

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,

Indian Citation Index (ICI), J-Gate, India [link of the same is duly available at Infibnet of University Grants Commission (U.G.C.)],

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 (2012) & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 6575 Cities in 197 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	<p style="text-align: center;">IMPACT ANALYSIS OF CHANGES IN GST PROVISIONS ON WORKING CAPITAL REQUIREMENTS</p> <p style="text-align: center;"><i>Dr. AJAY SHARMA</i></p>	1
2.	<p style="text-align: center;">A STUDY ON CUSTOMER LOYALTY TOWARDS PAYTM IN ERODE CITY</p> <p style="text-align: center;"><i>Dr. S. KALAISELVI & P. KARTHIKA</i></p>	4
3.	<p style="text-align: center;">INVESTMENT PATTERN OF WOMEN INVESTORS – A CASE STUDY OF SHIMOGA CITY</p> <p style="text-align: center;"><i>RAJESH R.J. & H.R. MANJUNATHA</i></p>	8
4.	<p style="text-align: center;">MERGERS AND ACQUISITIONS AND THE POST-MERGER IMPACT ON PROFITS AND SALES</p> <p style="text-align: center;"><i>SINDU AKILESH</i></p>	12
5.	<p style="text-align: center;">FINANCIAL INCLUSION OF POOR PEOPLE BY PMJDY IN JHARKHAND STATE</p> <p style="text-align: center;"><i>MANOJ KUMAR RANA</i></p>	15
	REQUEST FOR FEEDBACK & DISCLAIMER	18

FOUNDER PATRON**Late Sh. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana
Former Vice-President, Dadri Education Society, Charkhi Dadri
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR**Dr. BHAVET**

Former Faculty, Shree Ram Institute of Engineering & Technology, Urjani

ADVISOR**Prof. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR**Dr. PARVEEN KUMAR**

Professor, Department of Computer Science, NIMS University, Jaipur

CO-EDITOR**Dr. A. SASI KUMAR**

Professor, Vels Institute of Science, Technology & Advanced Studies (Deemed to be University), Pallavaram

EDITORIAL ADVISORY BOARD**Dr. S. P. TIWARI**

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

Dr. CHRISTIAN EHIUBUCHE

Professor of Global Business/Management, Larry L Luing School of Business, Berkeley College, USA

Dr. SIKANDER KUMAR

Vice Chancellor, Himachal Pradesh University, Shimla, Himachal Pradesh

Dr. JOSÉ G. VARGAS-HERNÁNDEZ

Research Professor, University Center for Economic & Managerial Sciences, University of Guadalajara, Guadalajara, Mexico

Dr. TEGUH WIDODO

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Indonesia

Dr. M. S. SENAM RAJU

Professor, School of Management Studies, I.G.N.O.U., New Delhi

Dr. A SAJEEVAN RAO

Professor & Director, Accurate Institute of Advanced Management, Greater Noida

Dr. D. S. CHAUBEY

Professor & Dean (Research & Studies), Uttarakhand University, Dehradun

Dr. CLIFFORD OBIYO OFURUM

Professor of Accounting & Finance, Faculty of Management Sciences, University of Port Harcourt, Nigeria

Dr. KAUP MOHAMED

Dean & Managing Director, London American City College/ICBEST, United Arab Emirates

Dr. VIRENDRA KUMAR SHRIVASTAVA

Director, Asia Pacific Institute of Information Technology, Panipat

Dr. MIKE AMUHAYA IRAVO

Principal, Jomo Kenyatta University of Agriculture & Tech., Westlands Campus, Nairobi-Kenya

Dr. SYED TABASSUM SULTANA

Principal, Matrusri Institute of Post Graduate Studies, Hyderabad

Dr. BOYINA RUPINI

Director, School of ITS, Indira Gandhi National Open University, New Delhi

Dr. NEPOMUCENO TIU

Chief Librarian & Professor, Lyceum of the Philippines University, Laguna, Philippines

Dr. SANJIV MITTAL

Professor & Dean, University School of Management Studies, GGS Indraprastha University, Delhi

Dr. RAJENDER GUPTA

Convener, Board of Studies in Economics, University of Jammu, Jammu

Dr. SHIB SHANKAR ROY

Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh

Dr. SRINIVAS MADISHETTI

Professor, School of Business, Mzumbe University, Tanzania

Dr. NAWAB ALI KHAN

Professor & Dean, Faculty of Commerce, Aligarh Muslim University, Aligarh, U.P.

MUDENDA COLLINS

Head, Operations & Supply Chain, School of Business, The Copperbelt University, Zambia

Dr. EGWAKHE A. JOHNSON

Professor & Director, Babcock Centre for Executive Development, Babcock University, Nigeria

Dr. A. SURYANARAYANA

Professor, Department of Business Management, Osmania University, Hyderabad

P. SARVAHARANA

Asst. Registrar, Indian Institute of Technology (IIT), Madras

Dr. MURAT DARÇIN

Associate Dean, Gendarmerie and Coast Guard Academy, Ankara, Turkey

Dr. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engg. & Tech., Amity University, Noida

Dr. YOUNOS VAKIL ALROAIA

Head of International Center, DOS in Management, Semnan Branch, Islamic Azad University, Semnan, Iran

WILLIAM NKOMO

Asst. Head of the Department, Faculty of Computing, Botho University, Francistown, Botswana

Dr. JAYASHREE SHANTARAM PATIL (DAKE)

Faculty in Economics, KPB Hinduja College of Commerce, Mumbai

SHASHI KHURANA

Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala

Dr. SEOW TA WEEA

Associate Professor, Universiti Tun Hussein Onn Malaysia, Parit Raja, Malaysia

Dr. OKAN VELI ŞAFAKLI

Professor & Dean, European University of Lefke, Lefke, Cyprus

Dr. MOHENDER KUMAR GUPTA

Associate Professor, Government College, Hodal

Dr. BORIS MILOVIC

Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

Dr. LALIT KUMAR

Course Director, Faculty of Financial Management, Haryana Institute of Public Administration, Gurugram

Dr. MOHAMMAD TALHA

Associate Professor, Department of Accounting & MIS, College of Industrial Management, King Fahd University of Petroleum & Minerals, Dhahran, Saudi Arabia

Dr. V. SELVAM

Associate Professor, SSL, VIT University, Vellore

Dr. IQBAL THONSE HAWALDAR

Associate Professor, College of Business Administration, Kingdom University, Bahrain

Dr. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

Dr. ALEXANDER MOSESOV

Associate Professor, Kazakh-British Technical University (KBTU), Almaty, Kazakhstan

Dr. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

Dr. BHAVET

Former Faculty, Shree Ram Institute of Engineering & Technology, Urjani

YU-BING WANG

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

SURJEET SINGH

Faculty, Department of Computer Science, G. M. N. (P.G.) College, Ambala Cantt.

Dr. TITUS AMODU UMORU

Professor, Kwara State University, Kwara State, Nigeria

Dr. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

Dr. SAMBHAVNA

Faculty, I.I.T.M., Delhi

Dr. THAMPOE MANAGALESWARAN

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

Dr. SHIVAKUMAR DEENE

Faculty, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

SURAJ GAUDEL

BBA Program Coordinator, LA GRANDEE International College, Simalchaur - 8, Pokhara, Nepal

FORMER TECHNICAL ADVISOR

AMITA

FINANCIAL ADVISORS

DICKEN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript titled ' _____ ' for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR	:
Designation/Post*	:
Institution/College/University with full address & Pin Code	:
Residential address with Pin Code	:
Mobile Number (s) with country ISD code	:
Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No)	:
Landline Number (s) with country ISD code	:
E-mail Address	:
Alternate E-mail Address	:
Nationality	:

* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation **etc.** **The qualification of author is not acceptable for the purpose.**

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**
 - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
 - c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
 - d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
 - e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
 - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
 - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised**.
 3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address should be given underneath the title.
 4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
 5. **ABSTRACT:** Abstract should be in **fully Italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA. Abbreviations must be mentioned in full.**
 6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
 7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aea-web.org/econlit/jelCodes.php. However, mentioning of JEL Code is not mandatory.
 8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER. It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
 9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
 10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
 11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders before the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

IMPACT ANALYSIS OF CHANGES IN GST PROVISIONS ON WORKING CAPITAL REQUIREMENTS

Dr. AJAY SHARMA
FREELANCE PROFESSIONAL CONSULTANT & VISITING FACULTY
MASTER SCHOOL OF MANAGEMENT
MEERUT

ABSTRACT

The working capital of the business is the capital required to operationalize the investment in the fixed assets. There is a delicate link in the liquidity and profitability of a business. Excess or short liquidity both affect the profitability negatively. Goods and Service Tax has a direct link with the working capital needs of the business. The rate, nature of input credit, its availability and nature and rate of output liability all impact and squeeze the liquidity in hand. Thus, availability of input credit and its effective utilization both affect the working capital requirements of a business concern. The paper discusses two important recent changes in the availability of input credit, the manner and order of its utilization and their effects on the working capital requirements of a business concern.


KEYWORDS

IGST, CGST, SGST, UGST, working capital, input credit.

JEL CODE

H25

INTRODUCTION

 GST has a direct linkage with the working capital of your business and you must have ample clarity on all the provisions as it may at times, impact and squeeze the liquidity in hand. Working capital, also termed as the oxygen of every business, speaks volumes about the short-term financial health of the company. Input tax credit and its effective utilization has been the most important aspect of GST as the same affects the working capital requirements of a business concern to a large extent. In order to avail the input tax credit, you should have a:

1. Tax Invoice/Debit Note from a registered supplier.
2. You have received the goods and services (Also paid for it within 3 months of invoice otherwise credit is to reversed)
3. Tax paid has been deposited to the government account.
4. Your supplier has filed the return.

If Input Tax Credit > Tax on output liability => You can carryforward input tax or claim refund

If Input tax credit < Tax on output liability => Pay balance in cash to government at present with return form 3B.

