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IMPACT OF FACEBOOK USAGE ON STUDENT ACADEMIC PERFORMANCE: THE CASE OF WOLLEGE UNIVERSITY

V.P.S. ARORA
VICE CHANCELLOR
SHRI VENKATESHWARA UNIVERSITY
AMROHA

SARFARAZ KARIM
RESEARCH SCHOLAR
SHRI VENKATESHWARA UNIVERSITY
AMROHA

ABSTRACT

Today Facebook is considered as one of the most popular platforms for online social networking among youth, and - as many researches show – university students. The purpose of this study is to assess the impact of social networking sites i.e. Facebook on students' academic performance. The study was carried out in Wollega University with traditional full time undergraduate students in focus. A questionnaire was designed to assess impact of Facebook usage on Student and was administered to 384 students' selected using stratified sampling technique. Variables identified are time spent on Facebook, addiction to Facebook and academic performance. The Pearson product-moment correlation coefficient was used to examine the relationship between addiction to Facebook and time spent on Facebook and students' academic performance. Furthermore, a multiple linear regression was carried out to determine the relative contribution of addiction to Facebook and time spent on Facebook to students' academic performance. An analysis of the results was carried out using the SPSS software package. And the findings of this study shows that time spent on Facebook and addiction to it negatively and significantly affects students' academic performance.

KEYWORDS

academic performance, facebook, information and communication technology and social networking site.

INTRODUCTION

The quick rise in popularity of social networking sites began in the second half of the last decade partly because of their extensive usage by school and university students. According to Ellison, Steinfield & Lampe (2011), for example, a significant number (approximately 73%) of Internet-using teenagers have joined social networking sites by the end of 2009, with almost half of them (38%) visiting social networking sites daily.

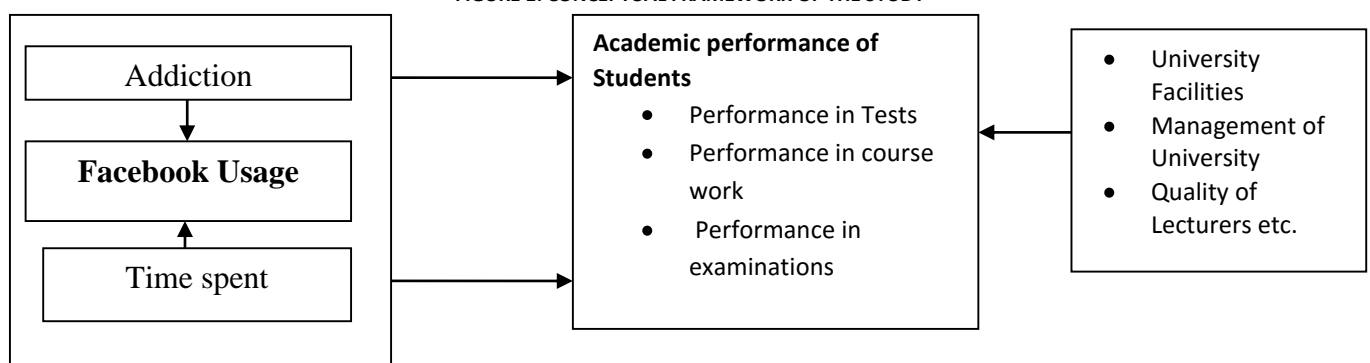
Ethiopia is also as one of developing countries has intoxicated with around one million users of Facebook in which half of them are higher education students (Kassashow, 2012). University students are considered victims of the social media sites more than any group of people as they negatively impact their academic performance (Pasek & Hargittai, 2009). Students easily get tempted to use the various social media platforms when trying to obtain learning materials online. In most cases, the students end up spending almost all their times on the social media and forget about the course materials they originally intended to look for. Furthermore, Ellison et al (2011) claim that students tend to participate in such website activities while doing their homework so that it may have negative effect on their academic performances by interrupting them from the learning process. Therefore, it is becoming difficult to ignore the fact that there might be a direct correlation between Facebook usage and student academic performance shown at schools and universities. Since the problem is relatively new, the researcher believes several attempts to be made for an idea of answering this question. Consequently, the researcher was much indebted to conduct research on this topic to fill those gaps.

The overall objective of this study is to assess the impact of Facebook usage on Students' Academic Performance. Specific objectives are to identify the special motives that drive students to use Facebook, to find out an average time students spend on those sites collectively per day and ascertain the extent of students addiction to Facebook usage.

On the basis of the preceding theoretical background, the conceptual framework is as.

INDEPENDENT VARIABLE DEPENDENT VARIABLE EXTRANEIOUS VARIABLES

FIGURE 1: CONCEPTUAL FRAMEWORK OF THE STUDY



METHODOLOGY

RESEARCH DESIGN

Since the present study is intended to respond to research questions of quantitative and qualitative natures, data collection and analysis techniques from both methodologies were implemented. Hence, descriptive research design is chosen as it enables the researcher to describe the current situation of the study area.

DATA SOURCE

Under this study, both primary and secondary data were used. The instrument used for primary data collection is a structured questionnaire that was developed by the researcher based on the literature review on the relevant topics. When it comes to the use of secondary data, the researcher limits the collection of materials to scientific research publications from acknowledged articles, journals and books.

RELIABILITY AND VALIDITY OF RESEARCH INSTRUMENTS

Reliability of the instruments under this was obtained by using the test- retest reliability. Yin (2003) argues that for most research, stability of scores over a period of one month is usually viewed as sufficient evidence of test-retest reliability. Therefore the researcher pre-tested and retested the instruments on a small number of undergraduate students in an interval of two months. The researcher computed the reliability for multi-item opinion questions using SPSS computer software. The items were tested using Cronbach Alpha and it gave a reliability figure of 0.78 which is above the recommended reliability of 0.7 (Strauss & Corbin, 2003). Validity of the questionnaire was obtained by presenting it to professional people, including the researcher’s advisor because according to Creswell (2008) content and construct validity is determined by expert judgment. After experts comment, revisions were made to questions that were not clear to remove all ambiguities. This was necessary to increase the validities of the questionnaires before embarking it on the full-scale survey.

SAMPLING PROCEDURE AND SAMPLE SIZE

The target population for this study was students enrolled at Wollega University in main campus. Accordingly, the regular students of this campus are about 10,255 (Wollega University Registrar office, 2014). From the total population of 10,255 regular program students, sample of 384 students’ were included in the

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

investigation by using Yamane (1967) formula to calculate sample size:

Thus, the sample sizes of the study were designed on the basis of the formula developed by Yamane at 95% confidence level and 5% of precision.

So: $n = N/1+N(e)^2$

$=10,255/1+10,255(0.05)^2$

$=10,255/26.6375$

$n = 384$

Since the population from which a sample is to be drawn constitutes heterogeneous groups, stratified random sampling were applied in order to obtain a representative sample and to give each element in the population an equal probability of getting into the sample.

TABLE 1: STRATIFIED SAMPLE ALLOCATION

Stratum	No. of Population	Stratified Random Sampling	Sample Size
College of Engineering and Technology	4227	4227/10255x384	158
Natural and computational Sciences	1885	1885/10255x384	71
Medicine and Health Sciences	1680	1680/10255x384	63
School of Veterinary Medicine	207	207/10255x384	8
Business and Economics	1317	1317/10255x384	49
College of Social Science and Education	668	668/10255x384	25
School of Law	271	271/10255x384	10
Total	N = 10,255		n = 384

After the data have been screened for completeness, both quantitative and qualitative methods of analysis were used. Descriptive statistics such as means and percentages were used to summarize the results. The Pearson product-moment correlation coefficient (r) was used to examine the relationship between addiction to Facebook and time spent on Facebook and students academic performance. Furthermore, a multiple linear regression was carried out to determine the relative contribution of addiction to Facebook and time spent on Facebook to students’ academic performance. Qualitative data were analyzed using procedures described by Silverman (2009). Content analysis to identify patterns and commonalities of responses were used to analyze open-ended survey questions and produce meaningful themes. The resultant themes were cross examined to establish an agreed set of themes that were thought to appropriately represent participants’ views.

RESULT

The questionnaire covers questions related impact of Facebook usage on student academic performance. Table 2 shows the profile of the sample respondents, table 3 shows students Facebook usage, figure 2 focuses on motives that drive students’ to use Facebook, Table 4 indicates about Facebook and time spent by students on it, table 5 talks about time spent on Facebook and study time, where table 6 shows students’ CGPA, table 7 indicates impacts of Facebook on students’ academic performance and table 8 shows students’ addiction to Facebook

TABLE 2: DEMOGRAPHIC PROFILES OF THE RESPONDENTS, n=367.

Demographic Variables	Category	Frequency	Valid Percentage
Gender	Male	242	65.9
	Female	125	34.1
Age	Below 19	31	8.6
	19-21	148	40.3
	21-23	113	30.7
	23 and Above	75	20.4
Class standing	First year	54	14.7
	Second year	63	17.2
	Third year	59	16
	Fourth year	51	13.9
	Fifth year	49	13.4
	Graduate class	91	24.8

TABLE 3: SHOWING STUDENTS FACEBOOK USAGE

No	Items	Choices	Frequency	Percentage
1.	How long have you been a member of Facebook?	Below 1 year	94	25.7
		2-3 Years	127	34.6
		4-5 Years	99	26.9
		More than 5 Years	47	12.8
2.	How many friends do you have on Facebook?	Less than 100	63	17.2
		101-200	116	31.6
		201-300	121	32.9
		More than 300	67	18.3
3.	How do you typically access Facebook?	Cell Phone	226	61.6
		Laptop	64	17.5
		Library Computer	77	20.9

FIGURE 2: MOTIVES THAT DRIVE STUDENTS' TO USE FACEBOOK

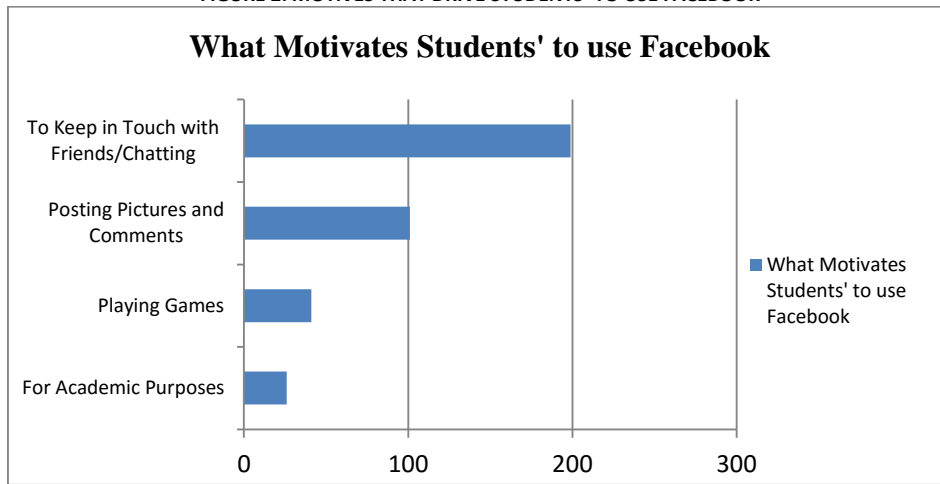


TABLE 4: FACEBOOK AND TIME SPENT BY STUDENTS ON IT

No	Items	Choices	Frequency	Percentage
1.	How long are you logged into Facebook per day on average?	Do not log on to Facebook	23	6.3
		Less than an hour	112	30.5
		1-2 hours	128	34.8
		3-4 hours	85	23.2
		5 hours and more	19	5.2
2.	How often do you post on your Facebook Pages (Wall postings, sharing links, photos, or videos)?	Never	37	10
		Once a month	51	13.9
		Once a week	138	37.7
		Daily	141	38.4
3.	How often do you text during class?	Never	267	72.7
		Sometimes	87	23.7
		Always	13	3.6
4.	How often do you use Facebook chat?	Rarely	63	17.3
		Sometimes	100	27.2
		Always	204	55.5
5.	How often do you update your Facebook status?	Never	14	4
		Once a month	91	24.7
		Once a week	164	44.6
		Daily	98	26.7

TABLE 5: TIME SPENT ON FACEBOOK AND STUDY TIME

No	Items	Choices				
		(1) Strongly Disagree	(2) Disagree	(3) Neutral	(4) Agree	(5) Strongly Agree
1.	If Facebook did not exist, I would get a lot more time to studying and schoolwork done	38(10.4%)	43(11.8%)	67(18.2%)	122(33.2%)	97(26.4%)
2.	The time I spend on Facebook eats study time	36(9.9%)	44(11.9%)	72(19.6%)	127(34.6%)	88(23.9%)
3.	I would be getting better grades if I spent less time on Facebook	42(11.5%)	39(10.7%)	71(19.3%)	119(32.4%)	96(26.1%)

