the timer goes out gives additional discounts to the consumers. They strive on the impulsive buying behavior of consumers.

E.g.: Amazon Lightning deals- promotions for products that have a limited number of items left or sellers who want to offer a special deal for their product. Lightning Deals are available, one per customer, until the deal expires or the product runs out of inventory.

Budget offers: These are similar to value offers and are highly preferred by consumers because of the heavy discounts, free shipping, gifts and with added promotional coupons. These serve the utilitarian consumer with the free deals offered.

E.g.: Naaptol.com offers 81 pieces' stainless steel kitchen set at a giveaway price.

Combos of complementary products: This is an easy way to increase the consumers average order value by offering complementary products to consumers who are ready to buy at the time of purchase. These products are strategically placed near to the original product taken, trying to appeal the consumer to take them also to receive the benefits of free shipping or cash back offers.

E.g.: Snapdeal offers Philips hair dryer, hair straightener and hair color as a combo

These are the most satisfying deals in online shopping sites their popularity and effectiveness is very high.

Hour deals: The psychological power of urgency as marketing tool is far fetched; it is used for a set period of time. This is mostly used by online sites to attract new adopters or to re-engage inactive consumers.

E.g.: Flipkart Rush Hour Deals with extra discounts, price crashes for every 2 hours on festivals.

Offers on value packs: A further extension of offers like super saver offers, special offers and daily offers that can divert the mind of consumer from offline to online purchase.

E.g.: First cry offers regular baby products as value packs and multiple packs with special offers.

Extra cash back on select cards: This is a mutual promotion by online website and credit card companies, where the consumer earns a few reward points for buying in the web store with that card.

E.g.: Pepper fry gives additional 5% percent offer on purchase of tis product using ICICI internet banking, credit or debit card

Midnight deals: These are the offers, discounts and coupons given to enthusiastic deal grabbers and bargain hunters who are always in look out of better deals. These sales usually start at 9 in the night and extend to late hours.

E.g.: Big Bazaar mid night sale.

Add any body offer: This tool makes regular consumers turn into promoters of the online site. The consumers get points when their friend signs up and get more points when they buy. This encourages consumers not only to buy but also bring more traffic to the website. This is very popular among youngsters.

E.g.: Myntra has a refer and earn offer

Extra cash back offers: Cashback is offered by many websites today. They are moderately satisfying to the consumers. Customers shop like normal, and they are rewarded or paid a small amount of money for using the website. This is a popular way of attracting browsers and retaining their loyalty by extending a gift as a token.

E.g.: Brand factory of Future group offers Red zone sale with high cash offers.

Super value deals: Moderately satisfying deals which highlight the quality & quantity value at very economical price. Instant and heavy discounts on common grocery items like food, personal care, baby care, beauty items, home cleaning items, pet supplies, artificial jewellery, household items etc are the features of this deal.

E.g.: Paytm mall offers super value deals on groceries and kitchen products.

Loyalty offers: They exhibit dual benefits, to online stores they have the potential to improve customer relationship, stable revenue due to repeat purchases, get valuable customer data for future shaping of offers, and cut down marketing costs; for the consumers they eliminate effort & time spent on regular purchases, add redeemable points, gifts, additional perks etc.

E.g.: Amazon Prime members get free, fast delivery, instant video streaming, early & exclusive deals and free music.

Subscription offers: It is the present trending and one of the best ways to retain consumers by generating recurring sales. Depending on the nature of the product the stores go for automated and scheduled emails or remarketing ads to re-engage the customers and encouraging them to purchase a refill without devoting much time.

E.g.: Nykaa subscription offers give the regular body care products at discount rates.

Add-on products: It is the additional items sold to the buyer of a main product. They help to establish a good rapport with the consumer by giving additional enhancements which act as future need formers. But they cause customer annoyance if used more frequently.

E.g.: Club factory

Scratch & Win offers: They give a chance to consumers to get instant gratification on every purchase, the surprise element makes them to opt it again and again.

E.g.: Jabong gives scratch & win coupons on prescribed purchases.

Combos of same products: This is one of the oldest favorite ways of getting sales, presenting to customers a deal to purchase multiple products for getting one free. This deal assures the consumer of securing a great deal.