In case of interstate sale or purchase IGST is levied and in case of within state/intrastate movement SGST and CGST is levied on sale and purchase. In case of union territories, it is referred as UTGST and CGST. So, for interstate purchases made by an entity IGST input credit will be available and for intrastate purchases CGST and SGST/ UTGST input credit is available.

The manner of utilization of input tax credit is defined as under: -

- a) To pay IGST Liability: - Take input tax credit from IGST, CGST and SGST paid on purchases
- b) To pay CGST Liability: - Take input tax credit from CGST and IGST paid on purchases
- c) To pay SGST Liability: - Take input tax credit from SGST and IGST paid on purchases

REVIEW OF LITERATURE

Being a case study on the changes in the GST and its analysis the literature review is largely restricted to the GST Acts and the changes in the same by way of GST council meetings and relevant notifications of the law and their applications. The present study is concentrating on the two changes brought in the original GST law with regard to the availability of the input tax credit and the methodology of its utilization and the restrictions imposed in the same.

NEED AND IMPORTANCE OF STUDY

The study aims at understanding the changes in the GST law with regard to input tax availability and seeks to understand as to how the procurement policy of the business concern can affect the working capital needs by this change. Apart from that the change brought in with regard to input setoff mechanism and its impact on the working capital and how to effectively and efficiently manage the same is another area of the study. The ultimate aim is to find out how the problem of liquidity and profitability caused by these GST changes can be best managed to smoothen and optimize the working capital needs of a business concern and its profitability by clarifying the problem and suggesting its remedial measures.

OBJECTIVES OF THE STUDY

The objective of the present study is to identify the relationship between the GST and working capital requirements and as to how are they changing with the changes in the GST law. There were two important changes in the GST law regarding the manner in which the input credit can be availed and as to how it can be utilized/setoff in repayment of the outward GST liability. The relationship of these two important changes and their impact on working capital has been tried to be established by the present study.

STATEMENT OF THE PROBLEM

The present study talks of two important changes made in the availment and utilization of the input tax credit and its effects on the working capital requirements specially for the MSME's. **Firstly**, in its 38th meeting the GST council concluded on 18th Dec, 2019 has framed, that a GST tax payer can avail the maximum input credit = Input tax credit reflecting in his GSTR 2A + provisional credit of 10% of ITC reflecting in GSTR2A. It is interesting to note that an input credit reflects in your GSTR 2A only when your supplier has filed his GSTR1 within the stipulated time period which is prior to 11th of every month for registered entities having turnover more than 1.5 crore and for those less than 1.5 crore quarterly filing option is also there. This simply means that if you are buying from a GST dealer who is not filing return on time due to reasons best known to him you are increasing your working capital requirements. In case you are buying from dealer making quarterly compliance usually small dealers you will increase your working capital requirement to a larger extent. Let us illustrate the implications of this change with the help of an example. Let's say you are buying goods worth Rs 100000/- interstate after paying an IGST of 18% from different dealers. So, you end up paying Rs 100000/- for purchase and are entitled to an Input IGST credit of Rs 18000/- which can be used to pay output IGST, CGST and SGST as per rule. Let say you have also sold entire purchase by adding 10% for value addition and profit thereby selling for Rs 110000/- and your output is also liable @18%, so total amount to be charged from buyer is Rs 110000/- + 18% IGST = Rs.129800/- of which 19800/- is your IGST output liability.

TABLE 1

Purchase		Sale	
Purchase Amount	Rs 100000	Sale Amount	Rs 110000
+ 18% IGST Total	Rs 18000	+ 18 % IGST	Rs 19800
	Rs 118000	Total	Rs 129800

Clearly, in the above example if your 100% tax credit i.e 18000 is fully reflecting in the GSTR2A which will be the case when all your suppliers have paid tax in time and filed returns in the stipulated time and all are actually filing monthly which means they are large by GST definition. Your tax liability to be discharged in cash would be = **Output IGST Liability – Input IGST credit**

⇒ Rs 19800- Rs 18000= Rs 1800/- in cash.

There is yet another angle to avail 100% tax credit and i.e if Rs 16363.63 tax credit which is about 90.91 % of total is reflecting in GSTR2A your input tax credit entitlement = Rs 16363.63 + 10% of 16363.63= Rs 16363.63+ Rs 1636.37= Rs 18000/-

Thus, in this case also cash outflow on account of GST would be Rs 1800/- as above. However, it will be different at the following cases: -

Case 1: 75% of your input tax credit is reflecting in GSTR2A

In this case since 75% of Rs 18000 is reflecting your GSTR 2A which means Rs 13500/-, as per this rule the maximum credit that you would be entitled will be = Rs 13500+ 10% of 13500= 13500+1350= 14850/-

Cash tax outgo will be => Rs 19800- Rs 14850= Rs 4950 in cash.

Thus, extra tax cash outgo blocking working capital = Rs 4950- Rs 1800= Rs.3150/-

Case 2: 50% of your input tax credit is reflecting in GSTR2A

In this case since 50% of Rs 18000 is reflecting your GSTR 2A it means Rs 9000/-. As per the rule the maximum credit that you will be entitled will be = Rs 9000 + 10% of Rs 9000= 9000+900= Rs 9900/-

Cash outgo will be => Rs 19800- Rs 9900= Rs 9900/-

Thus, extra tax cash outgo blocking working capital = Rs 9900- Rs 1800= Rs.8100/-

Case 3: 25% of your input tax credit is reflecting in GSTR2A

In this case since 25% of Rs 18000 is reflecting your GSTR 2A it means Rs 4500/-. As per the rule the maximum credit that you will be entitled will be = Rs 4500 + 10% of Rs 4500= 4500+450= Rs 4950/-

Cash outgo will be => Rs 19800- Rs4950= Rs 14850/-

Thus, extra tax cash outgo blocking working capital = Rs 14850- Rs 1800= Rs.13050/-

Case 4: 0% of your input tax credit is reflecting in GSTR2A

Since no input tax credit is reflecting in the GSTR 2A so we will not be entitled to any input tax credit and

Cash outgo will be => Rs 19800- Rs. 0= Rs 19800/-

Thus, extra tax cash outgo blocking working capital = Rs 19800- Rs 1800= Rs.18000/-

This extra burden of GST payment due to deferment of the legitimate input tax credit will substantially increase the working capital requirement of the business concern without adding to the productivity of the business. Usually the MSME business have a poor access to the working capital requirement because both internally and externally as they are not favored as their large counterparts. Since they are small and unrecognized people usually don't sell them on credit and external working capital sources like bank finance etc. are also not easily available to them due to a variety of reasons from their credit worthiness, turnover and other security reasons.

Second problem being highlighted is regarding the availment of input tax credit due to a change in law. Availment of the GST credit by the change in Section 49 of the CGST act and its implications on the working capital requirement is yet another angle that effects the profitability of concern by affecting its working capital requirements. Although GST was formulated with an intention of one nation one tax there has been a sea change with section 49 of CGST act which states that the credit of IGST has to be utilized first for payment of output IGST liability than output CGST liability and thereafter output SGST liability in that order mandatorily. This has led to a situation in case of many businesses that they have to pay tax liability on account of one tax (say State tax) through cash payment while input credit on account of other type of tax (say central tax) remains unutilized in credit ledger and thereby blocking much needed working capital. Further, the rule 88A in the CGST rules allows utilization of credit of IGST towards payment of central and state tax or Union territory tax in any order subject to a condition that the entire IGST credit should be fully exhausted before credit of CGST, SGST or UGST can be used. Now this leads to a very tricky situation where if credit utilization is not done judiciously without professional help would again affect the working capital needs of organization and affect the delicate balance of liquidity and profitability in case of the organization.

As the utilization of IGST credit after offsetting IGST liability can be in any order between the liability of CGST and SGST the only pre condition according to this rule being that the IGST input credit should be fully exhausted before the use of CGST credit or SGST/UGST credit. The optimal use of the credit can make a huge difference in the working capital by optimizing both credits blocked and the quantum of tax liability to be paid in cash. Let us try to understand it with the help of following example:

Let us say a company has the following data for a month:

TABLE 2

Type of GST	Output liability for month	Input Tax credit Available
IGST	50000	100000
CGST	50000	30000
SGST/UGST	50000	30000
Total	150000	160000

CASE 1

TABLE 3

Type of GST	Output Liability for Month	Input Credit Available	Set off of Liability for the month	GST Liability Paid in cash	Balance of ITC left after set off for month
IGST	50000	100000	50000 from IGST credit	NIL	NIL
CGST	50000	30000	50000 from IGST credit	NIL	30000
SGST/UGST	50000	30000	30000 from SGST credit	20000	NIL
Total	150000	160000	130000	20000	30000

In case 1 cited above the output liability of IGST was paid from input credit of IGST in full for Rs 50000, thereafter the balance input of IGST i.e Rs 50000 was used to pay the CGST liability for the month. Here, we exhausted the entire IGST input credit and thus we used 30000 of SGST input credit to pay output SGST liability the balance Rs 20000 being paid in cash. After discharging all GST liabilities for the month, we are left with unutilized input credit of CGST amounting to Rs 30000. **The net affect of this method of setoff is an outflow of Rs 20000/- in cash and blockage of input CGST credit of Rs 30000/- this month.**

CASE 2

TABLE 4

Type of GST	Output Liability for Month	Input Credit Available	Set off of Liability for the month	GST Liability Paid in cash	Balance of ITC left after set off for month
IGST	50000	100000	50000 from IGST credit	NIL	NIL
CGST	50000	30000	30000 from CGST credit	20000	NIL
SGST/UGST	50000	30000	50000 from IGST credit	NIL	30000
Total	150000	160000	130000	20000	30000

In case 2 cited above the output liability of IGST was paid from input credit of IGST in full for Rs 50000, thereafter the balance input of IGST i.e Rs 50000 was used to pay the SGST/UGST liability for the month. Here we exhausted the entire IGST input credit and thus we used 30000 of CGST input credit to pay output CGST liability the balance Rs 20000 being paid in cash. After discharging all GST liabilities for the month, we are left with unutilized input credit of SGST/UGST amounting to Rs 30000. Thus, the net affect of this method of setoff is an outflow of Rs 20000/- in cash and blockage of input tax credit of Rs 30000/- of SGST/UGST credit.