TABLE 6: STUDENTS' CGPA

No	Items	Choices	Frequency	Percentage
1.	What is your average grade (in all subjects which you have passed already) in your degree program?	Below 2.0	14	3.9
		2.1-2.5	137	37.1
		2.51-3.0	129	35.4
		3.01-3.5	51	13.8
		3.51-4.0	36	9.8

TABLE 7: IMPACTS OF FACEBOOK ON STUDENTS' ACADEMIC PERFORMANCE

No	Items	Choices				
		(1) Strongly Disagree	(2) Disagree	(3) Neutral	(4) Agree	(5) Strongly Agree
1.	I am able to control my use of Facebook so that it does not interfere with studying or doing schoolwork	99(26.9%)	125(34.1%)	65(17.8%)	41(11.1%)	37(10.1%)
2.	Facebook distracts me from studying or doing schoolwork	40(10.9%)	39(10.6%)	72(19.7%)	121(32.9%)	95(25.9%)
3.	I use Facebook for break during my studying or doing schoolwork	87(23.7%)	131(35.7%)	74(20.2%)	39(10.6%)	36(9.8%)

TABLE 8: STUDENTS' ADDICTION TO FACEBOOK

No	Items	Choices				
		(1) Strongly Disagree	(2) Disagree	(3) Neutral	(4) Agree	(5) Strongly Agree
1.	Facebook has become part of my daily routine	34(9.2%)	38(10.4%)	62(16.9%)	143(38.9%)	90(24.6%)
2.	I lose track of time when I am on Facebook	35(9.5%)	42(11.5%)	71(19.4%)	144(39.2%)	75(20.4%)
3.	Facebook is now my most time consuming hobby	34(9.2%)	39(10.6%)	69(18.8%)	136(37.1%)	89(24.3%)
4.	Sometimes I go on Facebook while I am in class	76(20.7%)	86(23.5%)	102(27.8%)	57(15.5%)	46(12.5)

CORRELATION ANALYSIS

Correlation matrix in Table 9 illustrates the correlation or relationship between the time students spent on Facebook, their addiction to Facebook usage and academic performance which is determined by Grade Point Average(GPA) obtained by each student. Both variables "time spent on Facebook use" and "addiction to Facebook usage" are negatively correlated with value of (r = -.885, p<0.01) and (r = -.874, p<0.01) respectively.

TABLE 9: SIMPLIFIED RESULT OF PEARSON CORRELATIONS

	Time spent on Facebook	Addiction to Facebook Usage	Academic performance
Time spent on Facebook	1		
Addiction to Facebook Usage	.489*	1	
Academic performance	-.885**	-.874**	1

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

* Correlation is significant at the 0.05 level (2-tailed).

REGRESSION ANALYSIS

The two independent variables: time spent on Facebook and addiction to Facebook was entered into regression analysis, to determine their relative importance in contributing to academic performance/CGPA of students'.

To predict the goodness of fit of the regression model, the multiple correlation coefficient R, coefficient of determination (R²), and F ratio were examined. The coefficient of determination (R²) or 0.399, which indicates 39.9% of the variation for the factor affecting students academic performance is explained by the two independent variables tested. The model also indicates that, 60.1% of the variance can be explained by other factors and indicates that further research is needed to identify the additional factors that influence students' academic performance.

The F-ratio, which explains whether the results of the regression model could have occurred by chance, has a value of 63.984 and is significant at 0.000. Therefore, it is possible to say that the regression model adopted in this study could have not occurred by chance and is considered significant.

TABLE 10: MODEL SUMMARY FOR MULTIPLE LINEAR REGRESSIONS

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.632a	.399	.300	.84496		
Sum of Squares		Df	Mean Square	F	Sig.	
	Regression	91.362	2	45.681	63.984	.000a
	Residual	8.567	364	.714		
	Total	99.929	366			

a. Predictors: (Constant), Time spent on Facebook, Addiction to Facebook

b. Dependent Variable: Academic performance

The effect of multicollinearity was examined by using the variance inflation factor (VIF) values for each of the regression coefficients. A small tolerance value and a large VIF value implying there exist multicollinearity. In this study, tolerance values between 0.703 and 0.750, and VIF between 1.422 and 1.33 from the multiple regression analysis were in the acceptable threshold. Consequently, the results show that multicollinearity is trifling in this study.

As shown in Table 11 below, all of the independent variables in the regression model. The model was written as follows:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \dots + \beta_nX_n + \epsilon$$

Where,

Y- Dependent Variable

β_0 - Constant (Coefficient of Intercept)

X1 ... Xn - Latent Independent Variables

$\beta_1... \beta_n$ - Regression Coefficient of Latent Independent Variables

ϵ - Random Error

Thus, to find the impact of predictors on dependent variable, the specified regression equation in this study takes the following form:

$$AP = \beta_0 + \beta_1(TSF) + \beta_2(SAF)$$

Where,

AP: Academic performance of students

TSF: Time spent on Facebook by students

SAF: Students Addiction to Facebook

Therefore, the equation comes as,

$$Academic\ performance\ of\ Students = 86.083 + -.4070(TSF) + -.109(SAF)$$

TABLE 11: RESULTS OF MULTIPLE LINEAR REGRESSIONS

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta				Tolerance	VIF
1 (Constant)	86.083	3.873			22.226	.000		
Time spent on Facebook	-.216	.052	-.407		-4.155	.000	0.703	1.422
Addiction to Facebook	-.378	.034	-.109		-11.178	.000	0.750	1.333

a. Dependent Variable: Academic performance

As can be seen from the table above, the p-values for time spent on Facebook and addiction to Facebook are both less than 0.01. Thus, it is possible to say that both variables significantly affect academic performance at the 1% level of significance. From the signs of the estimated regression coefficients one can see that the direction of influence is the same: time spent on Facebook affects academic performance negatively so does addiction to Facebook.

CONCLUSION

The findings of the study suggest that the majority of students were a member of Facebook for 2-3 years and they have about 201-300 friends in Facebook. As far as the typical access students have to Facebook is concerned, a greater number of students' access Facebook using cell phones. In addition to cell phones, students access Facebook using laptops and Wollega University's library computer too. Keeping in touch with friends/chatting, posts and comments, entertainments like playing games in their order have been identified as the major driving forces (motives) for university students which made them use Facebook. Hence, it has been found that University students favour Facebook mostly for gratifying their social and personal interests rather than satisfying their educational needs.

In terms of time, students' spent one to two hours on average per a day collectively. And most of them believe that they would get a lot more time to study and schoolwork done and earn better grades if they spent less time on Facebook or if Facebook did not exist. Furthermore, students state that they were not able to control their use of Facebook so that it does interfere with studying or doing schoolwork. The study reveals that students are addicted to Facebook usage. For the majority Facebook has become part of their daily routine and most time consuming hobby. The results from the regression analysis and correlation indicated that time spent on Facebook and addiction to it negatively and significantly affects students' academic performance. Time spent on Facebook and addiction to it explains 39.9% of the variation for the factor affecting students' academic performance.

RECOMMENDATIONS

Given the high-volume usage of SNS, an obvious and popular concern among faculty, administrators, and parents is the widespread notion that students spend far too much time on nonacademic activities related to the Internet and social media.

Keeping in view the findings of the study, the researcher derived the following recommendations:

- ☞ The study points out the popularity of Facebook among students community. Of course the social networking sites and social media have revolutionized the world, bringing us closer than ever before. However, students can exploit this and use it for a better life, a better tomorrow. Today, the main aim of the student should be education and their future career. It should be used to address the needs of communication but not waste time on.
- ☞ Students' spent excessive time for the purpose which would not add value to their knowledge and wisdom. Hence, a very intensive and repeated awareness creation program should be created in order to address this reverse phenomenon, especially for those university students who are expected to be the productive and fruitful sections of the society during their stay in the campus and after completion of their education. In addition, schools and universities may promote the academic usage of SNS by giving or submitting assignments through them instead of using syllabus management systems such as module.
- ☞ There is one big challenge associated to the adoption of technology from those advanced countries by the developing countries. To cut the pervasive effect of this problem, the university ICT office should organize an orientation session on the challenges and opportunities of Facebook for the existing ones and new students who are enrolled in the campus in a way that is more friendly, accessible and targeting special segments like female students, first year students and students from the rural parts of the country separately.
- ☞ As a big academic institution, Wollega University should devise a mechanism for providing students with the needed knowledge and prepare sessions for information and education to give an in depth awareness on the usage of Facebook.
- ☞ From the students' side, they can take the following measures in order to adjust themselves with this pervasive and persuasive technology. Blocking friends who have had bad practices and managing oneself (self-control) by spending only appropriate time; quitting unnecessary relationships, enhancing the use of Facebook for the purpose of academic and personal growth other than recreation/enjoyment, that means giving more attention to the economic values, be selective and planned while accepting and sending friend requests, giving priority for those activities like study time and assignments which require priority can be taken as measures that should be taken while using Facebook.

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A STUDY ON THE IMPACT OF EMOTIONAL INTELLIGENCE ON QUALITY OF WORK LIFE AMONG WOMEN EMPLOYEES OF ITES COMPANIES WITH SPECIAL REFERENCE TO SELECTED COMPANIES IN COIMBATORE DISTRICT

DR. S. GANESAN
DIRECTOR
KPR SCHOOL OF BUSINESS
COIMBATORE

SUKANYA.L
RESEARCH SCHOLAR
SCHOOL OF MANAGEMENT
BHARATHIAR UNIVERSITY
COIMBATORE

ABSTRACT

Numerous decades have been conceded when the concept of Quality of Work Life (QWL) came into existence. In the contemporary world, QWL is incorporated as a process that enables its members at all levels to actively participate in shaping the organization environment. In the same way, Emotional Intelligence (EI) scores of employees are also widely acknowledged in organizations for its exceptional business outcomes. As not many researches have been carried out explicitly on women employees, the aim of this study was to analyze and measure the impact of EI on QWL through the sample data collected randomly from 150 women employees of ITES companies. The EI scores of the respondents were measured by means of Daniel Goleman's four-factor taxonomy. The four factor competencies consist of: self-awareness, self-management, social awareness and relationship management. Whereas QWL was measured using the factors developed by Boisvert and Theriault. The assessment provides the overall impact of EI on QWL as well as its individual factors.

KEYWORDS

emotional intelligence (EI), quality of work life (QWL), self-awareness, self-management, social awareness, relationship management.

INTRODUCTION

Emotional Intelligence (EI) refers to the ability to manage emotional mind with intelligence in every facet of life. It is a form of intelligence relating to the emotional side of life, such as the ability to recognize and manage one's own emotions to motivate oneself and restrain impulses to handle interpersonal relationships. Emotions & feelings are extremely important to individual health, happiness and social harmony. Many researchers have found Intelligent Quotient to contribute only 20% of one's success in life with the remaining majority of one's success being accounted for by emotional and social intelligence. An employee with high emotional intelligence can manage his or her own impulses, communicate with others effectively, manage change well, solve problems, and use humor to build rapport in tense situations. This "clarity" in thinking and "composure" in stressful and chaotic situations is what separates top performers from weak performers in the workplace. Also, Quality of Work Life (QWL) is a set of beneficial consequences of working life for the individual, the organization and society.

Women employees, in a qualitative manner are resourceful, determined, dynamic, resilient, and compassionate because they battle it out with pregnancy, childbirth, child rising, heartbreak, and husband raising being the career women and running the household. Trying to be the best at workplace, trying to be the best mother and world's best wife requires high emotional intelligence which impacts on the entire life of individuals and organizations involved. As a result, this study helps in portraying the overall impact of EI and its factors on QWL hence providing benefit to the organization.

REVIEW OF LITERATURE

This section presents a gist of some of the studies made previously which are of relevance to the current study. Though they are not directly related to the study in terms of context, scope and variable covered.

Belal A. Kaifi, Selaiman A. Noori (2010)¹ did a Study on Middle Managers, Gender, and Emotional Intelligence Levels highlighted that as organizations continuously evolve, it is important to know who can lead and manage an organization to be effective, efficient, and productive. Managers with human skills are needed to help an organization mature and develop; just like a toddler needs a parent to help him or her mature and develop into an independent, sustainable, and self-sufficient adult. This study on 200 middle managers shows that female middle managers have higher emotional intelligence skills when compared to male middle managers, and that those who have more managerial experience have had more time to enhance their emotional intelligence skills. Implications for researchers, managers, and human resource professionals are considered.

Laura Guillén, Elizabeth Florent-Treacy (2011)² carried out a research on Emotional Intelligence and Leadership Effectiveness that examined the effects of emotional intelligence on getting along and getting ahead leadership behaviors at work. Results from an analysis of a dataset derived from a 360° leadership behavior survey completed by 929 managers indicated that emotional intelligence has a significant effect on collaborative behaviors at work, and collaborative behaviors directly affect the inspirational side of leadership performance. Further, getting along behaviors were found to fully mediate the relationship between emotional intelligence and getting ahead behaviors. Theoretical and practical implications are discussed.