E.g.: Snapdeal offers combo of 4 Scandisk 64 GB USB for a price of Rs 1550/-

Assorted products: the different types of products that a business makes or a retailer offers for sale in a useful combination. They are the least satisfying promotion tools according to the study and may reflect the consumer's apprehension in buying products in large numbers.

SUGGESTIONS

Results from the above study show that online sales promotion tools are not only traffic generators but also antecedents to consumer loyalty. Online shopping promotions build web traffic, attract new customers and retain consumers by giving loyalty offers. The marketers to retain their customer base need to develop innovative promotion ideas that would stimulate the deal proneness in consumers. Sales promotion tools which were previously termed important only at the maturity & decline stages of a product life cycle are now used on a daily basis in web stores and give the store a competitive edge. Though sales promotion is the direct application of concept of instant gratification many consumers do not visit the store for the next purchase. This is due to the availability of numerous options and consumers tendency to try for a different site whenever a deal pops out. Offering a little extra to bind the consumer into a sustainable relation through deals, discounts, offers, cash backs etc. will certainly help to earn customer loyalty. First time purchase offers, lightening deals, budget offers, combos of complementary products are the popular ways to attract new consumers and to make them try new products. Super value deals, extra cash back offers, add any body offers, midnight deals, loyalty offers, subscription offers, are the present in trend deals to retain and spread online buying. The different media are to be effectively used by the e-vendors in spreading promotional content on their merchandize like Cross platform selling, Multi channel selling, Social media selling etc. Observing the consumers search patterns gives deeper insights into consumer's emotions and how to stir them up. Novelty in deals is liked by consumers because of the emotions like surprise, smartness, happiness, sharing and enjoyment. Sales promotion has been misperceived to perpetrate brand switchers and swingers and online companies were compelled to take it as the last resort. But the recent festival sales and profits raked by online shopping sites in India has shown that sales promotion is actually a great way to do business.

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IMPACT OF IWMP ON AGRICULTURE: A CASE STUDY OF JAMUI DISTRICT OF BIHAR

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ABSTRACT

Agriculture is the main source of income of the people in India; Approximate 75% of population resides in rural areas. The main occupation of mass group of population is agriculture. Bihar's economy is based on agricultural products and its growth is continuing with high growth rate. Thus Bihar proves its efficiency in agriculture and becomes leading suppliers of agricultural products in recent years. Jamui district is one of the most important district of Bihar has great potential to become a leading agro-producer in India. IWMP has provided the needful resources for agricultural development in this district. Impact of IWMP is being measure on the basis of previous and current agricultural land use pattern and agricultural production status of 10 blocks in the district. This study is an important contribution towards the development of rural and backward agriculture areas.

KEYWORDS

Jamui, IWMP- integrated watershed management programme.

JEL CODES

O13, Q10.

INTRODUCTION

Watersheds was used for irrigation and water conservation, now the uses of watershed is not limited to irrigation and water conservation, watershed development programmes facilitates irrigation facilities, construction of water conservation structures, training programmes to the beneficiaries, formation of Self Help Groups, community participation, sustainable livelihood promotion techniques and self-employment generation skills etc. Watershed development programmes are adopted by governments for the development of agriculture and its aligned activities. Watershed development programmes are launched by the collaboration of central and state government in India. Watershed development programmes are guided by Ministry of Agriculture under the National Watershed Development Project for Rainfed Areas (NWDPA). Ministry of Rural Development (MORD) is also engaged in watershed development programmes.

Jamui district of Bihar is one of the backward districts in the state; main occupation of the resident is agriculture, Jamui district formed on 21st Feb 1991, separated from Munger district. The population of the district is about 17, 60,405 as per census 2011. Administration of Jamui district is divided into 10 Blocks:-1-Jamui, 2 – Khaira, 3- Sikandra, 4- Islamnagar Aliganj, 5- Laxmipur, 6- Giddhaur, 7- Barhat, 8- Sono, 9- Chakai, 10- Jhajha.

The main aim of this research paper is to measure the impact of IWMP on the agriculture and village economy. In Jamui district no small or large industry is presently existed, the overall development of the district is possible only by the development of agriculture, so watershed development programme can be consider as a great source for the development of agriculture and the community dependent on agriculture.

If agricultural production is increased the income of the farmers will increase, the impact and effectiveness of IWMP is measure by assessing the performance of the programme within the project implementation period.