CASE 3

TABLE 5

Type of GST	Output Liability for Month	Input Credit Available	Set off of Liability for the month	GST Liability Paid in cash	Balance of ITC left after set off for month
IGST	50000	100000	50000 from IGST credit	NIL	NIL
CGST	50000	30000	25000 from IGST credit 25000 from CGST credit	NIL	5000
SGST/UGST	50000	30000	25000 from IGST credit 25000 from SGST credit	NIL	5000
Total	150000	160000	150000	NIL	10000

In case 3 cited above the output liability of IGST was paid from input credit of IGST in full for Rs 50000, thereafter the balance input of IGST i.e Rs 25000 was used to pay the CGST liability for the month and further balance of Rs 25000 for paying SGST/UGST liability for the month. Here we exhausted the entire IGST input credit. After utilizing entire Input IGST credit we can use the CGST and SGST/UGST credit as per rule. Thus, we paid Rs 25000 CGST liability from CGST input of Rs 30000 and Rs 25000 of SGST/UGST liability from SGST/UGST input of Rs 30000. The net affect after this set off procedure is that we did not pay a single rupee of tax in cash and our credit blocked was Rs 5000 for CGST and Rs 5000 for SGST. This is the best from working capital point of view least outflow and least blockage of input tax credit.

CONCLUSION

The above two problems of availability of input tax credit and methodology of utilization of input tax credit clarify as to how the working capital needs of the organization that are being affected by GST can be judiciously optimized. With regard to availability of input credit we should focus on buying from the registered dealers who are tax compliant and more so who are in the monthly mode of filing of GSTR1. This has a negative side too that in a way we are saying purchases should be made from large business who are tax compliant to ensure the full availability of input credit in our GSTR2A. With regard to methodology of utilization of the input tax credit the nature of input tax credit usually available to the organization will have to be studied and the nature of output tax liability dependent on quantum of interstate sale and intrastate sales made will be have to be studied. The input credit specially the IGST credit should be judiciously utilized for optimizing the working capital needs and thereby the profitability of the organization. The easiest way to accomplish this is after using the IGST credits for the IGST liability, the balance available in IGST input credits should be equally utilized for CGST/SGST payments. These tools can optimize the working capital needs and thereby increase the profitability of the organization.

REFERENCES

BOOKS

1. Aditya Singhania (2020), GST Practice Manual, Taxmann's Publication, New Delhi.
2. S.S. Gupta (2020), GST: How to meet your obligations, Taxmann's Publication, New Delhi.
3. V.S Datey (2020), GST: Ready Reckoner, Taxmann's Publication, New Delhi.

WEBSITES VISITED

4. GST payment rules viewed on January 26,2020 on <http://www.gstindiaexpert.com/documents/linksdownLds/payment-gst-rules-17052017.pdf>
5. CGST ACT 2017, Input availability eligibility and conditions. Viewed on January 26, 2020 on <https://www.knowyourgst.com/gstlaw/cgst-act/16-eligibility-and-conditions-for-taking-input-tax-credit-16/>
6. GST circulars, viewed on January 29, 2020 <https://gstsamadhan.co.in/lib/circular>
7. Input credit procedures, viewed on January 30,2020.<https://www.pdicai.org/latestNews.aspx>

A STUDY ON CUSTOMER LOYALTY TOWARDS PAYTM IN ERODE CITY**Dr. S. KALAISELVI****ASST. PROFESSOR****PG & RESEARCH DEPARTMENT OF COMMERCE****VELLALAR COLLEGE FOR WOMEN****ERODE****P. KARTHIKA****ASST. PROFESSOR****PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS****VELLALAR COLLEGE FOR WOMEN****ERODE****ABSTRACT**

The objective of this study is to evaluate the customer loyalty towards Paytm in Erode city. This study identifies the relationship between demographic variables and study related factors. This is an empirical research based on primary data, collected through questionnaire. The sample size is 100 selected on convenient sampling method. The findings of the research study, reveals that majority of the respondents is highly influenced by their Friends / Relatives recommendation. There is no significant relationship between all the personal factors of the respondents such as age, educational qualification, occupation and study related factors such as purpose of usage except period of usage and frequency of usage.

KEYWORDS

Paytm, Erode, customer loyalty.

JEL CODE

M31

INTRODUCTION

In today's world Smartphone has become essential part of our daily life. It plays a vital role in this regard offering users a great platform for communication and access to a wide range of applications. Adoption of cashless transaction has been significantly pushed by Prime Minister Shri. Narendra Modi as part of government reforms after demonetization of high value currency of Rs.500/- and Rs.1000/-. The demonetization resulted in unprecedented growth in digital payment with which traders and consumers started searching for innovative mobile apps for alternative payment system to encourage cashless transactions and to save time. Digital India also acts a catalyst to exponential growth in use of digital payment. The consumer perception of digital payment has a significant and positive impact on adoption of digital payment methods. Paytm as its abbreviation states "Payment Through Mobile" is the India's largest mobile commerce platform launched by One97 Communication founded by Vijay Shekhar Sharma in August 2010 headquartered in Noida offers comprehensive payment services for both customers and merchants. Initially it was focused on mobile and DTH recharging later it provided e-wallet and payment banking facility and now it offers multiple services ranging from primary mobile recharge to buying apparels and electronics enabling the customers to get everything at one place.

STATEMENT OF THE PROBLEM

After demonetization drive started as millions of consumers and merchants across the country are opting for mobile payments on its platform for the first time. From consumers being able to pay for a cup of coffee using Paytm shows an exponential increase in adoption of Paytm as a way to pay by both consumers and merchants alike. The study aims to identify the customer loyalty towards Paytm in Erode city and to know what are the influencing factors and overall satisfaction towards Paytm.

OBJECTIVES OF THE STUDY

1. To find out the factors that influence the respondents to use Paytm.
2. To ascertain the customer loyalty towards Paytm.
3. To find out the problems faced by the respondents with Paytm.
4. To conclude and provide suggestions based on the result of the study.

METHODOLOGY

- The study is confined to Erode city only.
- Period of study is five months i.e., Dec 2018 – April 2019.
- Convenient sampling method was used to collect the pertinent data from the respondents.
- 100 respondents are taken as sample for this study.

DATA ANALYSIS

Simple statistical tools such as Percentage analysis, Chi-square test and weighted average score ranking method are used.

TABLE 1.1: PROFILE OF THE RESPONDENTS

Factors	No. of Respondents	Percentage (%)
1) GENDER		
Male	42	42
Female	58	58
2) AGE		
Below 25 years	18	18
26-35 years	38	38
36- 45 years	32	32
Above 45 years	12	12
3) MARITAL STATUS		
Married	56	56
Unmarried	44	44
4) FAMILY SIZE		
Below 3 members	35	35
3-5 members	37	37
Above 5 members	28	28
5) EDUCATIONAL QUALIFICATION		
School level	18	18
Under Graduate	37	37
Post Graduate	29	29
Diploma	16	16
6) OCCUPATION		
Business	27	27
Professional	24	24
Employee	17	17
Student	25	25
Others	7	7
7) MONTHLY INCOME		
Below Rs. 10,000	21	21
Rs. 10,001 – 25,000	36	36
Rs. 25,001-50,000	27	27
Above Rs.50,000	16	16

Table 1.1 exhibits majority 58% of the respondents are Female, 38% of the respondents belong to the age group o 26 – 35 years, 56% of the respondents are married, 37% of the respondent's family have three to five members, 37% of the respondents are Under Graduates, 27% of the respondents are Business person, 36% of the respondent's monthly income is between Rs. 10,001 – 25,000.

TABLE 1.2: STUDY RELATED FACTORS

Factors	No. of Respondents	Percentage (%)
1) SOURCE OF FAMILIARITY		
Television	31	31
Newspaper/ Magazine	22	22
Internet	18	18
Friends & Relatives	29	29
2) DEVICE USED FOR PAYMENT		
Smartphone	40	40
PC/ Laptop	26	26
Tablet	34	34
3) PERIOD OF USAGE		
Less than 6 months	18	18
6 months – 1 year	38	38
More than a year	44	44
4) PURPOSE OF USAGE		
Money Transfer	32	32
Recharge	17	17
Utility & Bill Payment	14	14
Ticket / Hotel Booking	11	11
Shopping	26	26
5) FREQUENCY OF USAGE		
Daily	18	18
Weekly	31	31
Monthly	39	39
Once in a while	12	12
6) APPROXIMATE MONEY TRANSFERRED		
Below Rs.1000	30	30
Rs.1000 – 5000	36	36
Above Rs.5000	34	34
7) SUITABLE MEDIA FOR PROMOTION		
Television	30	30
Newspaper	22	22
Internet	12	12
Hoardings & Posters	36	36
8) LEVEL OF SATISFACTION		
Highly Satisfied	37	37
Satisfied	35	35
Neutral	18	18
Dissatisfied	10	10
Highly Dissatisfied	0	0
9) FACTORS INFLUENCED THE RESPONDENTS		
	Weighted Score	Rank
Advertisement	13.44	IV
As recommended by Friends/ Relatives	14.03	I
Digital India / Cashless Economy	12.58	VII
Demonetization	14	II
Easy to use & Convenient	13.72	III
Discounts, Offers & Cash backs	12.61	VI
Multilingual	13.22	V
Security & Privacy	11.77	VIII
10) PROBLEMS FACED BY THE RESPONDENTS		
	Weighted Score	Rank
Problem in QR code detection	21.2	I
Failure in Payment Gateway	20.46	II
Lack of Security	19.26	IV
Delay in confirmation of order	2.026	III
Involves danger in losing money	18.4	V

Table 1.2 depicts that majority 31% of the respondents came to know about Paytm through Television, 40% of the respondents use Smartphone for making payment, 44% of the respondents are using Paytm for more than a year, 32% of the respondents main purpose of using Paytm is Money Transfer, 39% of the respondents use Paytm on monthly basis, 36% of the respondents transfer between Rs.1000 – 5000 in a day using Paytm, 36% of the respondents opine Hoardings & Posters as suitable media for promotion of Paytm, 37% of the respondents are Highly Satisfied, Most of the respondents are highly influenced by their Friends/Relatives and faced problem in QR code detection.