Mohammadkarim Bahadori (2012)³ provided an insight to the effect of emotional intelligence on entrepreneurial behavior in organizations. A sample of 107 managers from a medical science university in Iran participated in the main study. Findings showed that all four dimensions of emotional intelligence have a positive effect on entrepreneurial behavior. This study has theoretical and practical implications for managers and leaders in organizations.

Pahuja, Dr. Anurag, Sahi, Anu, (2012)⁴ in their study on Emotional Intelligence (EI) among Bank Employees unveils the perception of bank employees towards emotional quotient, factors affecting their emotional intelligence and its effect on their performance. This study showed that there is significant difference between male and female on various EI traits. However, females scored better on overall emotional intelligence than males. The study also highlighted that the surveyed employees consider self-management, self-awareness and empathy as the major emotional intelligence traits required by anyone. The survey respondents also agree that individuals who are more emotionally intelligent have much more life satisfaction, partake in others emotion, and also usually are more ordered, warm, prosperous, and optimistic.

Deshmukh. N.H et.al, (2010)⁵ in the study entitled "Self concept, emotional intelligence and adjustment of adults" reviewed the relationship among self concept, emotional intelligence and adjustment among adults. The study showed that there is a significant positive correlation between self concept and emotional intelligence. It suggests that high self concept (i.e) physical, social, temperamental, educational, moral & intellectual and dimension of self are associated with high adjustments in various fields of life. Emotional Intelligence of the adults is significantly associated with high adjustments. The person with high Emotional Intelligence has the ability to know his own as well as others healthy emotions, gain empathy, establish healthy relationship. He is able to express his emotion in

socially approved way. Adults with high self concept perceives himself to be able, confident, adequate and worthy of respect. Thus he may adjust better with social and home environment. High emotional intelligence is associated with increased intellectual capacity and emotion skills. The highly emotional intelligent person is more secure.

N.Muthukumar, A.Subburaj (2012)⁶ in their study on Quality of Work Life at HCL technologies Limited, Chennai. Primary data were collected with the help of the structured questionnaire from the existing employees of this concern from lower level employees of non voice & voice department. The sampling method adapted to this study is stratified sampling and the sample size of 200 is considered for the study. The tools for the analysis include Descriptive analysis, Cross tabulation, Chi-square test, weighted average analysis, one way ANOVA, correlation, factor analysis. The employees are highly qualified. Employee satisfaction does not depend on gender or experience. From the study it is inferred that most of the employees were satisfied with the quality of work life provided by the company. The commitment, the morale and the motivation of the employees and workers of both the skilled and unskilled are generally found very well. Legitimate welfare measures may perhaps add still better working conditions and best of performances of the company.

Minati Panda (2013)⁷ in the study followed a co-relational design of research. The study aimed at finding if there were differences between the technical and administrative officers of the organization as how they perceive QWL. The stratified random sample consisted of thirty technical officers and thirty administrative officers from each office. As such the total sample consisted of two groups and sixty subjects. QWL developed by Jain (1990) was used to measure quality of work life. The findings of the study reveal that there was no number of insignificant differences between technical officers and administrative officers in perceiving QWL. The results were interpreted in the light of current Indian Organizations.

Nandi Majumdar et.al (2012)⁸ The empirical study investigates the relationship between QWL and its effect on job performance. The determinants of QWL variables that have been examined under this study includes organizational culture, workplace relationships i.e. relationship with superiors and among colleagues, training and developmental facilities, reward systems, fringe benefits, job security, autonomy, variations in work schedules. Job Performance parameters include both the financial and non financial dimensions such as current ratio, return on capital employed (ROCE), return on net worth/equity (ROE), net profit margin ratio and return on assets (ROA) whereas non financial indicator signifies individual performance standard. Based on empirical analysis from the responses of employees, working in public and private telecom sector companies in India, the study aims to identify how QWL leads to improve individual performance as well as the performance of the organization.

Prasaath. G.N (2015)⁹ in his study about a survey on QWL of employees in Sakthi sugars Ltd found out the over the overall satisfactory level of employee. The design used in the project is descriptive type and sampling techniques used in the study are sample survey and data collection method used in the project used in the study is primary data to questionnaire. The analytical tool used in the survey is percentage analysis, Chisquare, Correlation, Weighted average.

Nayak, Joshi. G (2015)¹⁰ in their study highlights QWL for IT professionals engaged in software services and development in small and medium enterprises in India by selecting 3 cities which are known for small and medium enterprises (SME's) in IT sector. The study was carried out by giving a questionnaire to 32 IT professionals in the cities of Bangalore, Goa and Pune. The researcher has used representative random sampling method as this was found appropriate to retain its representatives and make the study manageable. Regular assessment of Quality of Work Life (QWL) can potentially provide organizations with important information about the welfare of their employees such as job satisfaction, work-family balance, job security and job stress. The global recession has led to the decline in the margins of the Indian IT industry as a result of which salaries of IT professionals have reduced and feelings of insecurity are increasing. The study highlights the fact that SME's particularly are at a disadvantage as they are unable to justify the best talents in the industry, owing to their limitations in infrastructure. Information Technology professionals are highly educated with high career aspirations and have a growing consciousness of their rights. Hence it is only imperative that organizations that employ them must be concerned about their quality of work life.

NEED FOR THE STUDY

In India, the IT industry comprises of software and Information Technology Enabled Services which also includes BPO industry. The industry's growth was tremendous in the past decades due to factors like liberalization and globalization of the Indian economy along with the favourable government policies.

It is also one of the fastest growing sectors of the Indian economy. The direct contribution of IT/ITES to industry in Indian economy plays an important role in the economic development. It accounts for a 5.19% of the country's GDP and export earnings as of 2009 while providing employment to a significant number of its territory sector workforce. More than 2.5 million people are employed in the sector either directly or indirectly, making it as the biggest job creators in India and a mainstay of the national economy (Seema Bhat et.al 2008)¹¹.

In the recent years the field of IT is highly competitive providing more job opportunities and challenges to human resource and they have to prove themselves in the challenging situations and trends in the recent global economy which affects the job security in the long term and creates stress among the employees. Emotional Intelligence helps the individual to achieve "clarity" in thinking and "composure" in stressful and chaotic situations to avoid adverse effects. The reasons for leaving jobs are lack of opportunities for career development, lack of flexibility and freedom, lower compensation, discrimination in rewards and benefits, conflict between management and employees, forceful downsizing of workforce due to inconsistent economic conditions. All these factors are essentially related with QWL as it deals with both the intrinsic and extrinsic aspects of job.

Productivity of employees in the service sector more than any other depends on the balance and hence on "quality" in the work life. It reflects spontaneously on mental and physical wellbeing and duly gets transferred as quality in the service towards customers in general. The importance of work life gains more significant in the lives of the people. QWL provides healthier, satisfied and productive employees which provide efficient and profitable organization. Hence people with knowledge, administrative efficiency, good human relations and stable temperament, patience and friendliness are considered. Though many researches have been done in this field however focuses on women employees have not been done so far. This has made the study to focus in the area of QWL and EI of women employees because they play a major role in multitasking. This research will assist management and employee in understanding the Quality Work Life and also help them in designing to improve the working environment. It will also help women employees and develop effective coping strategies.

OBJECTIVES OF THE STUDY

Based on the subsequent needs that were identified, the following objectives were formed:

1. To assess emotional intelligence and the factors influencing emotional intelligence of the respondents.
2. To study quality work life and the factors influencing quality work life of the respondents.
3. To identify and analyze the impact of emotional intelligence on quality work life of women employees.

HYPOTHESES

NULL HYPOTHESES

H₀: There is no significant relationship between the factors of EI and QWL.

ALTERNATIVE HYPOTHESES

H_a: There exist a significant relationship between the factors of EI and QWL.

RESEARCH METHODOLOGY

SAMPLING DESIGN

The geographical area of Coimbatore, ITES companies were chosen as the universe. The main reason for choosing the above region was, Coimbatore city have been a growing hub for many IT Companies. Convenience sampling was used to select participants. Convenience sampling allows the researcher to draw a sample from the larger population, which is readily available, and convenient (Bartlett, Kotlik, & Higgins, 2001). Participants were the ITES professionals working in Coimbatore city. The questionnaire was sent to 250 subordinates; 150 respondents completed the survey, yielding a response rate of approximately 60 percent.

RELIABILITY TEST

The data collected from the pilot study was subjected to reliability test using Cronbach Alpha. The alpha values for the items of EI and QWL are in the Table shown. From the table I, it has been found that the reliability coefficients for EI and QWL are more than 0.60, which is an acceptable value (Malhotra, 2004). So, the items constituting each variable under study have reasonable internal consistency.

TABLE 1: RELIABILITY STATISTICS

Cronbach's Alpha	No. of Items
.724	30

DATA ANALYSIS AND INTERPRETATION**DEMOGRAPHIC ANALYSIS****TABLE 2: AGE OF THE RESPONDENTS**

S. No.	Age (in years)	Frequency	Percent
1	18-25	61	40
2	26 – 35	64	43
3	36& above	25	17
	Total	150	100

From the above table shows that out of the total respondent taken for the study, 40% of them belong to the age group of 18- 25 years, 43% of them belong to the age group of 26 to 35 years and 17% of them belong to the age group of 36 years and above.

TABLE 3: EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

S. No.	Education Qualification	Frequency	Percent
1	Engineering	54	36
2	PG	25	17
3	UG	71	47
	Total	150	100

The above table illustrates that out of the total respondent taken for the study, 36% of them are Engineers, 17% have post-graduation qualification, and 47 % are under graduates working in ITES companies in Coimbatore.

TABLE 4: DESIGNATION OF THE RESPONDENTS

S. No.	Designation	Frequency	Percent
1	Upper Level	36	24
2	Middle Level	55	37
3	Lower Level	59	39
	Total	150	100

From the above table shows that out of the total respondent taken for the study, 24% of them belonged to Upper Level, 37% belonged to Middle Level and 39% of them belonged to Lower Level.

TABLE 5: EXPERIENCE OF THE RESPONDENTS

S. No.	Experience (In years)	Frequency	Percent
1	Less than 2	87	58
2	2-10	44	29
3	More than 10	19	13
	Total	150	100

From the above table shows that out of the total respondent taken for the study, 58% of them belong to the experience of 2 – 10 years, 29% of them has less than 2 years of experience and 13% of them has more than 10 years of experience.

DESCRIPTIVE STATISTICS**TABLE 6: DESCRIPTIVE STATISTICS**

Variables	Mean	Std. Deviation
Self Awareness (V ₁)	3.84	1.184
Self Awareness (V ₂)	3.66	0.869
Self Awareness (V ₃)	3.58	1.126
Self Awareness (V ₄)	3.85	0.918
Self Awareness (V ₅)	3.79	1.107
Self Management (V ₁)	3.87	0.915
Self Management (V ₂)	3.68	1.047
Self Management (V ₃)	3.73	1.148
Self Management (V ₄)	4.08	0.976
Self Management (V ₅)	3.34	1.256
Social Awareness (V ₁)	2.41	1.266
Social Awareness (V ₂)	3.47	1.179
Social Awareness (V ₃)	3.14	1.298
Social Awareness (V ₄)	2.98	1.319
Social Awareness (V ₅)	2.90	1.319
Relationship Management (V ₁)	3.03	1.283
Relationship Management (V ₂)	2.93	1.319
Relationship Management (V ₃)	2.82	1.207
Relationship Management (V ₄)	3.07	1.341
Relationship Management (V ₅)	2.85	1.158
QWL (V ₁)	3.29	1.382
QWL (V ₂)	2.65	1.340
QWL (V ₃)	2.53	1.256
QWL (V ₄)	3.42	1.258
QWL (V ₅)	3.01	1.259
QWL (V ₆)	3.03	1.361
QWL (V ₇)	3.36	1.272
QWL (V ₈)	3.34	1.264
QWL (V ₉)	3.28	1.342
QWL (V ₁₀)	3.68	1.294

The table VI shows the mean and standard deviation of the responses of the various variables included in the study. The mean and standard deviation is calculated in order to measure the central tendency.

CORRELATION ANALYSIS

TABLE 7: CORRELATION BETWEEN EI AND QWL

	EI	QWL
EI	1	
QWL	0.39**	1

N=150; **Significant at 1% level.

Correlation Analysis in the table above shows that EI and QWL were significantly positively related, thereby supporting the hypotheses.

FINDINGS

- Majority of the respondents belong to the age group of 18- 25 years.
- 47% of the respondents are under graduates working in ITeS companies.
- The designation of respondents highlights that 39% of them belonged to lower level management.
- 58% of them belong to the experience of 2 – 10 years.
- It is found that EI and QWL were significantly positively related, thereby supporting the hypotheses.

CONCLUSION

Organizations can be successful if they attract and retain people who have high emotional intelligence and should also be cognizant of employees' various job-related needs by having open communication with employees and conducting regular opinion surveys. This study insight that emotional intelligence and quality work life are positively related and play a major role in everyday lives of women employees. As there were not much studies done in this area and remained unexplored, this study provides preliminary evidence on the importance of emotional intelligence on quality work life exclusively for women employees thereby benefitting the individual and the organization.