LITERATURE REVIEW

The existence of watershed management is reflected in old human civilization, watershed management is defined by the various Greek Philosophers in 400 B.C. watershed management is also found in 1200 B.C. and 200 B.C. In India the Mughal Emperor and British Empire was also worked on watershed management programme. Watershed management was used for the purpose of irrigation and water conservation.

In India after independence during the year 1949 – 1950, watershed management programme was launched by Damodar Valley Corporation (DVC). Union Ministry of Agriculture was also enforced the watershed management programme in 1954. During the period of 1961-1962 a programme named soil conservation was launched by the soil and water conservation Division of Union Ministry of Agriculture, Government of India.

The importance of watershed management in India is explained by many authors like :- (Saikia 2013),(Murty 2013), (Devasia 2008),(Khan 2001), (R.S Kurothe n.d.). The importance of watershed management is not limited to the water conservation techniques. Watershed management is a wide programme which contents many components of watershed like :- "conservation and preservation of ground and surface water, participatory rural appraisal in watershed programme, soil erosion and soil conservation, management of natural drainage in watershed areas, management and treatment of arable and non-arable land, development of production system in wasteland, estimation of design flood and design storm in wasteland, flood routine in watershed through channels and reservoirs, water harvesting in watershed areas etc. instead of such things watershed management programme is implemented for the development of rural and backward areas dependent on agriculture.(Saikia 2013)

According to **J.V.S Murty**, the watershed management is work on the concept of maintain the environmental degradation "little effort is made to modify the development process in a manner that will bring in greater harmony with the growing needs of the poor and to maintain ecological balance". The needs of watershed in various approaches are depending on the needs of residents of watershed area. Simply watershed can be understood as programme which is implemented for the development of agriculture and allied activities for the increasing production and the promotion of sustainable livelihood.

In the book of **Leelamma devasia**, "watershed management is help in mobilizing the tribal community, mainly the tribal women community is participating in the development programme implemented by watershed development programmes. The development of tribal community resides under watershed areas are done through the watershed livelihood programmes, the formation of Self Help Groups (SHGs) for the empowerment of tribal or backward community. Watershed development approaches are focus towards the development of sustainable techniques of income generation".

NEED AND IMPORTANCE OF THE STUDY

This study is focused on the agricultural development in rural and economically backward areas, which are facing problem of livelihood, labour migration, education and social development.

The importance of the study are as follows:

1. This study will able to prove the effectiveness of IWMP on agricultural development.
2. This study is an important contribution towards the development of rural and backward agriculture areas.

OBJECTIVES OF THE STUDY

Objectives behind this study are as follows:

1. Find out the impact of IWMP on agriculture in Jamui District.
2. Implementation of IWMP in agriculture.

HYPOTHESIS OF THE STUDY

The hypothesis of this study is based on the performance and impact of IWMP in Jamui district.

H1: Agricultural production is increased with the implementation of IWMP.

RESEARCH METHODOLOGY

The study is based on the secondary data, data obtained from Bihar watershed development society, district data handbook, district agriculture contingency plan and Directorate of statistics and evaluation government of Bihar, from 2010-2016.

Analysis and presentation of data in this study is being with the help of MS Excel.

ANALYSIS AND DISCUSSION

In Jamui district IWMP is implemented since 2010, IWMP is implemented in different batches from 2010 – 2016. From the following table it is clearly stated the implementation of IWMP batches with different Blocks of Jamui district.

TABLE 1

S. NO	BLOCKS	IWMP BATCH I	IWMP BATCH II	IWMP BATCH III 2011-12	IWMP BATCH IV 2012-13	IWMP BATCH V 2013-14	IWMP BATCH VI 2014-15	TOTAL BATCH
1.	Barhat	Vacant	vacant	vacant	Implemented	vacant	vacant	1
2.	Chakai	Vacant	Vacant	Implemented	Implemented	vacant	vacant	2
3.	Giddhaur	Vacant	Vacant	Implemented	Implemented	vacant	vacant	2
4.	Islamnagar Aliganj	Vacant	Vacant	Implemented	Implemented	vacant	vacant	2
5.	Jamui	Vacant	Vacant	Vacant	vacant	vacant	vacant	-
6.	Khaira	Vacant	Vacant	Vacant	Implemented	vacant	vacant	1
7.	Laxmipur	Vacant	Vacant	Vacant	vacant	Implemented	Implemented	2
8.	Sikandra	Vacant	Vacant	Implemented	Implemented	vacant	vacant	2
9.	Sono	Vacant	Vacant	Implemented	vacant	Implemented	Implemented	3
10.	Jhajha	Vacant	Vacant	Implemented	Implemented	Implemented	vacant	3

Source: Compiled from data of Bihar watershed development society.