TABLE 1.3: CHI SQUARE ANALYSIS

Factor	Degrees of freedom	Calculated value	Table value	Significant / Not significant
There is no significant relationship between age of the respondents and their loyalty towards Paytm	6	1.461	5.38	Significant
There is no significant relationship between educational qualification of the respondents and their loyalty towards Paytm	6	3.179	5.348	Significant
There is no significant relationship between occupation of the respondents and their loyalty towards Paytm	8	3.091	7.344	Significant
There is no significant relationship between period of usage of the respondents and their loyalty towards Paytm	4	3.636	3.357	Not Significant
There is no significant relationship between purpose of usage of the respondents and their loyalty towards Paytm	8	3.592	7.344	Significant
There is no significant relationship between frequency of usage of the respondents and their loyalty towards Paytm	6	5.483	5.348	Not Significant

Table 1.3 the chi-square results shows that there is no significant relationship between all the personal factors of the respondents such as age, educational qualification, occupation and study related factors such as purpose of usage except period of usage and frequency of usage.

RESULTS AND DISCUSSION

- Majority (58%) of the respondents are female.
- Majority (38%) of the respondents belong to the age group of 26 – 35 years.
- Majority (56%) of the respondents are married.
- Majority (37%) of the respondents family have three to five members.
- Majority (37%) of the respondents are Under Graduates.
- Majority (27%) of the respondents are business men.
- Majority (36%) of the respondents monthly salary is between Rs. 10,000 – 25,000.
- Majority (31%) of the respondents came to know about Paytm through Television.
- Majority (40%) of the respondents use Smartphone for making payment.
- Majority (44%) of the respondents are using Paytm for more than a year.
- Majority (32%) of the respondents main purpose of using Paytm is Money transfer.
- Majority (39%) of the respondents use Paytm on monthly basis.
- Majority (36%) of the respondents transfer between Rs.1000 – 5000 in a day through Paytm.
- Majority (36%) of the respondents opine Hoarding & Posters as suitable media for promotion of Paytm.
- Majority (37%) of the respondents are highly satisfied.
- Majority of the respondents is highly influenced by their Friends / Relatives recommendation.
- Majority of the respondents faced the problem in QR code detection.
- The chi-square test shows that, there is no significant relationship between all the personal factors of the respondents such as age, educational qualification, occupation and study related factors such as purpose of usage except period of usage and frequency of usage.

SUGGESTIONS

The following are the suggestions made based on the findings of the study

- ◆ Many customers are facing problem in payment gateway due to heavy traffic. So it is suggested to take necessary steps to overcome delay in processing of payments.
- ◆ The size of the app is very big and occupies more space. So it is suggested to reduce the size of the app by providing only necessary and most commonly used feature.
- ◆ The advertisement frequency can be increased to attract potential customers.
- ◆ The significance of cashless transaction may be published in different media to create awareness among public.

CONCLUSION

After demonetization there has been a rise in the number of online payments like debit card, credit card, net/mobile banking, e-wallets like Paytm transaction etc. Even the small vendors have introduced cashless payment methods. In this study, majority of the users were significantly interested in using Paytm. Paytm is enjoying the advantageous position in the market through its popularity and by providing wide range of services at one roof. However, competitors like PhonePe, Google Pay, BHIM UPI etc., cannot be ignored and has to work on discounts/ offers, and bring about innovation to maintain its customers.

REFERENCES

1. Dhanya B K, 'Consumer Perception of Digital Payment Mode', International Journal of Research and Analytical Reviews (IJRAR), February 2019, Volume 6, Issue1, E-ISSN 2348-1269, P-ISSN 2349-5138, pp.176-183.
2. Dr. T. Venkatesan, 'Usage of Paytm – A Study In Madurai City', Bodhi International Journal of Research in Humanities, Arts and Science, Vol.2, No.3, April 2018, E-ISSN: 2456-5571, pp. 141-144.
3. Dr. Vaibhav Patil & Dr. C. Gopalakrishnan, 'A Study OF Customer Satisfaction Level and Customer Perception of E-Payment App Services with Special Reference To Pune City', International Journal of Management, Technology and Engineering, ISSN No-2249-7455, Volume 8, Issue XII, December 2018, pp.4442-4453.
4. Kothari, C.R., Research Methodology, New Age International (P) Ltd., Publishers, New Delhi, 3rd Edition, 2014.
5. M.Usha and Dr. K.Ramesh Kumar, 'Consumers Perception towards Paytm with Special Reference to Karur District', International Journal of Research in Advent Technology (IJRAT) Special Issue, E-ISSN: 2321-9637, International Conference "ICFTWF-19", February 4th & 5th 2019, pp.8-12.
6. Saviour F, 'A Study on Customer Satisfaction of Mobile Wallet Services Provided by Paytm', International Journal of Engineering and Management Research e-ISSN: 2250-0758, Volume-9, Issue-1, (February 2019), pp.19-26.

INVESTMENT PATTERN OF WOMEN INVESTORS – A CASE STUDY OF SHIMOGA CITY

RAJESH R.J.
ASST. PROFESSOR
DEPARTMENT OF COMMERCE
AKSHARA INSTITUTE OF MANAGEMENT STUDIES
SHIMOGA

H.R. MANJUNATHA
ASST. PROFESSOR
DEPARTMENT OF COMMERCE
AKSHARA INSTITUTE OF MANAGEMENT STUDIES
SHIMOGA

ABSTRACT

The present paper explores the investment pattern and strategy used by women investors. As a woman investor, shaping of financial future is as important as the many other roles they play in life. Women are just beginning to develop their investment approach or are refining a current one, it's important to keep in mind that they should build a financial legacy for long term. Women today have more earning capacity and more influence over financial decisions than ever before. Women almost participate half of the workforce and many businesses are owned or managed by women. Many women persuade and control the majority of all consumer purchase decisions and many of the investment decisions. As a result, it is important for women to focus on finances now more than ever. There are number of studies, which have shown that the financial behaviour of men and women differ considerably. Women hold low risk tolerance i.e. are more risk averse than men and also on occasion earns less returns from their investments. Except this, women invest more unadventurously their financial resources and have shown low confidence regarding their financial behaviour.

KEYWORDS

women investors, investment pattern, risk, return, investment decision.

JEL CODE

D14

INTRODUCTION

The financial investment is the responsibility of money to acquire assets that are expected to yield some gain over a period of time. If women have more money than her current needs, she can deposit her surplus money in the bank account to earn a fixed rate of interest or buy gold or purchase shares or invest in any other instrument. The role of women in traditional Indian society was limited to taking care of their families and doing household work. However, in the modern era, with rapidly changing times, the role of women has also undergone a drastic change. Comparing with the ancient times present day women are more educated and knowledgeable. In past days' role was to look after their home and they limited their world as their families. Their world limited to their families. But now, the people and women themselves were recognizing the importance of education. Today, we can find educated women in the world. They are progressing in real sense of knowledge. Women know how to manage work life balance. Today's women are more successful and financially independent. Even their thought process is undergoing a major change, they want financial independence. Along with income, comes savings and investment. For making proper investment decision, women should have a proper knowledge about the various investment options available, their merits and demerits. Women may invest either in financial or non-financial investment, such as recurring Deposit or Fixed Deposit or Children plans in Bank, Shares or Debentures in companies, unit in Mutual Funds, Schemes of Life Insurance Corporation or Unit Trust of India or Jewels, Land, Building and the like. They may be having different aspiration and expectations from their investments. The investment portfolio may also differ from one woman to another.

Now a day's women are highly positive in their ability to save and the best part of women say they have good savings habit. Women and men report comparable attitude and behaviour when it comes to saving, but women are more likely to say they save before they spend. The solution to successful saving is to start early, no matter how small the savings. Through successful saving women can have an improved ability to cope with unexpected expenses which can also experience less stress and uncertainty regarding their ability to meet their financial needs. Women hold only a marginal decision making position in public and private institutions.

There are different investment patterns such as insurance, banks, post office, equity, real estate, mutual funds, gold and others we can invest in any or all investment types directly or indirectly.

REVIEW OF LITERATURE

In order to justify the present study, a briefly survey of available literature concerning the investment pattern of women investors has been carried out. Following are the some of the major studies.

Dev Prasad, M.R. Shollapur and Shridevi V. Patted (2014) study examine the impact of the emotions of greed, fear, love and disbelief on the Indian women investment decision and this study uses a survey design for examining the vulnerability of the emotions such as greed, fear, love and disbelief. There is a need to develop emotional stability among investors for which they suggest that the investors should recognize that there is some degree of risk associated with every investment and investors also have to develop patience and control their emotions. Loving a company and its shares is not a problem as long as the share price advances to meet investors' expectations, investors should also be realistic in their approach and develop an open mind to admit the fall in share prices.

Sreelatha Reddy K. (2015) identifies that difference in perception of investors in the decision of investing on the basis of risk and return where it is observed that a negligible number of women invest in debt and equity instruments. The savings are to be pooled and channelized into productive investment, thereby enhancing the return to the investor which may result in further investments through corporate securities. Some "Financial Literacy Campaign" must be undertaken as many people are still unaware of the investment opportunities in the stock market.

Dr. K. Uma and S. Packia Raji (2015) study the various investment avenues generally available to working women investors and analyze the perception of the investors towards investment avenues where the researcher conclude that the working women required sample guidance in this area as many of them were not found to be well versed in selecting the investment avenues for framing their own investment pattern.