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IMPACT OF VILLAGE INFRASTRUCTURE INITIATED BY KORBA COALFIELDS OF CHHATTISGARH (INDIA) ON VILLAGERS' WAY OF LIVING

A S BABU

**RESEARCH SCHOLAR, ICAI UNIVERSITY, RANCHI; &
CHIEF EXECUTIVE OFFICER
CERL & CEWRL OF SECL
RAIPUR**

**SUKANTA CHANDRA SWAIN
PROFESSOR & ASST. DEAN
ICAI UNIVERSITY
RANCHI**

ABSTRACT

While we speak a lot on inclusive growth, our negligence to 70 per cent Indians who live in rural areas won't help us to achieve the talk. That's why, off late, most of the bodies including the government started focusing on rural development not just because of helping the rural masses but most importantly for helping themselves in sustenance. Dreaming of improving the fate of rural masses without creating necessary infrastructure is just a day-dreaming that will never happen in reality. Thus, in the backdrop of rural development what lies most sternly is rural infrastructure like rural roads, rural water supply, rural housing, rural electrification, irrigation, etc. Government in India is not affluent enough to cater all necessary infrastructures to rural areas for their development. That's why the concepts of public-private partnership (PPP) and corporate social responsibility (CSR) have gained popularity in recent times. Keeping this in background, Korba Coalfields of Chhattisgarh has started CSR activities with the aim of improving the fate of the masses of nearby areas. Although, the said coalfields have been serving the society by way of launching a good number of CSR initiatives, this paper clusters around only the rural infrastructures given by the coalfields and tries to unfold whether the infrastructures provided have impacted the lives of rural masses in a positive way.

KEYWORDS

impact, village infrastructure, korba coalfields, csr, rural development.

INTRODUCTION

For achieving economic growth at the rate of 8% or more in our country, energy needs are to be met in a sustainable manner. Among the primary energy resources, coal is the dominant primary energy source, which contributes to about 52% of total energy requirement in our country. Therefore, coal production is to be produced at a growth not less than 8% to meet our energy security. To achieve this growth in coal sector, coal mining projects need 'LAND' which is a major input resource. Mining is a location specific activity, which insists upon land where mineral deposit exists. In the present socio-economic scenario land acquisition is a burning issue which is drawing country attention for solving this difficult task. Hence for making land acquisition easy and simpler, the poor land owners have to be taken care of by coal companies by extending all socio-economic services with promptness and seriousness according to the legal provisions and policies of the company. Then only way left out is, develop social bonding with the villagers situated in and around coal mining projects. This social bonding can be developed with the help of Corporate Social Responsibility, with which companies can influence local communities by providing community assets like roads, culverts, bridges, community centers, schools, play grounds, ponds, market yards, bore wells, dug wells, hand pumps, public health centers etc. Therefore, Corporate Social Responsibility to be discharged by companies becomes very significant in addition to the endeavor of government, NGO's, and other social organizations. But impact of CSR is to be assessed properly for knowing whether CSR initiatives are influencing target beneficiaries i.e., villagers. So, this area requires associated research for Impact Assessment Study.

Too often the community views the business organization's aims as selfish gain rather than advancement of the general welfare. This impression can be removed only if corporations are fully alive to their social responsibilities and helps our society to function in harmony. There is every possibility of perceiving the concept of CSR activities in a wrong way owing to traditional and rigid mind set of the projected beneficiaries and making propaganda against the efforts of the business houses in this regard by the vested interest-group people and community. At the same time, because of some additional expenses of the business houses for CSR activities and being unaware of the exact benefits accrued to both the parties, very often the business houses do CSR activities just for their duty-sake keeping their whole-hearted involvement aside from the project. By doing so, not only they cheat the society but also they get cheated by their own deeds. In fact, they do not put their sincere effort in implementing CSR initiatives with regard to the actual requirement of target group of community, then such attempts would go in vain. Had the projected benefits been assessed properly, probably every business house would have preferred to adopt the CSR activities as strategy for their growth and development. Thus there is a gap between what potential impacts the CSR activities bring forth and what the stakeholders perceive on it. There should be proper assessment of the impact of CSR activities on the society as a whole which requires Impact Assessment Study, in turn helps to strengthen the social bonding between coal producing company and adjacent communities of villages. Had the projected benefits been assessed properly, probably every business house would have preferred to adopt the CSR activities as strategy for their growth and development. (Urge for Impact Analysis).

2. REVIEW OF LITERATURE

Focusing on Business and the New Social Compact, C.K. Prahlad (2012) opines, "We have come to a point now where the agenda of sustainability and corporate social responsibility is not only central to business strategy but has become a critical driver of business growth".

In order to address the social implications of corporate activities with concern for human rights, livelihoods, community engagement in decision making, ethical behaviour and the valuing of local knowledge and the environment, the role of Corporate social responsibility and Social impact assessment (SIA) to share fundamental values is most important for the organization (Bice, 2014). To bridge CSR and SIA, the researcher has suggested three types of changes. First, a "cultural shift" in which the values delineated in CSR Policies and frameworks are important which need to be integrated with SIA planning and implementation process. Second, "Behaviourally" the ways in which SIA and CSR are carried out need to be reexamined. Third, "voluntarily" the CSR programmes are executed should be checked with regulatory obligations and should achieve 'go beyond compliance' status which would bring out improved performance of the company. A new wave is a new business phenomenon, in which businesses of all sizes are building up partnerships with consumers, which supports socially relevant issues, such as environment, education, the homeless, children and the elderly people. These new business activism has developed into a strategy called philanthropic economics - "doing well while doing good" (Embley, 1993). In the present era the enlightened consumer is making buying decisions wisely keeping how companies are behaving responsibly towards social and environmental issues. Eventually the consumers would look into the following:

- Checks about whether the company is using such kind of input materials which harm the environment during the manufacturing process.
- Verifies whether the company is adopting animal testing for its research and development activities.

- Observes whether company is using environmental friendly packing and merchandising material or not.
 - Watches keenly its advertisements and promotions of product with a view to check the awareness levels of its internal employees and outsiders.
- So the present consumers are also driving the investments to be done in a socially responsible manner by the investors which is termed as "Socially responsible investing".

With regard to increased criticism from the stakeholders, the mining industry started to pay serious attention to social and environmental aspects through corporate social responsibility policies and strategies. Mining activity is site specific due to natural availability of mineral resources, which often exist near local communities and villages in turn give rise to mining conflicts. Mining industry has been viewed as "devil may care attitude" by the project affected communities by virtue of its mining operations which cause major devastation to the social legacy and to the environment (Jekkins, 2004). So Mining industry need to adopt the strategy of 'constructing the community' which helps in inclusive and equitable development of local communities, employees and aboriginal groups. The community construct is nothing but developing harmonic relations with adjacent communities by giving due significance to social values and policies and transforming them into assertive actions so that the company occupies at the heart of community. Community concerns, community interests and community wellbeing have to be truly covered as most important part of the business strategy to fulfill the company's interests.

3. OBJECTIVE AND METHODOLOGY

The objective of this study is to assess the impact of corporate social responsibility activities in the form of village infrastructure initiated by Korba coal fields of Chhattisgarh (India) on life style of communities in and around Korba coal fields of Chhattisgarh.

The primary data collected and made use of to find out changes in two time elements – before the launch of CSR initiatives and after a period of five years since the launch of CSR initiatives - pertaining to; People living BPL, incidence and depth of diseases, ambience of the village, enrolment ratio in primary, secondary and higher level of education, infant mortality rate and use of modern gadgets by the villagers

In fact, Primary data is collected and made use of to know the feel good ratio of the villagers in the same two time elements. This being a qualitative aspect of research, the data is collected through in-depth interview, questionnaire/schedule and observation.

The sample design made is as given below:

- The type of universe – Finite universe or population.
- Sampling unit – About 30 villages situated in and around coal mining projects consisting of about 4000 families.
- Source list or Sampling frame – Census list obtained from District Collector office.
- Sample size – 500 to 600 families (one respondent per family).
- Simple random sampling method is used for collecting primary data from the beneficiaries of CSR initiatives implemented by Coal Company in the villages of korba district of Chhattisgarh.
- The sample size for the purpose of the broad study is 500 (beneficiaries/projected beneficiaries) but for the pilot purpose a sample size of 63 has been considered and this research paper is on the basis of this pilot sample.
- a well-structured set of questionnaires (Questions mostly on Likert Scale) has been used for the Impact and Need Analysis.

On the basis of the responses of the beneficiaries/projected beneficiaries, the impact of CSR initiative on the society is assessed. While collecting data since the enumerators were engaged along with the researcher, to ensure data integrity, audits were conducted on regular basis.

4. CSR IN INDIAN COAL MINING INDUSTRY

As the Mining companies are location specific due to existence of minerals at particular part of land on planet earth. But in the public opinion about the mining industry is that it causes major devastation to the land, water and air resulting huge pollution due to its mining operations like blasting, transport and handling i.e., loading and unloading. So the impact of mining operations is not usually acceptable to the local residents, communities in particular and the entire society in general. Even if Mining Industry takes care of local communities and society with their community social development projects it appears to them that the mining industry displaying 'devil may care' attitude to the impacts of its operations. The CSR projects of mining companies have been considered to be on top priority to focus on community requirements and also to have impact in economic, social and environmental aspects. However, the effectiveness of CSR initiatives of mining companies is a million-dollar question. Now due to mandatory CSR under Companies Act 2013 and also due to the global approach towards CSR Projects and their implementation by various multinational companies, other public sector companies, the coal companies also have remodeled themselves for planning and implementing CSR initiatives in a big way to cause huge positive impact on local communities and society.

The reasons why CSR Initiatives are important for Mining Companies are as follows:

- Public Opinion of the sector as a whole due to the absence of consensus over environmental and social performance.
- Pressure groups like NGOs, Civil Society Organizations, local political bodies, and media targets the mining companies for existence in neighbourhood.
- CSR initiative may sometime be perceived as a compensatory measure to the damage already done to their livelihood and social fabric - so develop community information for less term.
- Skilled manpower is not adequately available from local areas so they think that they would not get employment in these companies. But the skill development CSR programs induces confidence among these people and also encourage and accept the technological advancement in the mining companies.
- Land disputes at the time of land acquisition which rises due to absence of transparent mechanism.
- Traditional culture may get affected due to vast mining operations.
- The benefits of the project to be extended constantly and consistently to the local communities to win their confidence- sustainable livelihood project.
- Supporting local business.
- Micro-credit finance schemes - to help and support in their investments according to their interests and priorities.

The benefits of CSR Projects should be extended to the affected communities throughout the existence of coalmining projects and also beyond its mine closure. The mine closure plan should judiciously be implemented to take of environment because which the mining company can give back to society in the form of land reclamation and afforestation and other resources for fish farming, agriculture etc.

Now with mandatory CSR policy, Coal India and its subsidiaries are actively indulged in taking care of society, environment by not only taking care of its internal stakeholders (specially employees), but also extending helping hand to adjacent communities through various CSR initiatives regarding community welfare, education, health, drinking water, infrastructure, skill development, environment, empowerment of women, sports & culture, etc.

Coal India Limited and also for its subsidiary companies has a structured CSR policy for promoting the standard and quality of life of nearby communities of mining areas.

- Providing medical services to all its employees, their families and local populace through 86 fully equipped hospitals having 5835 beds, 423 dispensaries, 1524 specialist doctors and 640 ambulances.
- Providing educational facilities through 536 schools and helping 100 Below poverty line students and 25 wards of land losers with Coal India Scholarships for studying in government engineering and medical colleges.
- Providing potable water to about 2.3 million populaces in remote mining areas.

4.1. MAJOR CSR ACTIVITIES UNDER CSR POLICY IN COAL INDIA LIMITED

- Education: Financial assistance to schools, scholarships, adult literacy, cycles to needy girl students.
- Water Supply Including Drinking Water: Installation and repair of hand pumps, dug wells, bore wells, laying pipelines.
- Health Care: Organizing health awareness camps on AIDS, TB, Leprosy, diet, nutrition, family planning, facilities of mobile medical vans etc.

- Social Empowerment: Training and Development in different fields such as welding, fabrication, tailoring, farming etc for weaker section of the community for self-employment.
- Sports and Culture: Promotion of sports of different events in coalfields including nearby villages.
- Infrastructure Support: Construction of Community buildings, roads, culverts, repairing and supply of furniture for educational institutions.
- Generation of Employment: By setting up cooperative societies, construction of shopping complex etc.
- Relief of Victims against natural calamities.
- Adoption of Villages: For carrying out activities like infrastructure development such as providing solar light, pavan chakki, construction of roads etc.
- Financial Assistance to NGO's: For undertaking different activities towards uplifting of the under privileged, backward, physically and mentally challenged children.
- Financial Support: For organizing medical camps, free consultation, distribution of medicines awareness for under privileged and slum dwellers in association with local community.
- Various Activities Towards Protection of Environment: The impact on the environment due to extraction of coal is being monitored constantly by the CIL subsidiaries and adequate measures for control of air, water, and noise pollution, land degradation, deforestation etc are being undertaken in accordance with the provisions of all statutory norms, acts and rules on a regular basis by way of the following environment protection activities:
 - Plantation – Massive plantation is being carried out in command areas by state forest department every year to mitigate all sorts of pollution. Further the following measures are being undertaken to mitigate environment pollutions:
 - Air pollution control measures.
 - Water pollution control measures.
 - Land reclamation/Restoration and General cleanness.
 - Noise pollution control measures.
 - Environment Management Plan monitoring.
 - Executing statutory requirements of state pollution control boards.