After analysing the above table, IWMP is implemented in 10 Blocks of Jamui District. During the period of Batch I and II all blocks was vacant. In Batch III during the period of 2011- 2012, 6 blocks are under the IWMP project implementation. In batch IV during the period of 2012-2013, 7 blocks was covered under IWMP. In batch V during 2013-2014, 3 blocks were covered under the IWMP and in batch VI during 2014-2015, 2 blocks were covered under the IWMP programme. Barhat block was allotted one batch (IV), Chakai block was allotted two batches (III, IV), Giddhaur block allotted two batches (III, IV), Islamnagar Aliganj block allotted two batches (III, IV), Jamui block was not under IWMP. Khaira block allotted one batch (IV), Laxmipur block allotted two batch (V, VI), Sikandra Block allotted two batches (III, IV), Sono block allotted three batches (III, V & VI) and Jhajha Block allotted three batches (III, IV and V).

After analysing the above table of block wise project implementation, the agricultural land use pattern of jamui district is presented in the following table.

TABLE 2: AREA OF THE JAMUI DISTRICT AGRICULTURAL LAND USE PATTERN

S.NO	Name of block	No: of Panchayat	No: of villages	Total geographical area. (hectare)	Average cultivated area.(hectare)	% of cult. Area. (approx)
1.	Barhat	9	43	22163	4784	22%
2.	Chakai	21	567	81471	12279	15%
3.	Gidhaur	8	20	8171	4606	56%
4.	Islamnagar- aliganj	13	69	16866	8342	49%
5.	Jamui	12	81	17554	11468	65%
6.	Khaira	21	94	42539	11644	27%
7.	Laxmipur	13	85	24679	6784	15%
8.	Sikandra	14	68	18336	14788	80%
9.	Sono	19	249	38534	7208	25%
10.	Jhajha	20	197	4238	2330	55%
	Total	150	1530	274551	84233	31%

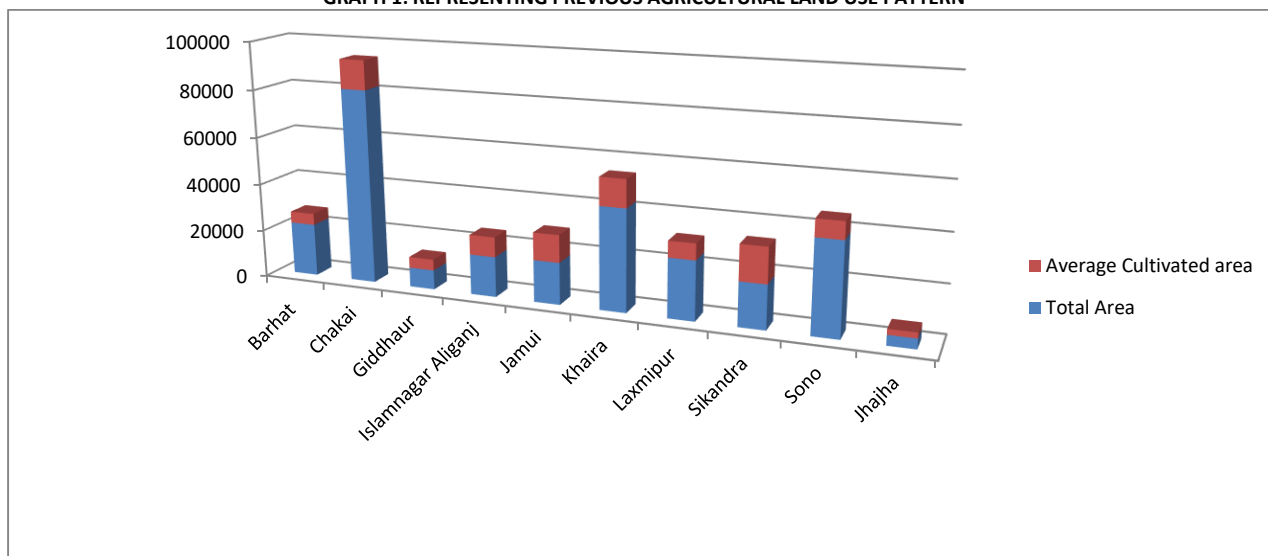
*Source: - District Census Handbook 2011