Ms. Deepthi George and Dr. Jagadees Chandran (2016) focuses his attention on women's preference towards mutual fund and it is revealed from the study that there is a significant relationship between period of investment and level of satisfaction on returns. Investors are much cautious about their investment that they

continuously monitor their investments and tend to select only much reliable scheme. The level of satisfaction reflects their decision to reinvest in mutual funds by majority of the investors.

V.G. Jisha and V.Gomathi (2017) analyze the income and investment pattern of the women respondent and the research has analyzed the salaried women employees consider the safety as well as high return on investment on regular basis. So the researcher concludes that the research identified the relationship between the factor influencing the level of awareness of various investment and factors influencing the benefits. Investors describe safety of funds as their priority for choosing an investment.

Dr. Vivek Mittal and Nidhi Aggarwal (2017) studies the attentiveness of women towards investments where the researcher suggested that the government should start more innovative projects like "Mahila Bank" where everything is being done by women so that they can make investment in these bank.

STATEMENT OF PROBLEM

Savings or investments are acknowledged as powerful tools in the improvement of the poverty. Investing even a small amount can produce significant rewards over the long term period. But we have to make the decision of how quantum of amount to invest and where to invest. To choose sensibly we need to know the investment options thoroughly. But there will be confusion among the people for the selection of best investment avenues and this is the major problem of the women investors. While investing money the women investors are having a lack of awareness about the investment alternatives. When they take investment decisions they have to pay more attention to safety, liquidity, returns, risk, tax benefits and so on in addition to the investment option. So the women investor should be careful in selecting the investment avenue. She should exercise her skills, knowledge and experience in choosing the investment opportunity. Therefore, this paper intended to assess the investment pattern of the women investors. This study carried out under the following objectives.

OBJECTIVES

This study focuses on investment behavior of women investors and the factors that influence their investment decisions. And in depth analysis is made in terms of their investment patterns. The major objective of this study is to discover the preferred investment avenue, knowledge base of women investors about investment and various options available and pattern of investment adopted by the women investors of Shimoga city and elucidate their expectations to make such investors achieve their investment objective.

METHODOLOGY

To attain the objectives of the present study and to identify the investment pattern of women investors, descriptive study carried out. The Investment pattern of women investors studied by collecting primary data from women investors includes both working women's and households. The primary data collected by using structured questionnaire.

SAMPLING DESIGN

Sampling frame includes all the women investors and their investment pattern of different investment avenues of Shimoga city. The study is mainly based on primary data which was collected from the 100 women investors in Shimoga city.

The sampling procedure followed in this study is non probability convenient sampling. Simple procedures were used to select the respondents from the available database. While selecting the respondent's factors such as educational qualification, uneducated and professional background women's were considered. These were analyzed using standard techniques of descriptive analysis. The women investors are chosen according to the convenience of the research and the sample size was selected in random and respondents were selected conveniently from the selected women investors in Shimoga city.

RESULTS AND DISCUSSION

TABLE 1: CLASSIFICATION ON THE BASIS OF INCOME AND SAVINGS

Income	No. of Respondents	Percentage of income saved	No. of Respondents
Below 1 Lakh	22	0 – 10%	31
Between 1 lakh to 2 lakh	17	10 – 20%	44
Between 2 lakh to 3 lakh	6	20 – 30%	20
Between 3 lakh to 4 lakh	16	30 – 40%	5
Between 4 lakh to 5 lakh	4		
Above 5 lakh	3		
Total	68	Total	100

From the above, it can be understood that, as most of the respondents are working women, 32% of women earning an income which lies below 1 lakh, 25% of the women earning an income which lies between 1 lakh to 2 lakh, 9% of the women earning an income between 2 lakh to 3 lakh, 24% of the women earning an income between 3 lakh to 4 lakh, 6% of the women earning an income between 4 lakh to 5 lakh and the least number that is only 4% of the respondents are earning above 5 lakh., 31% of the women have saved income below 10%, 44% of the women have saved between 10 to 20%, 20% of the women have saved between 20 to 30% and remaining 5% of the women have saved between 30 to 40%.

TABLE 2: PREFERRED INVESTMENT SECTOR

Sectors	No. of Respondents	Percentage (%)
Private sector	14	14
Public sector	35	35
Government sector	51	51
Foreign sector	0	0
Total	100	100

From the above, it can be noted that, out of 100 respondents 14% of the women preferred to invest in private sector, 35% of the respondents prefer to invest in public sector, 51% of the respondents prefer to invest in government securities and none of the women has invested in foreign sector. Hence majority of the women prefer to invest in government sectors.

TABLE 3: PREFERRED INVESTMENT TERM

Term	No. of Respondents	Percentage (%)
Short term	12	12
Medium term	58	58
Long term	30	30
Total	100	100

From the above, it can be interpreted that, 12% of the respondents prefer to invest in a short term, 58% of the respondents prefer to invest in medium term and 30% of the respondents prefer to invest at long term. Hence majority of the respondents prefer to invest in a medium term investment.

TABLE 4: FACTORS CONSIDER BEFORE INVESTING

Factors	No. of Respondent	Percentage (%)
Low risk	28	28
High risk	4	4
Safety of principal	60	60
Maturity period	8	8
Total	100	100

From the above table, it can be inferred that, 28% of the respondents consider low risk factor before investment, 4% of the respondents consider high risk factor before investment, 60% of the respondents consider safety of principal factor before investment and 8% of the respondents consider maturity period before investment. Hence majority of the respondents consider safety of principal before investment.

TABLE 5: GOVERNMENT SECURITIES ARE RISK FREE, HIGH RETURN, MORE LIQUIDITY AND SAFETY

Category	No. of Respondents	Percentage (%)
Agree	52	52
Strongly Agree	23	23
Neutral	20	20
Disagree	5	5
Strongly Disagree	0	0
Total	100	100

From the above, it can be analyzed that, 52% agree that government securities are risk free, high return and more liquidity and safety, 23% strongly agree, 20% are neutral and only 5% disagree.

TABLE 6: TOLERANCE OF RISK

Category	No. of Respondents	Percentage (%)
Very High	4	4
Moderately High	4	4
Average	74	74
Moderately Low	10	10
Very Low	8	8
Total	100%	100

From the above table, it can have determined that, 4% of the respondents can tolerate very high risk, 4% of the respondents can tolerate moderately high risk, 74% of the respondents can tolerate average risk, 10% of the respondents can tolerate moderately low risk and 8% of the respondents can tolerate very low risk. Hence majority of the women can tolerate average risk.

TABLE 7: RATING GIVEN TO DIFFERENT INVESTMENT AVENUES

Investment avenues	1	2	3	4	5	Total
Insurance	6	8	22	18	46	100
Banks	4	9	19	68	36	100
Post office	7	7	21	39	26	100
Equity	22	34	14	21	9	100
Real estate	9	5	5	45	36	100
Mutual funds	4	9	15	18	54	100

From the above, it can be noted that, the respondents have given highest rating for the mutual fund, then the insurance has given the second best ratings, banks and real estate has gain the equal position then the post office gain the forth position and the least ranking has been taken by the equity as majority of the respondents are not aware of equity. Hence majority of the respondents are given highest rating for mutual fund.

TABLE 8: RANKING GIVEN WHEN FACTORS CONSIDER WHILE TAKING INVESTMENT DECISION

Factors	1	2	3	4	5	Total
Long term growth	15	7	9	23	46	100
Risk	2	3	2	37	56	100
Return	3	5	4	24	64	100
Retirement income	18	16	20	22	24	100
Liquidity	11	12	15	26	36	100

From the above table, it can be analyzed that, women are of the opinion that return is the most important factor to be considered while taking investment decisions. Risk is the next important factor to be considered as women avoid taking high risk. As women take the decision regarding the education and marriage of children, long term growth is the next important factor to be considered. Their main concern is not liquidity; it has been ranking 4th. As most of the respondents were in the age group of 30years to 40 years, it is evident that retirement income is at the end of the priority list. Hence majority of the respondents ranked more for the returns.

FINDINGS OF THE STUDY

Following are the major findings from the study:

- The study is done among 100 respondents, out of which majority of the respondents are working women (68%) and the remaining 32% of the respondents are housewife. The study represents that, majority of the respondent's annual income lies below 1 lack (32%)
- It is understandable that, majority of the respondents save their income at 0 to 10% with 31% in a month.
- The study concludes that; majority of the respondents prefer to invest in government sectors that is 51%.
- The study concludes that; majority of the respondents prefer 58% for medium term investment.
- The study represents that; majority of the respondents want their investment to grow at an average rate with 65%.
- The study indicates that, majority of the respondents consider safety of principal factor with 60% before investing. The study concludes that majority of the respondents agree that government securities are more risk-free and having high returns with 52% and only 3% of the respondents disagree. securities are more liquidity and safety with 52% and only 5% of the respondents are disagree.
- The study indicated that, majority of the respondent's risk tolerance is average with 74%.

SUGGESTIONS

- Women save their monthly income at only 10 – 20%. So there is need to create awareness for women to save their income at a greater percentage.
- Women investors should know all other investment avenues
- Women investors should concentrate on other factors such as liquidity while taking decision.
- Women investors also invest where there will be more risk factor as they get a good return in future.
- Women investors should invest in long term which would help them in good returns in future.
- Women investors should also concentrate on growing their investment at a fast rate.

CONCLUSION

The research was made on investment pattern on women investors from the research, it can be concluded that the current situation has shown the preferred investment pattern of women. The investments are made for the future benefit in case of need for the women. Even though the awareness of investment options was present among them, it appeared that an in-depth knowledge was lacking in them relating to the different investment alternatives. The working women required a guidance in this area as many of them were not found to be well versed in selecting the investment options for framing their own investment pattern. Inclusiveness of appropriate assets was highly required to attain the investment objective and this would result in the optimal investment pattern resulting in maximum benefit for the funds sacrificed and invested with expectations.