4.2. CSR IN SOUTH EASTERN COALFIELDS LIMITED (Source:www.secl.gov.in)

SECL has been committed to sustainable development and inclusive growth in the adjacent villages of coal mining projects through various CSR projects implementing across 7 districts of Chhattishgarh and 3 districts of Madhya Pradesh to bridge rural – urban gap. The CSR projects of SECL are categorized under five types namely Project Buniyad, Project Armaan, Project Swasthagram, Project Vasundhara and Project Swavalamban.

Project Buniyad – aimed at providing rural infrastructure such as roads, community centres, health centres, schools, play grounds, market places, water supply etc in the targetted 350 villages located in and around coal mining project areas.

Project Armaan – aimed at improving standard and quality of education in rural areas to supplement the endeavour of central and state governments to give wings to rural children.

Project swasthagram – aimed at developing health – care programs with 17 hospitals, 47 dispensaries and 159 ambulances which manned by 251 doctors and 874 paramedical staff. Under this initiative various medical camps including eye camps, family plannong camps, diagnose camps etc being organized in nearby villages from time to time.

Project Vasundhara – aimed at protecting environment and mitigating initiatives to control pollution due to air, water, noise and land in and around mining areas through massive plantation, water harvesting, ground water recharge, waste land development, development of parks, development of eco-tourism.

Project Swavalamban – aimed to create awareness on entrepreneurship and self-employment, skill development through vocational training programs for villagers by partnering with Chhattishgarh Centre for Entrepreneurship Development in 7 districts of Chhattishgarh and 3 districts of Madhya Pradesh.

Although, SECL is dealing with various CSR initiatives, this paper is entirely on Project Buniyad, i.e., rural infrastructure.

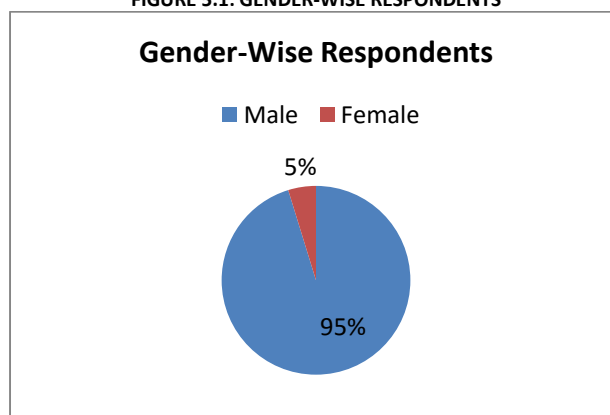
5. ANALYSIS

In order to assess the impact of rural infrastructure initiated by the Corba Coalfields of Chhatisgarh (India), 63 beneficiaries of the same belonging to 63 households were interviewed, the demographic details of who are given below.

TABLE 5.1: GENDER-WISE RESPONDENTS

Gender	No. of Respondents
Male	60
Female	3

FIGURE 5.1: GENDER-WISE RESPONDENTS

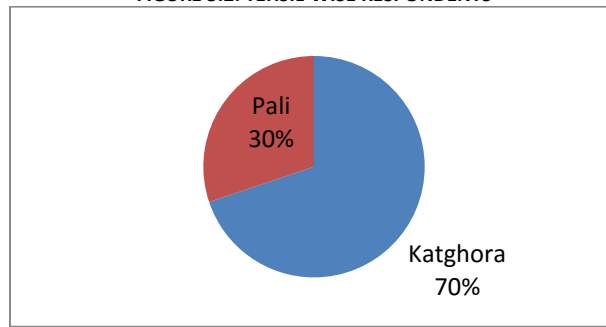


Source: Primary Data

TABLE 5.2: TEHSIL-WISE RESPONDENTS

TEHSIL	No. of Respondents
Katghora	44
Pali	19

FIGURE 5.2: TEHSIL-WISE RESPONDENTS

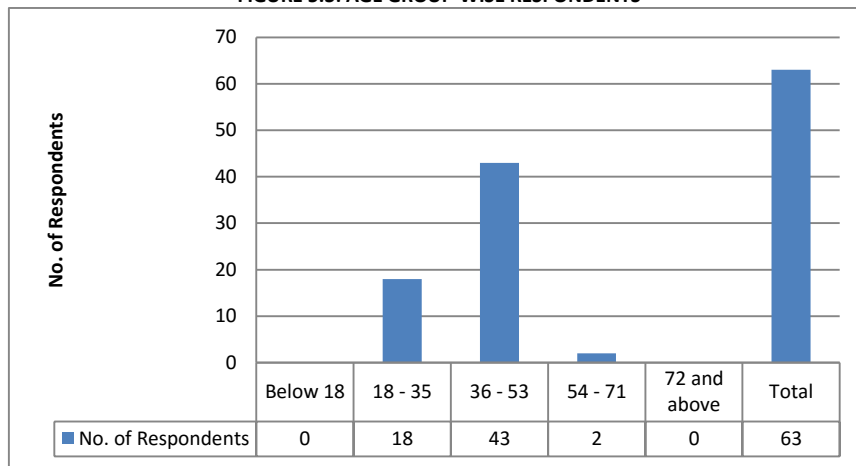


Source: Primary Data

TABLE 5.3: AGE GROUP-WISE RESPONDENTS

Age-Group	No. of Respondents
Below 18	0
18 - 35	18
36 - 53	43
54 - 71	2
72 and above	0
Total	63

FIGURE 5.3: AGE GROUP-WISE RESPONDENTS

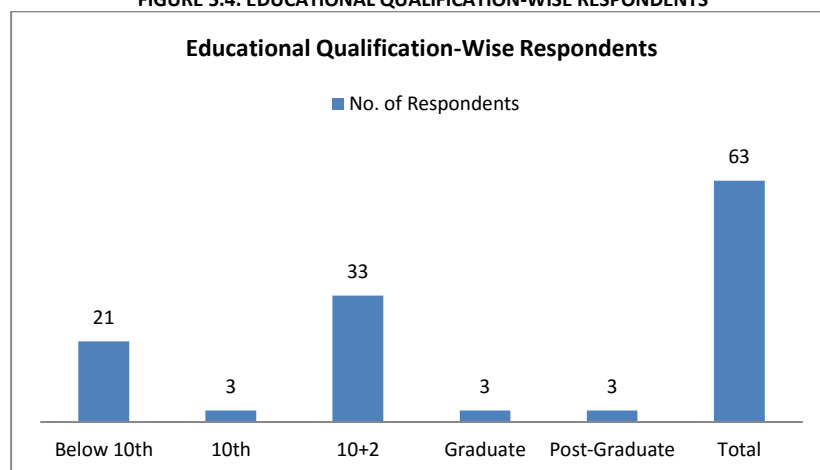


Source: Primary Data

TABLE 5.4: QUALIFICATION-WISE RESPONDENTS

Qualification	No. of Respondents
Below 10th	21
10th	3
10+2	33
Graduate	3
Post-Graduate	3
Total	63

FIGURE 5.4. EDUCATIONAL QUALIFICATION-WISE RESPONDENTS

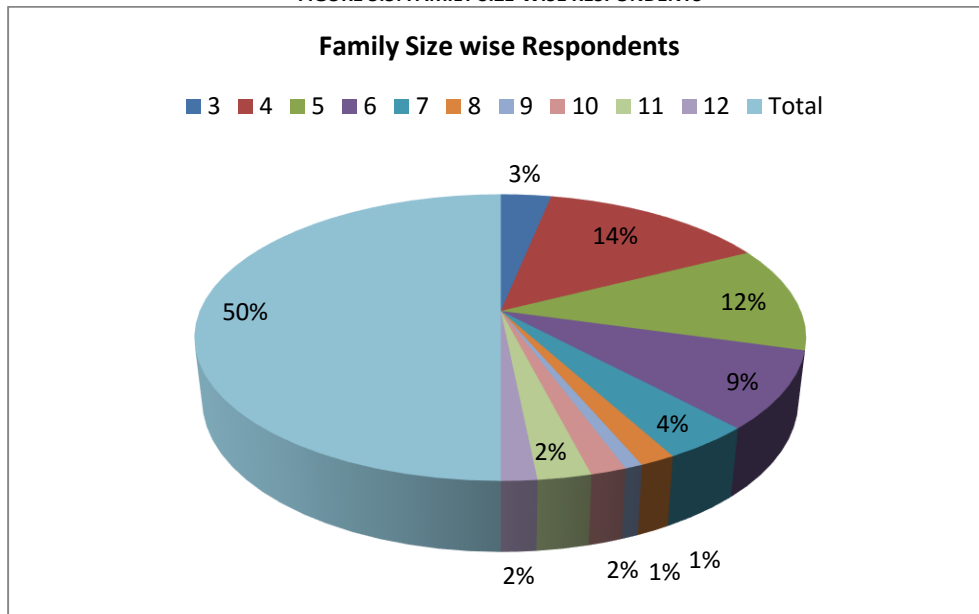


Source: Primary Data

TABLE 5.5: FAMILY SIZE-WISE RESPONDENTS

Family Size	No. of Respondents
3	4
4	18
5	15
6	11
7	5
8	2
9	1
10	2
11	3
12	2
Total	63

FIGURE 5.5: FAMILY SIZE-WISE RESPONDENTS



Source: Primary Data

TABLE 5.6: OCCUPATION-WISE RESPONDENTS

Occupation	No. of Respondents
Agriculture	40.00
Sarpanch	1.00
Advocate	1
Driver	1
Business	4
LIC Agent	1
Mazdoor	4
Mason	1
Govt. Job	1
Pvt. Job	1
Self-Employed	1
Unemployed	7
Total	63

Source: Primary Data

TABLE 5.7: ANNUAL INCOME-WISE RESPONDENTS

Annual Income	No. of Respondents
0	1
5000	2
6000	3
9000	2
10000	1
18000	4
20000	1
22000	1
24000	1
25000	1
30000	1
36000	12
40000	2
50000	6
56000	1
58000	1
60000	5
65000	1
70000	3
72000	1
80000	4
84000	1
90000	2
95000	1
100000	3
110000	1
450000	1
Total	63

Source: Primary Data

ASSESSMENT OF SATISFACTION LEVEL ON THE BASIS OF LEVEL OF AGREEMENT OF THE RESPONDENTS

The satisfaction level of the respondents has been ascertained by tracing their agreement level in a 5-point Likert Scale in which 1 is denoted for Strongly Disagreed, 2 is denoted for Disagreed, 3 is denoted for Undecided, 4 is denoted for Agreed and 5 is denoted for Strongly Agreed. For the purpose, seven statements have been given to the respondents to rate on the basis of their agreement and the same is presented in Table 5.8.

TABLE 5.8: SATISFACTION LEVEL OF THE RESPONDENTS

Facet	No. of Respondents on Rating				
	1	2	3	4	5
The facilities provided as mentioned above are exactly in line with my requirements	34	7	3	11	8
I along with my family members do not have any difficulty in using these facilities	35	7	3	11	7
The quality of facilities catered by Coal Company is excellent	36	5	4	10	8
These facilities have been helping my family to easily face the emergency and maintain a sanitary living	35	2	8	9	9
Absence of any of the facilities provided would have been proved to be costly affair for me to maintain the present standard of living	33	8	3	9	10
Infra facilities provided by Coal Company have been reflected in the efficiency of my family in the form of performance in earnings, savings and growth	34	4	4	11	10
These infra facilities have made our (family's) life ease and comfortable	39	1	5	9	9

Source: Primary Data

As it is reflected from the facts generated, more than 60% of the respondents are not feeling that the infrastructure facilities provided by the Korba Coalfields have bettered their way of living. However, around 30% of the respondents are agreeing that they have found an improvement in their standard of living by virtue of the infrastructure facilities provided by the Korba Coalfields.

It is inferred that those who have agreed or strongly agreed to the statements have definitely felt the change leading to the betterment. But respondents' disagreement or strongly disagreement to the statements does not mean that the rural infrastructure facilities have no impact on their living. In fact, if some facilities are benefitting a group in the society, they are having beneficial features and assets created by the Korba Coalfields must have some positive impact on all. Still since a good junk of the respondents are disagreeing, that means, either they are not getting what they were wanting or they fail to assess their satisfaction level or they responded becoming vindictive for non-fulfillment of one or other desires by the sponsoring body. Moreover, it is found that the dissatisfaction is not due to the steps in providing infrastructure facilities but due to not taking care in maintaining the same for long.