TABLE 3: AREA OF THE JAMUI DISTRICT AGRICULTURAL LAND USE PATTERN AFTER IMPLEMENTATION OF IWMP

S.NO	Name of block	No : of Panchayat	No: of villages	Total geographical area.(hectare)	Average cultivated area.(hectare)	% of cult. Area. (approx)
1.	Barhat	9	43	22163	9086	41%
2.	Chakai	21	567	81471	25256	31%
3.	Gidhaur	8	20	8171	6455	79%
4.	Islamnagar- aliganj	13	69	16866	12649	75%
5.	Jamui*	12	81	17554	11410	65%
6.	Khaira	21	94	42539	17866	42%
7.	Laxmipur	13	85	24679	15794	64%
8.	Sikandra	14	68	18336	14336	80%
9.	Sono	19	249	38534	20423	53%
10.	Jhajha	20	197	4238	3983	94%
	Total	150	1530	274551	137258	49.99%

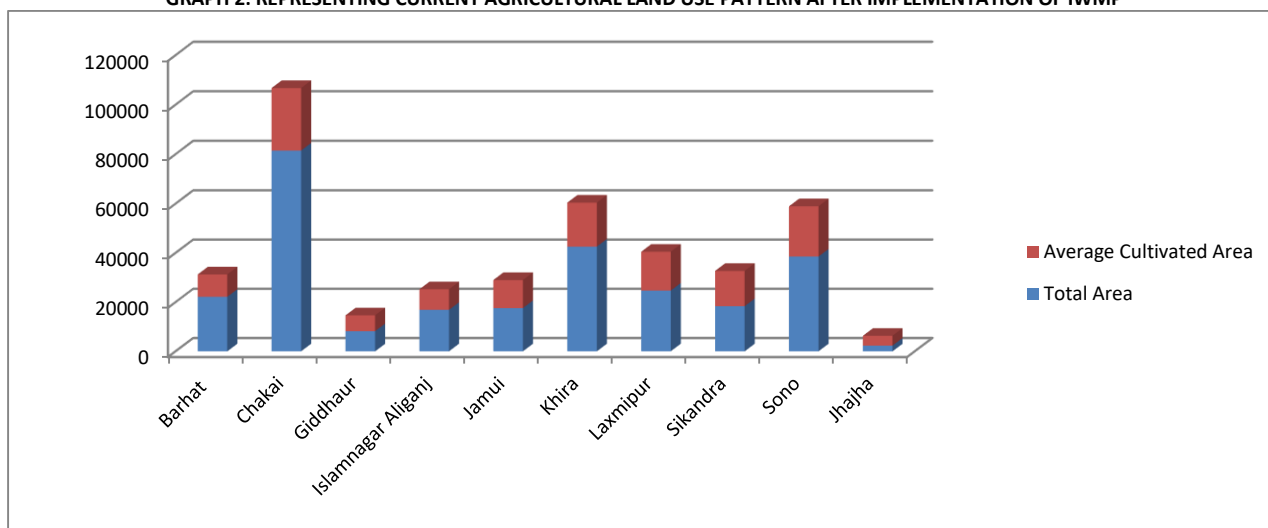
*Source: - Self compiled from data of District Census Handbook 2011, Department of Agriculture GOB and Bihar Watershed Development Society

GRAPH 1: REPRESENTING PREVIOUS AGRICULTURAL LAND USE PATTERN



*Source: - Self compiled from data of District Census Handbook 2011, Department of Agriculture GOB and Bihar Watershed Development Society

GRAPH 2: REPRESENTING CURRENT AGRICULTURAL LAND USE PATTERN AFTER IMPLEMENTATION OF IWMP



*Source: - Self compiled from data of District Census Handbook 2011, Department of Agriculture GOB and Bihar Watershed Development Society

The agricultural land use pattern is increased after the implementation of IWMP, Barhat block is increased by 19 %, Chakai block is increased by 16%, Giddhaur Block is increased by 23%, Islamnagar Aliganj Block is increased by 26%, Jamui is not under IWMP, Khaira Block is increased by 15 %, Laxmipur Block is increased by 49%, Sikandra Block is maintained at 80%, Sono Block is increased by 28% and Jhajha Block is increased by 39%. Total geographical area of the Jamui district is about 274551 hectares, after the implementation of IWMP batches from 2010- 2016; average cultivated area is increased from 84233 hectares to 137258 hectares i.e. increased up to 18% in comparison to previous figure.