Women investors hold different perception on liquidity, profitability collateral quality, etc. for various investment avenues. In addition, they fix their own priorities for this perception. The information of perception triggers the investment process in its own way, often leading to unrealistic apprehensions especially among individual women investors. As far as the individual women investor perception is concerned, the women investors differ in their perception compared to their investment avenues preference. The study traces the women investor perception relating to financial investment avenues. Earlier, women investors stuck to one particular avenue, but there is a remarkable change in the investment avenues. This is because of establishment of different financial institutions, credible source, attractive return, good capital appreciation and tax concessions.

REFERENCES

1. Bindu P K, 'Analysis of Investment Pattern of College Teacher in Kerala', International Journal of Advanced Research and Development, Volume No. 2 (2017), Issue No. 2 (March), ISSN: 2455-4030, pp. 87-89.
2. Dev Prasad, M. R. Shollapur and Shridevi V. patted, 'Indian Women Investors: Emotional Decision Makers', Journal of Small Business and Entrepreneurship Development, Volume No. 2 (2014), Issue No. 2 (March), ISSN: 2333-6374, pp. 31-48.
3. Dr. K. Uma, S. PackiaRaji, 'A Study on Awareness about the Investment Pattern among the Working Women in Virudhunagar District', International Journal of Management and Social Science Research, Volume No. 1 (2015), Issue No. 14 (August), ISSN: 2349-6738, pp. 296-300.
4. Dr. V.G Jisha, V. Gomathi, 'A Study on the Perception of Investment Pattern among Urban Working Women with reference to Coimbatore City', International Journal of Engineering Science and Computing, Volume No. 7 (2017), Issue No. 2 (February), pp. 4303-4307.
5. Dr. Vivek Mittal, Nidhi Aggarwal, 'Investment behavior of Working Women – A Study of Ludhiana district in Punjab', International journal of Business Management, Volume No. 3 (2017), Issue No. 1, ISSN: 2349-3402, pp. 2163-2170.
6. Ms. SubinaSyal, Dr. NidhiWalia, 'Investment Decisions of Women in Punjab towards different Investment Avenues – A Factor Analysis Approach', Indian Journal of Commerce and Management Studies, Volume No. 8 (2017), Issue No. 2 (May), ISSN: 2249-0310, pp. 115-120.
7. S. Deepthi George, Dr. Jagadees Chandran, 'A Study on Women Preference towards Mutual Fund Investment with Special reference to Cochin', Journal of Humanities and Social Science, Volume No. 21(2016). Issue No. 7 (July), ISSN 2279-0845, pp. 23-28.
8. Sreelatha Reddy k, Lalitha Narayana, (2015) 'Investment Pattern of working in the twin cities of Hyderabad and Secunderabad – A Study', Asian Journal of Management Research. Volume No. 6 (2015), Issue No. 1, ISSN: 2229-3795, pp. 223-242.

MERGERS AND ACQUISITIONS AND THE POST-MERGER IMPACT ON PROFITS AND SALES

SINDU AKILESH
ASST. PROFESSOR
NEW HORIZON COLLEGE
KASTURINAGAR

ABSTRACT

Corporate acquisitions and performance have to be analyzed and it's a common research topic. When a company finds a benefit in combining business operations with another company in a way that will contribute to increased shareholder value a merger happens. Mergers include re-inventing of a company, increasing the market share acquisition of new products and services. A merger increases the profitability, capture a greater proportion of a market share, and it is a type of restructuring of the company. When two separate entities combine together merger happens where as an acquisition happens takeover of one entity by other or purchase a portion of a corporate asset or target company. The process of merger involves combining of two companies as a single company. In merger, both the companies mutually agree to merge themselves. Shareholders are paid for their stake in the company and then actual merging happens. The research paper focuses on how the sales of products the research paper focuses on how the sales of products. It has been observed that with mergers and acquisitions happening the customers are benefited for the products offered by the company as it increases efficiency, reduce the production costs and in turn reduce the price. After mergers the management should give more importance to sales and marketing to get more profits. Employees will also be affected, since they are an integral part of the companies. At times, during a merger or acquisition employees have to be laid off.

KEYWORDS

acquisitions, corporate, merger, profitability, production.

JEL CODE

G34

INTRODUCTION**MEANING OF MERGER AND ACQUISITIONS**

A merger occurs when two companies combine together to form a new company or an entity. A merger can be done through amalgamation or absorption. Both the terms are used interchangeably which is different; acquiring a company is acquisition and merger refers to combining. Acquisition refers to one company taking over another company.

Merger is done to expand a business and takeover or acquiring is done to increase the market share of the business. It is believed that with mergers and acquisition the company's profit and sales will have growth. Mergers are becoming more important due to globalization, liberalization, technological improvement. Losing of the existing customers and the difference culture after merging is a major risk. Mergers are an inorganic growth strategy of a company in order to expand the business very fast. Through mergers companies are able to concentrate on the key constraints of an organization like efficient utilisation of resources. With merger happening in an organization it increases the efficiency and competitiveness of the employee's.

REVIEW OF THE LITERATURE

- (David J Ravens craft and F.M Scherer) The stock prices of the firm have increased enormously due to the mergers of the organisations. It had diverse motivation on merger such as monopoly, tax savings, and undervalued assets. Mergers increase the efficiency of resource allocation and use.
- Ahmed (2000) views mergers as a unification of previously separate companies into a single corporation. Mergers and acquisition is usually a scheme that carefully planned to achieve a synergistic effect (Oye, 2008). According to Olutola (1999:58) mergers and acquisition transaction are often driven by regulatory economic and financial consideration. As in most business decision, one or all parties to the amalgamation can perceive value in the linkage of the business being combined or targeted. Moreover, according to the Companies and Allied Matters Act (CAMA) 2004, states that merger means any amalgamation of the undertakings or any part of undertaking or interest of two or more companies (Ahmed, 2000).
- Another set of studies evaluate the impact of M&A in various measures of profitability before and after M&As. This type of industrial organization studies normally considers longer time horizons than the share price studies. Most of the firms do not show significant improvement in long term profitability after acquisition (Scherer, 1988). There are some studies which have concluded that conglomerate M&As provide more favorable results than horizontal and vertical M&As (Reid, 1968; Mueller, 1980).

NEED/IMPORTANCE OF THE STUDY

- With this research study it is evident enough to know about the synergy effect of an organization after Merger.
- The study is even focused to know about how well the economies of scale like spreading of fixed costs, depreciation affects the companies.
- The shareholders' value has a direct impact after mergers so how far its effected and boosted can be known through mergers.
- Mergers and acquisition accelerates the company's growth and performance.
- Mergers and acquisition have greater benefit on Tax.
- The risk associated with a firm can be diversified through merger.

OBJECTIVES OF THE STUDY

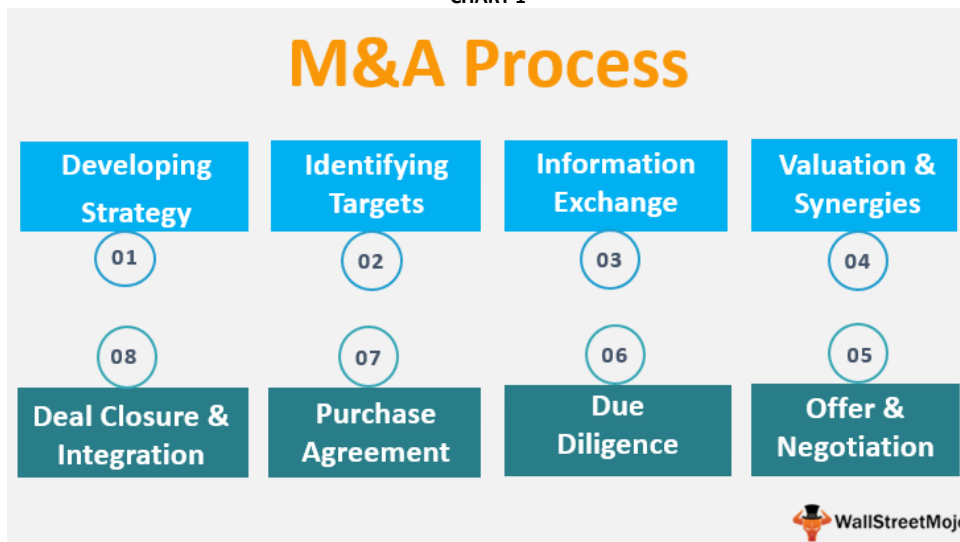
- It is assumed that the merger's enhances the shareholders' value and the profitability to study the progress of the company is the one of the objective of the study.
- The merger impact on market power has to be analyzed; since the main object of merger is to increase market share.
- The main objective of the paper is to find out the recent trends in mergers and how it affects the profits and sales in current Business Environment.

THE MAIN PROCESSES IN MERGER DEAL

1. Shortlisting the target.
2. Determination of key criteria.
3. Search for potential targets.
4. Zeroing in on the target.
5. Set the mergers acquisition criteria.
6. Perform value analysis.

7. Negotiations.
8. Financing strategy for the acquisition.
9. Closing and integration of the acquisition.

CHART 1



Sources: walStreet

RESEARCH METHODOLOGY

The study is done through secondary data (published data). The data which is published earlier has been used to analyze the objective and to have an insight to the study.

RESULT /DISCUSSION

Analyzing and valuing acquisition’s is one of the biggest steps in mergers and acquisitions. Both the synergies the hard core and soft core synergies are to be analyzed. Hard core synergies or operational synergies are benefits that are virtually used to arise from mergers or acquisitions such as payroll savings. Soft synergies which are also known as financial synergies are revenue increases that the acquirer hopes to realize after the deal closes.

Few current mergers in brief used for research study:

1. Birla Corp to acquire Lafarge’s two Indian Units for RS 5,000 crore.

The Lafarge disinvested these two units in order to fulfill the directions given by competition commission of India (CCI) as a part to conclude its mega global merger with Swiss based Holcim Ltd and its operation in Indian, the merger took place on 15th July 2015.