6. CONCLUSION

On the basis of the findings of the study, the stakeholders involved in CSR initiatives will come to know the real benefits of such activities and hence will be aware of their rights and responsibilities. Not only the beneficiaries will be keen to take the advantages of the CSR activities provided by Coal Company but also the management who feel these activities burdensome and tasking may get motivated to adopt such activities as a strategy for their growth. In fact, this study will help understanding the role of CSR in strengthening the social bond. The relevance of this Project can be extended to social welfare schemes of govt. or charity organizations/NGOs/Multilateral funded Projects.

It is inferred from the analysis that the infrastructure facilities provided by the Korba Coalfields of Chhatisgarh (India) in spite of having multiple beneficial features, all the beneficiaries are not getting the benefit equally or not making use of the facilities optimally. Thus to facilitate best use of the rural infrastructure by the projected beneficiaries, the sponsoring authority must educate them aptly about the benefits of the same and how to maintain the infrastructure for long. In fact, the sponsoring authority has to inculcate the practice of Individual Social Responsibility (ISR) that make the CSR fetch the best to the society.

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REVENUE MANAGEMENT: A CASE STUDY OF BHARAT SANCHAR NIGAM LIMITED

DR. U. PADMAVATHI
PROFESSOR
SRI DEVI WOMEN'S ENGINEERING COLLEGE
HYDERABAD

ABSTRACT

Revenue management is the application of disciplined analytics that predict the consumer behavior at the micro level and optimize product availability and price to maximize revenue growth. The essence of this discipline is understood in this discipline is in understanding customers' perception of the product value and accurately aligning product prices, placement and availability with customers' segment. Businesses have taken important decisions such as what to sell, when to sell, whom to sell and how much to sell relating to the marketability of the product. Revenue Management uses a data driven tactics and strategy to increase the revenue. This article focuses on revenue management in general and BSNL in particular, which is a public sector company. This process includes data collection, segmentation, forecasting, optimization, dynamic revaluation and estimating the expected revenue. It includes revenue generated from services and other incomes, expenditure incurred and revenue leakage in BSNL during 2011-2015. Revenue income was gradually decreasing in spite of an increase in its expenditure was increased year by year. BSNL needs to improve its income in future, by utilizing its efficiently and effectively so as to improve its operational efficiency of the organization and in addition by launching better plans which suits customers of all categories.

KEYWORDS

revenue management, BSNL, revenue income & expenditure and leakage.

INTRODUCTION

Revue Management is an application of disciplined analytics that predict customer behavior at the micro market level and optimize product availability and price to maximize revenue growth. The essence of Revenue Management is understanding customer's perception of product value and accurately aligning product prices, placement and availability with each customers' segment.

OBJECTIVES

The article focuses on the following objectives:

- Revenue Management in general.
- Revenue Management in BSNL.

LITERATURE REVIEW

Before the emergence of revenue management, British Air ways experimented with differential fare products by offering capacity controlled 'Early bird' discounts to stimulate demand for the seats, that would otherwise fly empty. Taking a further step, American Airlines. pioneered a practice, 'Yield Management', which focused primarily maximizing revenue through analytics based inventory control. By early 1980s, they combination of a mild recession and new competition spawned by Air Lines deregulation Act, 1978, posed the additional threat. American airlines announced ultimate super saver fares in 1985 that were prices lower than the people Express. This yield management system increased American airlines revenue from 14.5% to 47.5%. Hotel industry also this system, to rental firms' cars. Revenue management saved National car rental from bankruptcy.

Revenue Management had focused on driving revenue from Business to Customer (B2C). In early, 1990, Revenue management has developed further through Business to Business (B2B) pricing strategy. It also began to influence Television and Advertisement promotion sales.

REVENUE MANAGEMENT SOCIETY (RMS)

It is the industry body representing companies and practitioners in 'Travel, Transportation and Leisure industries. The main aim of the society is to define and promote best practices in the use of revenue and yield management techniques, through discussion and communication between the key users of these techniques.

REVENUE MANAGEMENT LEVERS

Revenue Management encompasses a wide range of opportunities to increase revenue. A company can utilize these as levers. In spite all the levers are available, only one or two may drive revenue in given situations. The primary levers are:

- **Pricing:** This lever of revenue management involves defining, redefining pricing strategy and developing disciplined pricing tactics. Tactics involve creating pricing tools that change dynamically, in order to react changes and continually capture value and gain rain. Price optimization involves constantly optimizing multiple variables such as price sensitivity, price ratios and inventory to maximize revenues. A successful pricing strategy supported by analytically based pricing tactics, can drastically improve a firm's profitability.
- **Inventory:** Revenue management is mainly concerned with how best to price or allocate capacity. In situations where demand is strong for a product but cancellations are more, firms often overbook in order to maximize revenue from full capacity.
- **Marketing:** Price promotion allows companies to sell higher volumes by giving temporary discounts on their products. Revenue management techniques measure customer responsiveness to promotions in order to strike a balance between volume, growth and profitability. An effective promotion helps to maximize revenue when there is uncertainty about the distribution of customer willingness to pay. When company's products are sold in the form of long term commitments such as internet, telephone services, promotion helps to attract customers who will then commit to contract and produce revenue over a long period. When this occurs, companies must also strategize their promotion roll-off policies. Revenue Management optimization proves useful in balancing promotion roll-off variables in order to maximize revenue while minimizing churn.
- **Channels:** Revenue Management through channels involves strategically driving revenue through different distribution channels. These channels may represent customers with different price sensitivities. Different costs and margins are associated with these channels. Revenue management techniques can calculate appropriate level of discounts for companies to offer distributors through opaque channels to push more products without losing integrity with respect to public perception of quality.
- **Overbooking:** It is another driver for revenue management when there is a chance that the customer may not appear. Capacity constrained industries overbook to redeem for customer cancellations. Insufficient overbooking results in untold inventory where as excessive booking results in penalty cost which includes both financial remuneration given to bumped customers and prospective loss of future revenue due to customer dissatisfaction. The optimum level of overbooking is where the anticipated cost of over booking for the next unit to be sold is equal to the expected marginal revenue from the unit.

REVENUE MANAGEMENT PROCESS

This process includes data collection, segmentation, forecasting, optimization, dynamic revaluation and estimating the expected revenue.

- **Data collection:** The process begins with data collection. Relevant data is paramount to a Revenue Management system's capability to provide accurate and actionable information. The system must collect and store historical data for inventory, prices, demand and other casual factors. This data is utilized for financial reporting, forecasting trends and development purposes. Information about customer behavior is valuable asset that can reveal customer behavioural patterns, the impact of competitors' actions and other important market information. This information is crucial revenue management in the organization.
- **Segmentation:** Market segmentation is the key to market-based pricing and revenue maximization. Success hinges on the ability to segment customers into similar groups based on the calculation of price responsiveness of customers to certain products based upon the circumstances of time and place. Revenue management strives to determine the value of the product to a very narrow micro-market at a specific movement in time and then chart customer behavior at the margin to determine the maximum obtainable revenue from those micro markets. Cluster analysis allow revenue managers to a set of date driven partitioning techniques that gather interpretable groups of objects together for consideration. Market segmentation based upon customer behavior is essential for forecasting demand associated with the clustered segments.
- **Forecasting:** Revenue Management requires forecasting various elements such as demand, inventory availability, market share and total market. Its performance depends critically on the quality of these forecasts. Forecasting is a critical task of Revenue Management and takes much time to develop, maintain and implement. Quantity based forecasts, which use time series models booking curves, cancellation curves etc. project future quantities of demand such as reservations, product bought. Price-based forecasts seek to forecast demand as a function of marketing variables such as price or promotion. These involve building specialized forecasts like market response models or cross-price elasticity estimates to predict consumer behavior at certain price points. By combining these forecasts with calculated price sensitivities and price ratios, a Revenue Management system can quantify these benefits and develop price optimization strategies to maximize revenue.
- **Optimization:** While Forecasting suggests what customers are likely to do, optimization suggests how a firm should respond. Often considered the pinnacle of Revenue Management process, optimization is about evaluating multiple options on how to sell your product and to whom the product is to be sold. Optimization involves two important problems in order to achieve the highest possible revenue. First the business must decide between optimizing prices, total sales, contribution margins and even customer life time values and then optimization tools / techniques are to be decided. Normally linear programming, regression analysis, discrete choice models etc. can serve to predict customer behavior in order to target them with right products for the right price. These tools also allow a firm to optimize its product offerings, inventory levels and pricing points in order to achieve the highest revenue possible.
- **Dynamic Re-evaluation:** Revenue Management requires a firm must continually re-evaluate their prices. In a dynamic and competitive market, it is required to constantly re-evaluate all the variables in micro market level and also to adjust strategies and tactics involved in Revenue Management.
- **Estimation of expected Revenue:** The key to effective Revenue Management is the accurate estimation of the expected revenue of each unit of capacity for each available sale date. The Marginal revenue principle is applicable here, i.e. as the level of available capacity increases, the marginal expected revenue from each additional unit of capacity decreases. Therefore, if only one unit of capacity is offered for sale, the probability of selling it is very high. However, with each unit of additional capacity, the probability that it will be sold to a customer goes down till the probability of selling the last additional unit is close to zero. Note that expected marginal revenues can also be interpreted as the "Opportunity costs." Of the marginal units of inventory.

REVENUE MANAGEMENT IN THE ORGANISATION

Revenue Management's fit in within the organizational structure depends on the type of industry and the company itself. Some companies place Revenue Management teams within marketing teams as they focus on attracting and selling to customers. A customer relations officer in this sense would be responsible for all activities that generate revenue and directing the company to become more "revenue-focused". Supply chain management (SCM) and Revenue Management (RM) have natural synergies. SCM is a vital process in many companies today and several are integrating this process with Revenue Management system, a company that have achieved excellence in supply chain management and Revenue Management individually may have opportunities to increase profitability by linking their respective operational focus and customer-facing focus together.

Business intelligence platforms have also become increasingly integrated with the Revenue Management process. These platforms are driven by data mining processes, offer a centralized data and technological environment that delivers business intelligence by combining historical reporting and advanced analytics to explain and evaluate past events, deliver recommended actions and eventually optimize decision making.

TELECOMMUNICATION INDUSTRY (TELECOM)

Telecom is one of the Fast growing sectors in India. With the increase in competition with the major players like BANL, MTNL, Hutchison, Essar, Idea, Bharati tele services etc. the Revenue Management of BSNL is focused, being a public sector company.

BHARAT SANCHAR NIGAM LIMITED (BSNL) – REVENUE MANAGEMENT

BSNL provides voice calls, Fax services, SMA & MMS, Internet services, Broad band services and data services, video conferencing and IP bases services to its customers.

Period charges/ Fixed charges: BS.NL levies charges on periodical basis depending upon the type of services subscribed, tariff plans applicable and the billing periodicity. Period charges will be billed regardless of the extent of actual utilization of service.

Usage Charges: These are the charges levied on customers based on actual utilization of the service. Depending upon the tariff plan chosen by the customer, either the whole usage or usage to a prescribed limit may be free of charge. There are differential/ slab rates on the volume of usage. The usage denotes minutes of usage or the volume of data involved.

One time charges: These are the charges levied only once in the customer life cycle. One time charges may be in the nature of revenue for the service provider like installation/ shifting charges/ security deposits to prevent losses arising out defaults in the settlement of dues.

Billing systems: These systems are viewed as systems for management of accounts receivables, as the billing systems assists in the collection of revenue from customers. Billing systems are also a part of accounts payable (for inter carrier settlements) as customer often uses services from other operators such as call completion through other net works.