During the implementation of IWMP, the crop production details of Jamui district of last several years were as follows:

TABLE 4: PRODUCTION OF MAJOR CROPS DURING YEAR – 2012-2013

Name of crops	Area -Ha	Production –M.T
Rice	49963	73315
Wheat	7523	15722
Maize	2661	3736
Gram	469	435
Lentil	227	304
Moong	45	28
Arhar	90	172
Other pulses	524	393
Mustard	55	112
Other oil seeds	88	76
Sugarcane	671	27745
Total	62316	122038

*Source: Self Compiled Department of Agriculture – GOB, Directorate of Statistics and Evaluation.

TABLE 5: PRODUCTION OF MAJOR CROPS DURING YEAR 2013-2014

Name of crops	Area- Ha	Production – M.T
Rice	50344	91627
Wheat	8673	17453
Maize	2781	4254
Gram	1006	853
Lentil	217	329
Moong	72	83
Arhar	217	420
Other pulses	414	311
Mustard	211	175
Other oil seeds	66	56
Sugarcane	680	27750
Total	64681	143311

*Source: -Self Compiled Department of Agriculture – GOB, Directorate of Statistics and Evaluation

TABLE 6: PRODUCTION OF MAJOR CROPS DURING YEAR 2014-2015

Name of crops	Area – Ha.	Production – M.T
Rice	42837	87453
Wheat	11332	13236
Maize	2798	6350
Gram	2140	950
Lentil	1553	1407
Moong	634	367
Arhar	505	954
Other pulses	418	308
Mustard	693	938
Other oil seeds	261	225
Sugarcane	667	28000
Total	63838	140188

*Source: -Self Compiled Department of Agriculture – GOB, Directorate of Statistics and Evaluation

TABLE 7: PRODUCTION OF MAJOR CROPS DURING YEAR 2015-2016

Name of crops	Area- Ha.	Production – M.T
Rice	70381	132219
Wheat	52120	78852
Maize	5410	14781
Gram	4316	4152
Lentil	2836	3193
Moong	952	835
Arhar	4212	6453
Other pulses	35	26
Mustard	350	407
Other oil seeds	100	92
Sugarcane	671	27750
Total	141383	268760

*Source: -Self Compiled Department of Agriculture – GOB, Directorate of Statistics and Evaluation.

TABLE 8: PRODUCTION OF MAJOR CROPS DURING YEAR 2016-2017

Name of crops	Area- Ha.	Production – M.T
Rice	71386	220013
Wheat	46108	102980
Maize	4434	11991
Gram	2942	2601
Lentil	2701	1685
Moong	877	895
Arhar	4343	7523
Other pulses	72	54
Mustard	3644	3192
Other oil seeds	-	-
Sugarcane	675	27749
Total	137182	378683