As per the acquisition deal Birla Corp will acquire these cements units along its brands ‘Concrete’ and PSC and also its management team. After the merger it’s found that the cement capacity increased and came around 68 million tones in India.

2. Amazon/Whole Foods Market – \$13.7bn.

In perhaps the most visible deal of the past year, the e-commerce behemoth Amazon stepped out into the real world last August with a major acquisition of the brick-and-mortar food retail company Whole Foods Market. On paper, Amazon and Whole Foods don’t seem like a natural match: Amazon is known for its absurdly quick turnover of inventory and its logistical mastery. Whole Foods, on the other hand, gives off the vibe of a local artisanal food shop where time and effort goes into everything. The effects on the food retailer have been quick, with lower prices and Amazon lockers in stores within the first few months. The changes are likely to attract a new customer base that has avoided Whole Foods because of its niche reputation and relatively high prices.

3. Lakshmi Villas Bank, India Bulls Housing to merge in all share deal.

After the takeover its observed that the shareholders of Lakshmi Villas Bank will get 14 shares of India Bulls Housing Finance (IBHF) for every 100 equity shares held in the bank.

The merged entity, to be called India bulls Lakshmi Vilas Bank, will be among the top eight private banks in India by size and profitability. It’s believed that after the merger the LVB will unlock significant value through synergies and will create a diverse outlook. The merger will even increase the geographic presence of the merged entity. For India bulls, the merger will mean access to low-cost deposits and an expanded distribution franchise. “Cross-sell opportunities created through the merger will help India bulls Housing Finance to grow loan book through a suite of consumer loan products, and give it access to new fee generation opportunities.

4. Infosys to acquire Fluidio, the largest sales force consulting partner in Nordics

Infosys a Global leader has announced a definitive agreement between Fluidov, the leading sales force consulting partner in Nordics and a recognized leader in cloud consulting, implementation and training services.

The acquisition of Fluidio - for up to \$65 mn (over Rs544cr) including earn-out, management incentives and bonuses - is expected to close during the third quarter of fiscal 2019, subject to customary closing conditions, as per BSE statement.

5. A global retail giant buys India’s largest e-commerce firm

Wal-Mart announced plans to acquire a 77% stake in Flip kart for around \$16 billion in May 2018. After the takeover. \$ 2 billion of fresh equity funding was done to support the extension plans. Wal-Mart, meanwhile, continues to expand its wholesale business.

MERGERS AND ACQUISITIONS IN INDIA

TABLE 1

Acquirer company	Target company	Country targeted	Deal value	Industry
TATA STEEL-CORUS	Corus	Europe	\$12.02 billion	Steel
VODAFONE-HUTCHISON ESSAR	Hutchisson-essat	Hong Kong	\$10 billion	Mobile
Ranbaxy Labs	Terapia SA	Romania 324	324 P	Pharmaceutical
TATA MOTORS-JAGUAR LAND ROVER	Jaguar Land Rover	United Kingdom	\$2.3 billion	Automaker
Hindalco	Novelis	Canada	5,982	Steel
MAHINDRA & MAHINDRA- SCHONEWEISS	Schoneweiss	Germany.	90%	Automobile
Suzlon Energy	Hansen Group	Belgium	565	Energy

Sources: blog.ipleaders.in

FINDINGS OF THE STUDY

1. It has seen that after Wal-Mart has acquired Flip kart there were around 54 million users for the brand. And around \$261 Billion was sold in the year.
2. Flip kart group maintains leading position in fast growth industries including fashion, mobile and electronics.
3. The acquisition of Infosys and Fluido made Infosys as leading sales force enterprise in in cloud service provider.
4. It helps in bringing a unique combination of market presence, agile delivery, which helps companies in reimagine and transform their businesses.
5. The Birla Corp company merger with Lafarge had an impact of the plants in Chattisgarh and Jharkhand were put up for sale, to meet the local competition rules.
6. On March 20, 2018, Amazon became the second most valuable company in the world. Amazon bought Whole Foods to learn about the grocery business so it could convert grocery consumers to online.
7. The main aim of merging Amazon with whole foods was not reducing price but to introduce Cross platform selling. Shoppers will be able to make purchases on line and pick them up at a Whole Foods Market.
8. With the merger of LVB and Indian Bulls the Capital Adequacy Ratio has increased and there was more fund infusion of about 190 Crore.
9. Acquisitions and mergers should be done to expand the ownership business by the companies.
10. More market power is given to the companies and to the Investors where the merging of the company has been done.
11. Theoretically it has been proved that merger and acquisitions give economies of scale, cost cutting, and expanded operations.

RECOMMENDATION/SUGGESTION

Mergers and acquisition come in all forms the investors have to see the complex issue involved in mergers and acquisitions. The investors benefit from the improved information flow from demerged companies. The merged companies will be in a better position to operate than the amalgamating companies' individually. The growth that has occurred through merger and acquisition is less risky and cheaper. From the research study amalgamation is the best way for diversification. After merger the accumulated losses can be set of against the profits with the merging company and hence it provides tax benefits. The value of the merged company is greater than the sum of the independent values of the merged companies.

Merging and Acquisitions' helps in reducing the advertisement expenses and helps in increasing the profits. The gestation period will be longer and profits will be more after merger and helps in financial planning.

CONCLUSION

Interestingly, acquisitions do not have any statistically significant influence on profitability of Indian manufacturing companies. Pitfalls of mergers and acquisitions challenge today's leaders to a new standard of managing change. The strategy is clear - accelerate, concentrate, adapt, and in the case of international mergers and acquisitions, consider cultural differences.

- The combined strategy of Flip kart and Wal-Mart will create India's largest platform.
- With the merger through Fluido, Infosys' could make a presence across the Nordics region with developed assets and deep client relationships, a great team and an effective local culture.
- The two units sold to Birla group are among the most profitable cement plants in India, which generates around 700 crore.
- Many of Whole Foods' in-store brands will soon be for sale through Amazon's various outlets.
- It also allows Amazon to capture more of the value in the supply chain through vertical integration as it now can capture some of the profit from the food processing step instead of being just a retailer.
- LVB and India Bulls: With merger there will be a spike in retail (real estate) loans initially.

LIMITATIONS

Mergers and acquisitions fail quite often and fail to create value or wealth for shareholders of the acquirers.

- The main limitations were that study was done with a short time period of time and limited companies were taken for comparison.
- An attempt has been made to investigate the impact of M&As on the performance of the companies from the secondary data available.
- Only selected companies have been analyzed and the findings and conclusion has been arrived from the secondary data which has been given in books and online.
- Acquisitions deals should be done keeping in mind Nations prestige and Nations pride.

REFERENCES

1. <https://www.businessmanagementideas.com/business/merger/10-important-reasons-for-merger/4342> visited on 11.06.2019
2. <https://www.cleverism.com/mergers-and-acquisitions-complete-guide/> visited on 11.06.2019
3. <https://www.indiaonline.com/article/news-top-story/infosys-to-acquire-fluido-the-largest-sales-force-consulting-partner-i> visited on 11.06.2019
4. <https://www.indiaonline.com/news-listing/othernews-mergers-acquisitions/> visited on 11.06.2019

FINANCIAL INCLUSION OF POOR PEOPLE BY PMJDY IN JHARKHAND STATE

MANOJ KUMAR RANA
ASST. PROFESSOR
UDAY MEMORIAL B.ED. COLLEGE
KEDAL

ABSTRACT

Pradhan Mantri Jan Dhan Yojana (PMJDY) is one of the key steps towards financial inclusion. This scheme would be helpful to build uniform socio-economic development in Indian economy because there are so many government welfare policies are running through state and Central governments with different goals or aim. For Proper channelization of financial benefit to ultimate beneficiary's financial inclusion is one of important aspect to execute these policies in effective manner. In this research paper, it is explored that how this government policy will be helpful for good governance because Good governance is about the processes for making and implementing decisions. It is not about making appropriate decisions, but about the best possible process for making those decisions. In process of implementation welfare polices Financial included household could be easily including with welfare policy Direct benefit transfer (DBT) of LPG is one the example to remove mediators and transfer the benefit to ultimate beneficiaries. Further suggestions can be provided for corrective action which can bring in future for more Good governance and dynamic improvement in economy. The present study tried to investigate the current status of the PMJDY in Jharkhand. The results revealed that the performance of the public sector banks is good as compared to the regional rural banks and private sector banks to carry on the PMJDY scheme.

KEYWORDS

PMJDY, financial inclusion, social security, monetary benefit.

JEL CODES

H53, I38.

INTRODUCTION

Pradhan Mantri Jan Dhan Yojna has been launched by the Pradhan Mantri of India From Red fort 15th August 2014 and on 28 August 2014 as s Nation mission of Financial inclusion. As a step to words the holistic financial inclusion this mission has an ambitious objective of covering all households in the country with banking facilities and having a bank account for each household. PMJDY works with the philosophy of "SAB KA SATH SUB KA VIKAS" comprehensive financial inclusion. Since Independence of India, there have been constant efforts towards financial inclusion of the poor and underprivileged in rural and urban areas. The evolution of financial inclusion can be traced from the cooperative movement during the 1920s under the British era, from that day onwards the banking and financial services in India has made many transformations to make the banking more inclusive and the service more affordable to the poor and unbanked. The steps like priority sector lending, lead bank scheme, service area approach, a creation of National Bank for Agriculture and Rural development, the introduction of regional rural banks or local area banks, Microfinance, Kisan credit cards, business correspondence and finally Pradhan Mantri Jan Dhan Yojana. All these steps aimed at bringing banking and financial services closer to the people. The current scheme of Pradhan Mantri Jan Dhan Yojana is comprehensive, flexible and innovative. It aimed at providing a bouquet of financial services to meet the needs of the end user. Basic Features of this scheme PMJD:

MAJOR POINTS OF THE PMJD

1. The account holders will get on accidental insurance coverage.
2. No minimum balance of these types of accounts.
3. Money can be easily transferred to across in country.
4. Direct cash transfer and accept facility.
5. Overdraft facility after satisfactory operation of 6 months.
6. Overdraft facility up to Rs. 5000/- is available in only one account per household.
7. Access to pension, insurance products and RUPAY Debit card

OBJECTIVES OF THE STUDY

This study has been aimed with the following objectives in mind.