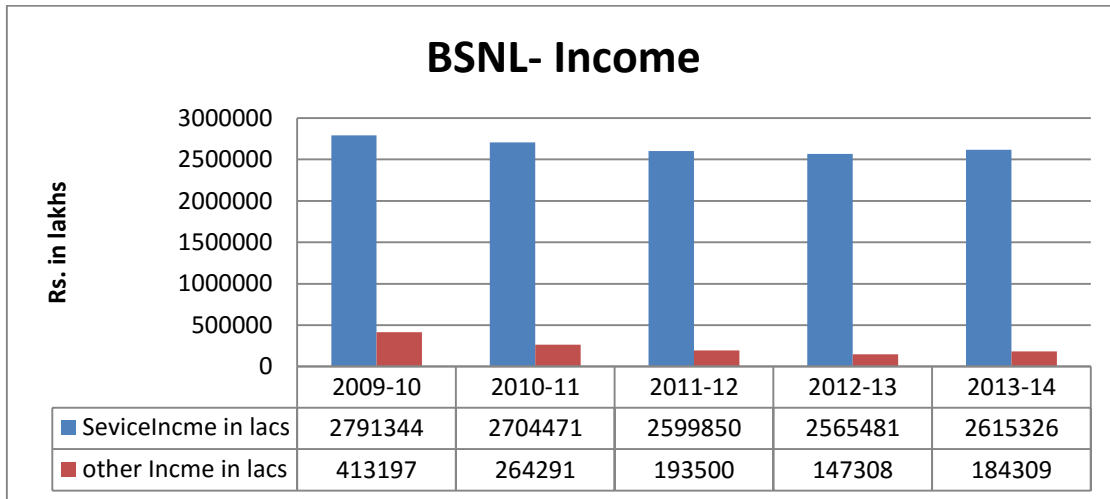
Billing Types: Prominent billing types are as follows:

- **Pre-paid Billing:** The customer starts using the service only after the value for the usage is already paid. The customers can pay additional sums periodically based on their communication needs.
- **Postpaid Billing:** Under this system, customers are using the service on the basis of credit provided by BSNL. The customers buy products and services and use them throughout the billing cycle, invoices are generated by service provider. These invoices are sent to customers for settlement. In order to safeguard their interest, the service providers often seek a security deposit to cover the likely usage during a billing cycle.
- **Internet Billing:** When there are multiple players in the field, inter net communication happens in the form of calls originating in one net work and carried by or terminated in another network. Billing for such calls too is done by originating network to which the customer belongs.
- **Roaming Charges:** This settlement is done as per special kind of protocol like TAP3 protocol. As it is roaming charges apply even in case of net work usage out side the defined boundaries of the home net work even when the operator owing the net work remains the same. Of a customer.
- **Convergent Billing:** It is the integration of all service charges into a single customer invoice. It is a unified view of all services such as mobile, fixed, IP etc,

BSNL – REVENUE INCOME

Income from services is the major source of income to BSNL. Table-1 shows its services income and miscellaneous income for a period of five years, i.e. 2009-2013-14.

TABLE 1



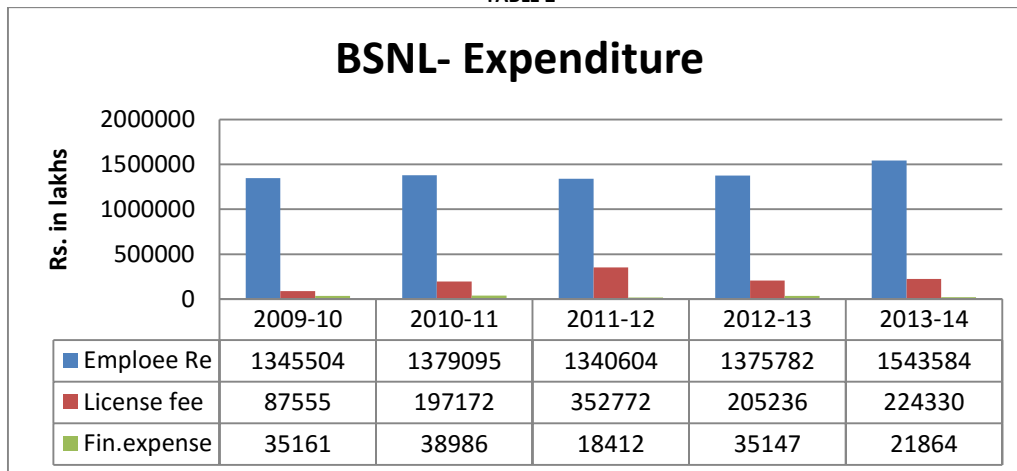
Source: Annual Reports of BSNL

Table one indicates that income of BSNL is in gradually decreasing in the last five years.

BSNL- EXPENDITURE

It comprises significantly employee remuneration, License fee and financial expenses. The expenditure is given in table-2.

TABLE 2



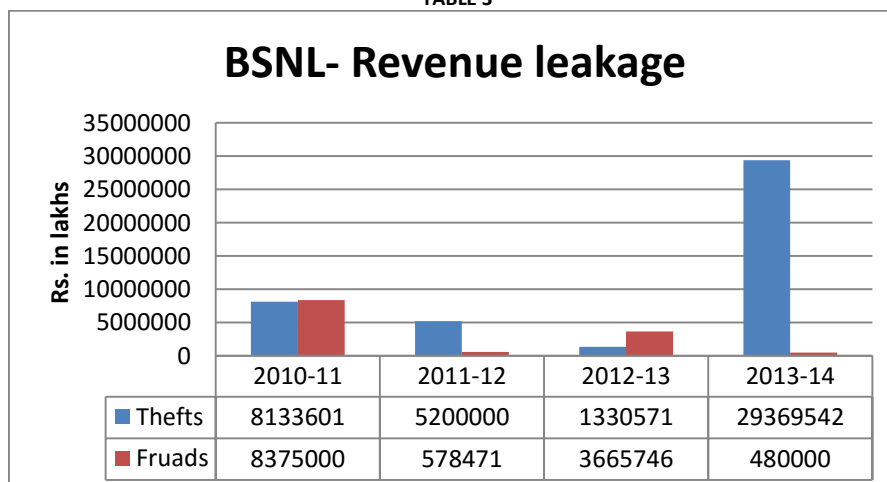
Source: Annual Reports of BSNL

Table -2 indicates that revenue expenditure of BSNL is gradually increasing in last five years, i.e. 2009-2014. It has an adverse impact on the profitability of the company.

REVENUE LEAKAGES

It comprises leakage through thefts and frauds in inventory of BSNL It is given in Table-3.

TABLE 3



Source: Annual Reports of BSNL

Table -3 indicates total leakage increasing, in spite of a decrease in frauds in 2013-14, when compared to the previous years.

FINDINGS

- Revenue income was totally decreasing in BSNL.
- Expenditure was increased year by year in BSNL.
- License fee is changed year by year.
- High thefts are not a good science for the company.

LIMITATIONS

- Management of revenue income of BSNL for a period of five years i.e.2009-14 is considered.
- The information is based on Annual Reports.

CONCLUSION

Revenue Management's fit in within the organizational structure depends on the type of industry and the company itself. Some companies place Revenue Management teams within marketing teams as they focus on attracting and selling to customers. BSNL needs to improve its income in future, by utilizing its efficiently and effectively so to improve its operational efficiency of the organization and in addition by launching better plans which suits to customers of all categories.

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DIGITAL MARKETING – WAY TO SIGNIFICANCE

SEMILA FERNANDES
ASST. PROFESSOR
SYMBIOSIS INSTITUTE OF BUSINESS MANAGEMENT
BENGALURU

VIDYASAGAR A.
PROFESSOR
SYMBIOSIS INSTITUTE OF BUSINESS MANAGEMENT
BENGALURU

ABSTRACT

Often we see both the students and faculty not to mention the executives who are involved in Digital Marketing use digital marketing interchangeably with Search Engine Optimization (SEO). It is the process by which all the milestones of basic marketing are sacrificed at the altar of appearing high in the results page. This paper tries to sift through this basic misunderstanding and tackles the situation head on. Using the marketing interpretation of the word 'significance', the paper tries to differentiate between significance that SEO brings about and what actually should digital marketing bring about based on the core concept in both the approaches which is relevance and authority. It embeds this understanding into the popular digital marketing model "RACE" – Reach, Interact, Convert, Engage.

KEYWORDS

internet marketing, digital marketing, RACE model, SEO.

INTRODUCTION

One of the questions often asked by the current young digital marketers is: "Does good SEO (Search Engine Optimization) lead to good marketing or does it work the other way round?"

This paper critically evaluates the 2 options. Today, Digital Marketing is looked on by some as the only way to reach and engage customers and hence their starting point is about SEO and its cousins SEM (Search Engine Marketing) and SMM (Social Media Marketing).

But is this all into digital marketing?

SEO seems to have overshadowed the underlying tried and tested marketing principles. Has SEO become a corner stone of digital marketing and its sole objective is ranking of the webpage in the SERP (Search Engine Results Page).

Smaller companies with low advertising budgets and start-ups who rely heavily on SEO as a way to reach their potential customers have fallen into this trap. They employ people who are now popularly known as "search-nerds". These "nerds" assure the start-up that SEO is the way to go and the fees they demand are just not reasonable. There are only two possible outcomes to this:

1. The ranking has gone up to a point where all the start-up's business is only because of the ranking and without this, their business collapses like a pack of cards or
2. The ranking despite several months of employing and paying the search-nerd has shown no improvement in the ranking. Has the arrival and dominance of search engines changed the very dynamics of marketing?

But marketing in its purest form is about reaching the audience (awareness), interacting with the potential customers, converting some of them as customers and engaging with them for upselling and/or cross-selling.

THE PURPOSE

SEO by definition strives to increase the position in the SERP. It does not actually take into account the competition – as understood in the offline space. For example – A hotel when it is advertised, its service in the brick and mortar space, knows it is competing with other hotels offering similar or related services.

But in the online scenario, the key phrase used by the hotel could in addition to competing with the brick and mortar will also have to compete with travel agencies and other aggregators who offer discounted stays based on ticketing.

This makes SEO slightly less effective for segmentation as understood in the offline market.

REVIEW OF LITERATURE

Technology and the evolution of marketing are closely related. Innovative marketers embrace the excitement which technology provides thereby supporting the very purpose of connecting with the TG (target audience). Thus technology explores ways of moving to the mainstream which is adopted by marketers through standard marketing practices (Ryan and Jones, 2012).

SEO (Search Engine Optimization) is defined as the process of enhancing the website's importance in the various search engines so as to appear higher in the SERP (search engine results page). SEO supports the very cause of creating quality content which results in providing relevant results to the users. However the book also speaks about the statement that it is not the "be all and end all" (Mercer, 2011).

RACE (Reach, Interact, Convert and Engage) model was created by digital marketers to manage the various activities in the internet marketing space. Since in digital marketing, there is a challenge to get prospects interact and participate, the full customer lifecycle or in marketing termed as the marketing funnel is complete through the RACE strategic planning model (Chaffey, 2015).

RESEARCH METHODOLOGY

The research paper is an original work and is purely based on the idea thought about by the researchers. Various Digital marketing websites like followerwonk, Quora, Google, Ubersuggest etc. have been adopted in the paper which brings the flavor of Digital Marketing.

The first part of the study focuses on the marketing interpretation of the word 'significance'.

The second part of the research paper differentiates between the significance that SEO (Search Engine Optimization) brings about and what actually digital marketing should bring about based on the core concept in both the approaches which is relevance and authority.

The final study embeds this understanding into the popular digital marketing model "RACE" – Reach, Interact, Convert, and Engage.

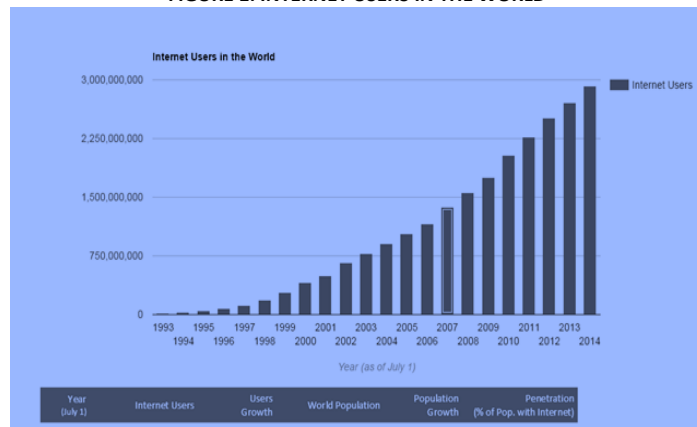
DATE ANALYSIS**Marketing interpretation of the word 'significance'**

As per dictionary definition of Significance, "Significance is about being worthy of getting attention." We can broaden this definition to include "from people who may or may not buy but will always spread the word."

But then SEO also strives to deliver significance to the customer through a combination of relevance of the website to the keywords/phrases searched for, and also the authority the website commands, by the number of its back links - number of other websites who are connected to the site, in addition to several other parameters. This is where the similarity ends.

As of today there are over 3 billion* internet users as indicated in Figure 1 (Internetlivestats, 2015) and typically they are spread across the continents with difference in tastes, culture etc. For a digital marketer, to address this audience becomes a virtually impossible task not to mention that it may not serve any meaningful purpose. SEO here is akin to finding a needle in the haystack. One can never determine the true purpose of the searched phrase, especially if it is not long-tailed.

FIGURE 1: INTERNET USERS IN THE WORLD



Source: The screenshot is from internetlivestats.com

In marketing, the researcher looked at a segment; the offering is most suited for, then determined the target audience and finally communicated to them with a well-defined positioning statement. So why not use the same principles in digital marketing too.

Significance that SEO brings about and what actually digital marketing should bring about

From the huge audience in the internet, it is imperative to glean out those who are most likely to be attracted to our message/product/service. In other words, finding an intersection that addresses the people who require the functional benefits of our offering and the same time have an interest that makes them stand out from the rest. For example, way back in the sixties, Rolls Royce looked at this intersection too. Rolls Royce was certain that only the wealthy could afford its car but it went a step ahead and also looked at people who would appreciate the virtually noise free performance of the car. This resulted in the now legendary campaign:

“At 60 miles an hour electric clock”

FIGURE 2: ROLLS ROYCE CAMPAIGN

The Rolls-Royce Silver Cloud—\$13,995

“At 60 miles an hour the loudest noise in this new Rolls-Royce comes from the electric clock”

What makes Rolls-Royce the best car in the world? “There is really no magic about it—it is merely patient attention to detail,” says an eminent Rolls-Royce engineer.