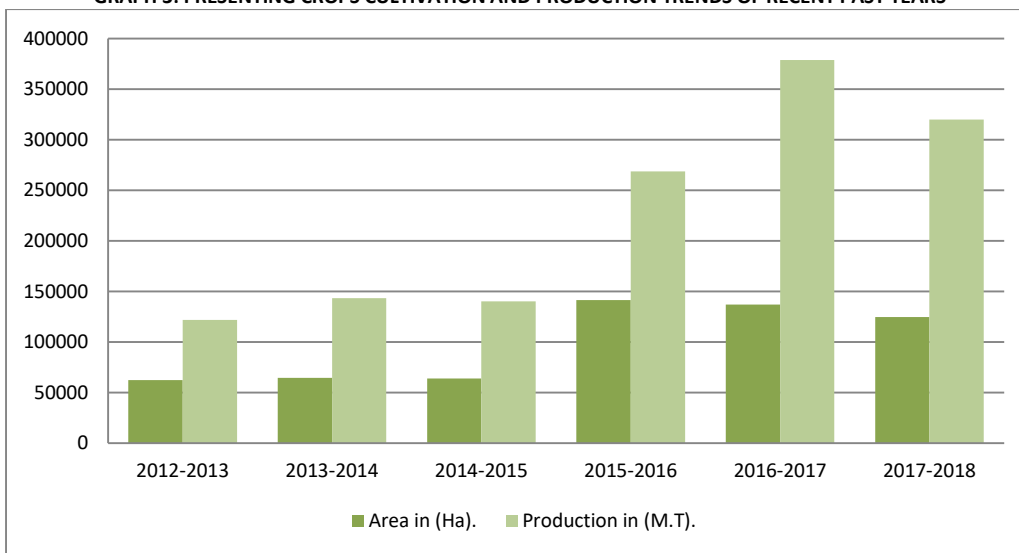
*Source: -Self Compiled Department of Agriculture – GOB, Directorate of Statistics and Evaluation.

TABLE 9: PRODUCTION OF MAJOR CROPS DURING 2017-2018

Name of crops	Area- Ha.	Production – M.T
Rice	65798	165663
Wheat	42920	105711
Maize	3417	9746
Gram	2754	3294
Lentil	1855	1143
Moong	889	654
Arhar	2561	2625
Other pulses	80	68
Mustard	3675	3300
Other oil seeds	98	80
Sugarcane	670	27745
Total	124717	320029

*Source: -Self Compiled Department of Agriculture – GOB, Directorate of Statistics and Evaluation.

GRAPH 3: PRESENTING CROPS CULTIVATION AND PRODUCTION TRENDS OF RECENT PAST YEARS



*Source: - Self compiled from data of District Census Handbook 2011, Department of Agriculture GOB and Bihar Watershed Development Society

TABLE 10: CONSOLIDATED TABLE SHOWING PRODUCTION OF MAJOR CROPS ON THE BASIS OF ABOVE GRAPH

Year	Area in (Ha)	Production in M.T
2012-2013	62316	122038
2013-2014	64681	143311
2014-2015	63838	140188
2015-2016	141383	268760
2016-2017	137182	378683
2017-2018	124717	320029

*Source: - Self compiled from data of District Census Handbook 2011, Department of Agriculture GOB and Bihar Watershed Development Society
 Area occupied for cultivation during 2012-2013 was 62316 hectares, in 2013-2014 was increased to 64681 hectares, 2014-2015 was decreased to 63838 hectares, 2015-2016 was increased to 141383 hectares, during 2016-2017 decreased to 137182 hectares and during 2017-2018 decreased to 124717 hectares. Production of major crops was increased during 2013-2014, 2015-2016 and 2016-2017.

FINDINGS AND RECOMMENDATION

After the implementation of IWMP, agricultural land use pattern of Jamui district is increased. During the period of first phase of six batches 9 blocks of Jamui district is covered under watershed programme. Average cultivated area is increased up to 18%. In Production of major crops positive trends are recorded in recent years, production of Rice crops is average about 128381 M.T, Wheat crops are 55569 M.T, Maize crops are 8476 M.T, Pulses crops are 7085 M.T, Oilseeds crops are 1442 M.T and Sugarcane crops are 27789 M.T. Increasing in production of major crops helps in improving the economic condition of backward community resides in the watershed areas. Watershed development programmes facilitates irrigation facilities, providing training to the farmers, helps in group formation and community participation. Implementation of watershed development programmes promotes the sustainable development of rural and backward areas. Development of agricultural activities promotes the income of farmers, wage labours, landless farmers. Migration of labours from Bihar is increasing Day by day, there is need to provide employment opportunities to prevent the migration of labours. So it is recommended to continue such programmes to promote the agricultural activities for the sustainable development of village economy.

CONCLUSION

Watershed development programmes helps in promoting the agricultural activities in the district. The recent cultivation trends showing positive progress in the production of major crops. Jamui district needs a stable market for the agricultural products. Interest of farmers are declining in cultivation because unavailability of market in the district. So establishments of agro-based food and non food industries in the district will also promote the investments in agriculture. For sustainable growth of income of the farmers it is necessary to provide a market for agro-products and watershed development programmes should be continued for the prosperity and development of village economy.

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