1. To provide percentage of Beneficiaries in the Jharkhand state.
2. To provide percentage of Beneficiaries on bank category wise in Jharkhand state.
3. To provide percentage of financial assistance to Beneficiaries by Public sector Banks in Jharkhand state.

REVIEW OF THE LITERATURE

- Initiatives for Financial inclusion are being announced at regular intervals by Governments, central Banks of countries and development organizations like the United States nation. In South Africa, a low cost bank account called 'MZANSI' or no-frill bank account was launched for financially excluded people in 2004 (Gupte R.)
- Financial inclusion refers to the process of promoting affordable, timely and adequate access to a wide range of regulated financial products and services and broadening their use by all segments of society through the implementation of tailored existing and innovative approaches, including financial awareness and education with a view to promote financial well-being as well as economic and social inclusion. (Atkinson, A. and F. Messy, 2013)
- Pradhan Mantri Jan Dhan Yojna has attempt to study financial inclusion programme in India with special reference to Pradhan Mantri Jan Dhan Yojana (PMJDY) highlighting its key areas and strategies for sustainability of this scheme. They concluded that success of PMJDY scheme depends on the effective regulatory system and regular monitoring of the successful implementation of the programme. 'Bhatt and Pawar (2015)
- PMJDY studied the recent trends in financial inclusion in India with special reference to Pradhan Mantri Jan Dhan Yojana (PMJDY) highlighting its key areas and suggesting strategies to ensure maximum financial inclusion for the underprivileged and unbanked areas. Kaur and Singh (2015)
- Financial inclusion is becoming the success of Pradhan Mantri Jan Dhan Yojana in achieving the inclusive growth. Every country wants to connect its people to the mainstream banking. Connecting unbanked people and households to the mainstream banking helps both the society and the economy. Financial inclusion plan is not only quantitative but also qualitative. Rajeev Singh Bhandari (2015)

METHODOLOGY

This study aims to analyze the journey of Financial Inclusion through Pradhan Mantri Jan Dhan Yojana (PMJDY) in Jharkhand. Secondary data will be used from the sources like:

- Financial Inclusion Reports published by Government of India Committees like the International Monetary Fund and World Bank,
- Scholarly research books, journals, and articles
- The financial inclusion reports developed for a sound theoretical foundation for this report. The analysis and review have provided the core valuable insights.

ANALYSIS AND INTERPRETATION**TABLE 1: BENEFICIARIES AS ON 25/12/2019**

S. No	State Name	Beneficiaries at rural/semi-urban centre bank branches	Beneficiaries at urban/metro centre bank branches	Total Beneficiaries	Balance in beneficiary accounts (in crore)	No. of RuPay cards issued to beneficiaries
1	Jharkhand	9,603,562	3,580,043	13,183,605	3,764.37	10,433,222
2	Total	9,603,562	3,580,043	13,183,605	3,764.37	10,433,222

TABLE 2: BANK CATEGORY WISE REPORT AS ON 25/12/2019

Bank Name / Type	Number of Beneficiaries at rural/semi urban centre bank branches	Number of Beneficiaries at urban metro centre bank branches	Number of Total Beneficiaries	Deposits in Accounts(In lac)	Number of Rupaya Debit Cards issued to beneficiaries
Public Sector Banks	162492321	138305528	300797849	8645374.20	247745530
Regional Rural Banks	52363634	11962946	64326580	1972435.34	38040336
Private Sector Banks	6962371	5563869	12526240	308052.21	11517954
Grand Total	221818326	155832343	377650669	10925861.75	297303820

TABLE 3: PUBLIC SECTOR BANKS

Bank Name / Type	Number of Beneficiaries at rural/semi urban centre bank branches	Number of Beneficiaries at urban metro centre bank branches	Number of Total Beneficiaries	Deposits in Accounts(In lac)	Number of Rupaya Debit Cards issued to beneficiaries
Allahabad Bank	10217275	1842721	12059996	419280.58	6049087
Andhra Bank	1853593	1068155	2921748	61562.89	2158734
Bank of Baroda	17165756	22799155	39964911	1228965.78	35056036
Bank of India	11253257	11866937	23120194	693962.00	19813003
Bank of Maharashtra	4689846	1400090	6089936	170326.17	1791110
Canara Bank	5256577	2294603	7551180	263777.66	2127344
Central Bank of India	11788635	2559209	14347844	349443.34	8786267
Corporation Bank	1665682	1583349	3249031	122704.14	2806030
Indian Bank	2693173	1262889	3956062	68758.20	3915583
Indian Overseas Bank	1134243	3906013	5040256	126019.05	4639212
Oriental Bank of Commerce	2929710	2087103	5016813	438370.56	4093525
Punjab & Sind Bank	886732	436055	1322787	65280.01	1186882
Punjab National Bank	16936483	2994155	19930638	540975.91	18734595
State Bank of India	48988489	69562820	118551309	2645454.76	111129364
Syndicate Bank	3629339	1550618	5179957	183821.08	4151141
UCO Bank	4734418	3664808	8399226	259768.38	4137408
Union Bank of India	8752290	2254658	11006948	266526.01	6778094
United Bank of India	7916823	5172190	13089013	740377.65	10392115

Data Source: Pmjdj.nic.in

On the basis of the data shown in Table no.-01, it is evident that Beneficiaries at rural/semi-urban centre bank branches are 9,603,562, Beneficiaries at urban/metro centre bank branches are 3,580,043, and Total Beneficiaries are 13,183,605 respectively.

On the basis of the data shown in Table no.-02, it is evident that Beneficiaries at rural/semi-urban Public Sector Banks, 162492321 Beneficiaries at urban/metro centre bank branches are 138305528, Total Beneficiaries are 300797849, and Number of Beneficiaries at rural/semi urban centre bank branches Regional Rural Banks, 52363634, Number of Beneficiaries at urban metro centre bank branches, 11962946, Number of Total Beneficiaries, 64326580, Private Sector Banks, Number of Beneficiaries at rural/semi urban centre bank branches, 6962371, Number of Beneficiaries at urban metro centre bank branches, 5563869, Total Beneficiaries 12526240, respectively.

On the basis of the data shown in Table no.-03, it is evident that Beneficiaries at rural/semi-urban Public Sector Banks, Bank Name, Allahabad Bank, Number of Beneficiaries at rural/semi urban centre bank branches, 10217275, Number of Beneficiaries at urban metro centre bank branches, 1842721, Number of Total Beneficiaries, 12059996, and Andhra Bank, Number of Beneficiaries at rural/semi urban centre bank branches, 1853593, Number of Beneficiaries at urban metro centre bank branches, 1068155, Number of Total Beneficiaries, 2921748, and Bank of Baroda, Number of Beneficiaries at rural/semi urban centre bank branches, 17165756, Number of Beneficiaries at urban metro centre bank branches 22799155, Number of Total Beneficiaries, 39964911, and Bank of India, Number of Beneficiaries at rural/semi urban centre bank branches 11253257, Number of Beneficiaries at urban metro centre bank branches, 11866937, Number of Total Beneficiaries, 23120194 and Bank of Maharashtra Number of Beneficiaries at rural/semi urban centre bank branches 4689846, Number of Beneficiaries at urban metro centre bank branches 1400090, Number of Total Beneficiaries 6089936, respectively.

CONCLUSION

The percentage of Beneficiaries at rural/semi urban centre bank branches in comparison to those Beneficiaries at urban/metro centre bank branches are 72.84 and 27.15 respectively in Jharkhand.

The percentage of Beneficiaries at rural/semi urban centre bank branches in comparison to those Beneficiaries at urban/metro centre bank branches on Bank Category wise with reference to Public sectors banks, Regional Rural banks, and Private sector banks are 54.02 and 45.99, 81.40 and 81.28, & 55.82 and 55.58 respectively.

The percentage of financial assistance to Beneficiaries by Public sector Banks in Jharkhand state are at rural/semi urban centre bank branches in comparison to those Beneficiaries at urban/metro centre bank branches for Allahabad Bank is 84.72 and 15.27, Andhra banks 63.44 and 36.55, Bank of Baroda 42.95 and 57.04, Bank of India 48.67 and 51.32, Bank of Maharashtra 77.00 and 22.29, Canara bank 69.61 and 30.38, Central bank of India 82.16 and 17.83, Corporation Bank 51.23 and 48.73, Indian bank 68.07 and 31.92, Indian overseas bank 22.50 and 77.49, Oriental bank 58.39 and 41.60, Punjab & Sind bank 67.03 and 32.96, Punjab

national bank 84.97 and 15.02, State bank of India 41.32 and 58.67, syndicate bank 70.06 and 29.93, Uco bank 56.36 and 43.63, Union bank of India 79.51 and 20.48 and United bank of India 60.48 and 39.51 respectively.

Conclusively it can be said that Pradhan Mantri Jan Dhan Yojna (PMJDY) scheme is for enhancing financial inclusion. PMJDY scheme has been started with an objective to provide access to banking facilities for all households through a bank branch. The present study tried to investigate the current status of the PMJDY in Jharkhand. The results revealed that the performance of the public sector banks is good as compared to the regional rural banks and private sector banks to carry on the PMJDY scheme.

REFERENCES**REPORTS**

1. "Planning Commission a Hundred Small Steps:" Report of the Committee on Financial Sector Reforms, Government of India, Sage Publications, New Delhi, 2000
2. Draft Report of the Committee on Financial Sector, Reforms, Committee Report by Raghuram Rajan Committee, Government of India, 2008.

WEBSITES VISITED

3. www.Pmjdj.gov.in (visited on 01.12.2019)
4. www.Rbi.in (visited on 01.12.2019)

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, IT & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue, as well as on the journal as a whole, on our e-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