1. “At 60 miles an hour the loudest noise comes from the electric clock,” reports the Technical Editor of THE MOTOR. Three mufflers tune out sound frequencies—acoustically.
2. Every Rolls-Royce engine is run for seven hours at full throttle before installation, and each car is test-driven for hundreds of miles over varying road surfaces.
3. The Rolls-Royce is designed as an owner-driven car. It is eighteen inches shorter than the largest domestic cars.
4. The car has power steering, power brakes and automatic gear-shift. It is very easy to drive and to park. No chauffeur required.
5. The finished car spends a week in the final test-shop, being fine-tuned. Here it is subjected to 98 separate ordeals. For example, the engineers use a stethoscope to listen for axle-whine.
6. The Rolls-Royce is guaranteed for three years. With a new network of dealers and parts-depots from Coast to Coast, service is no problem.
7. The Rolls-Royce radiator has never changed, except that when Sir Henry Royce died in 1933 the monogram RR was changed from red to black.
8. The coachwork is given five coats of primer paint, and hand rubbed between each coat, before nine coats of finishing paint go on.
9. By moving a switch on the steering column, you can adjust the shock absorbers to suit road conditions.
10. A picnic table, veneered in French walnut, slides out from under the dash. Two more swing out behind the front seats.
11. You can get such optional extras as an Espresso coffee-making machine, a dictating machine, a bed, hot and cold water for washing, an electric razor or a telephone.
12. There are three separate systems of power brakes, two hydraulic and one mechanical. Damage to one system will not affect the others. The Rolls-Royce is a very safe car—and also a very lively car. It cruises serenely at eighty-five. Top speed is in excess of 100 m.p.h.
13. The Bentley is made by Rolls-Royce. Except for the radiators, they are identical motor cars, manufactured by the same engineers in the same works. People who feel diffident about driving a Rolls-Royce can buy a Bentley.

ROLLS-R. The Rolls-Royce illustrated in this advertisement—i.e.h. principal parts of entry—costs \$13,995.

If you would like the rewarding experience of driving a Rolls-Royce or Bentley, write or telephone to one of the dealers listed on the opposite page.

Rolls-Royce Inc., 10 Rockefeller Plaza, New York 20, N. Y., Circle 5-1144.

March 1959

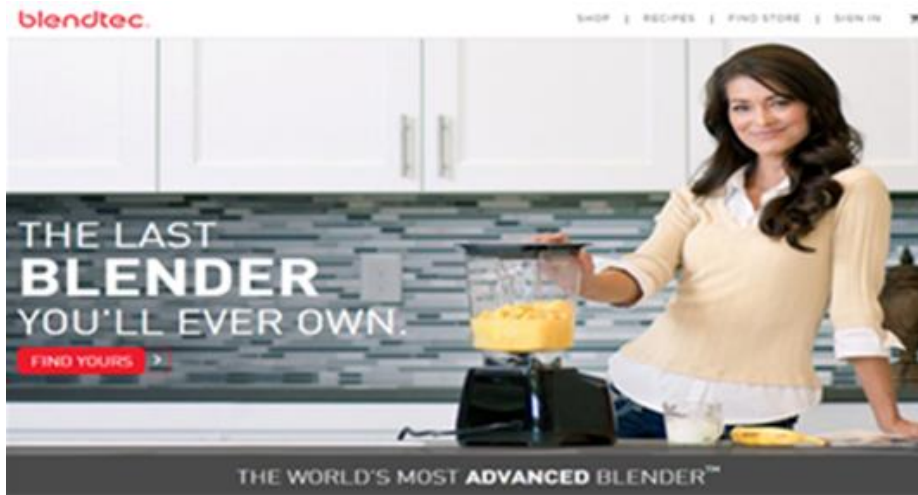
Source: Business communication: From Principles to Practice ISBN: 9781259026164

Never, from the time our civilization began, did marketers get a chance to address customers individually, at least not until now. Social media, forums, blogs, RSS has made this possible. Therefore, the question the researchers asks is, will SEO be able to provide this opportunity or should the learning from the Rolls Royce example be used by determining a niche every time and talking to them as a manageable group or even individually, if possible.

In other words, the research feels that the significance can be achieved through communicating specifically to an audience which has to be addressed not on what they are searching for but by finding out certain commonality of interest that makes that target audience stand out from the rest.

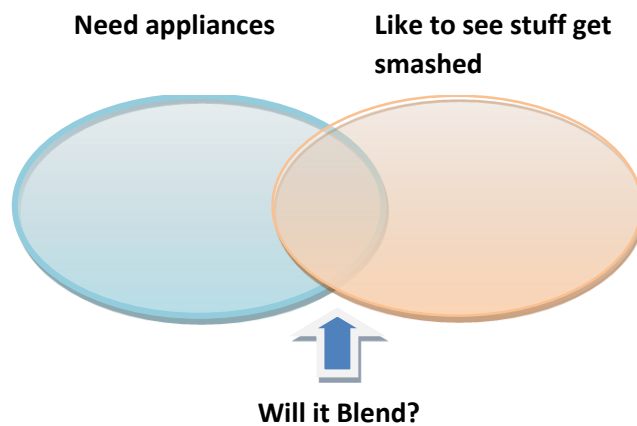
There are several instances of this on the net where companies have managed to isolate a niche and addressed them specifically. Blendtec, located in Utah, USA (Figure 3) is one company that through such an effort shot to be a leading brand in blenders in the US within a very short time. With its now famous campaign “Will it Blend”, it addressed an audience that wanted a blender but also had an inherent desire to seeing things “smashed”. The first video that went viral cost the company just USD 50 and resulted in sales going up by 1000% within a year.

FIGURE 3: BLENDTEC



Source: www.blendtec.com

FIGURE 4

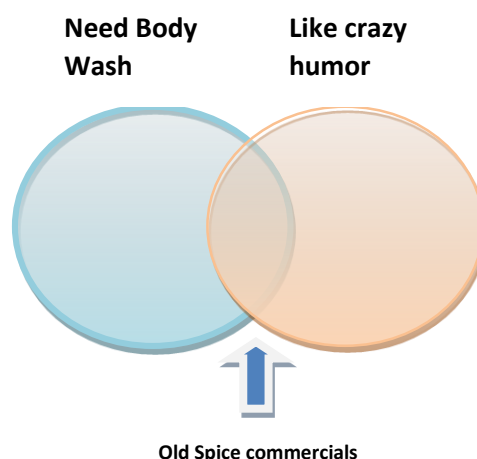


Source: Creation by the researcher

The objective of the company to position its product capability of having strong and sharp blades was well served with every video they launched on the YouTube and the viewership even more spectacular. By blending every Apple Product launched so far, they garnered views exceeding 15 million and overall viewership of over 50 million.

The other unexpected outcome was the huge gain in position in SERP, it achieved in a short period of time. Good marketing clearly led to good SEO! Just like Blendtec, another brand to achieve quite similar outcome was Old Spice by exploiting some “quirkiness” in people who wanted a body wash and deodorant. Using Terry Crews as their model and exploiting the need for **crazy humor**, Old Spice commercials became a rage in YouTube and gathered over 12 million views for some of its videos.

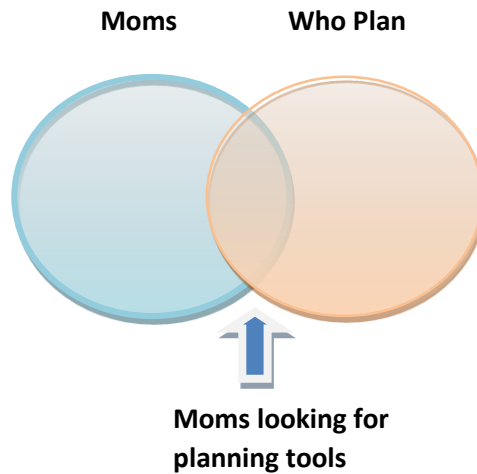
FIGURE 5



Source: Creation by the researcher

Another company momagenda.com made use of “moms” and “the need to plan” by allowing them to download printable versions of the agenda planner.

FIGURE 6



Source: creation by the researcher

All of these brands in addition to enjoying a huge “word of keyboard” also had the distinction of going high up in the SERP for a whole lot of keywords and phrases simply because of the buzz they created in the social media sites like Facebook and Twitter.

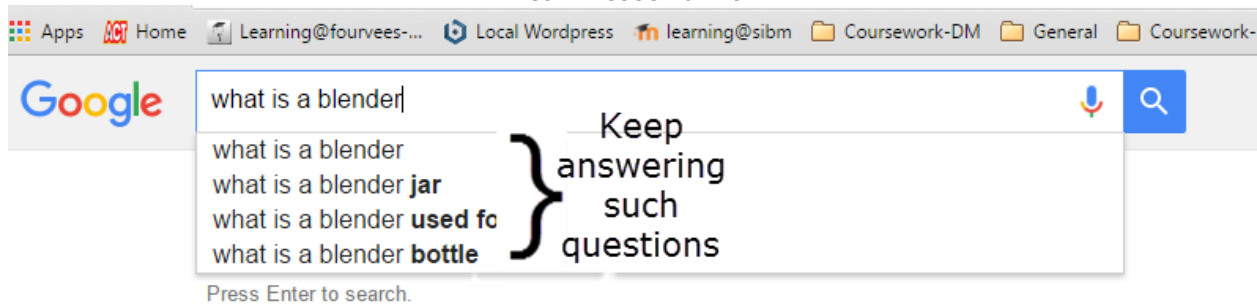
Digital marketing model “RACE” – Reach, Interact, Convert, and Engage

One of the more popular digital marketing frameworks is the RACE model where R stands for Reach, A stands for interAct, C for Convert and E for Engage. While the examples above have clearly managed to satisfy the Reach element, it is clearly not enough.

The next logical step would be to find ways of **interacting** with the audience and this can be done quite easily through smart use of the search engines and social media.

By entering “What is a blender” in Google search we can see enough suggestions that pop up. By just answering these questions at the appropriate forums with a backlink to your site, we would have established the twin objective of not only being significant but also getting into the interactive phase with the potential consumer.

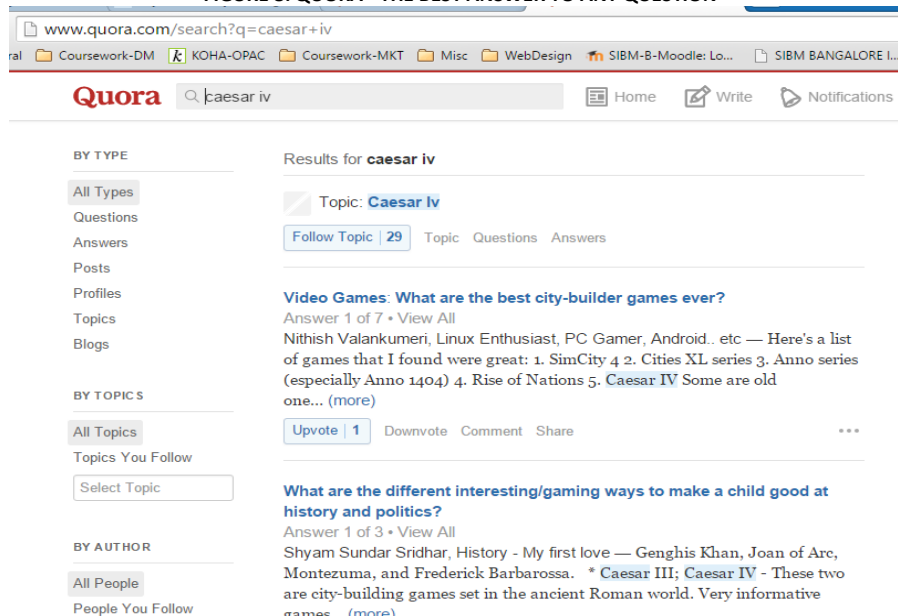
FIGURE 7: GOOGLE SEARCH



Source: The creation is from Google.com

Let us suppose, we were interested in reaching out to people who were interested in strategic management and who were also interested in video games because we want them to read our blog on “Lessons in marketing strategy that video games provide” we could actually go to site like Quora.com and find out such an intersection and answer as many questions that we can and start interacting with the targeted audience with links to our website.

FIGURE 8: QUORA - THE BEST ANSWER TO ANY QUESTION



Source: The creation is from Quora.com

Another interesting site which consolidates the suggestions offered by the Google search tool is www.ubersuggest.org. This offers the marketer to answer and interact with the target audience on a much larger scale.

FIGURE 9: UBERSUGGEST

Übersuggest - Suggest on steroids!

is marketing

English/USA Web

Suggest

Select all keywords

[Update about the recent Google announcement](#)

↑ is marketing + a

- is marketing a good major
- is marketing a hard major
- is marketing a good degree
- is marketing an operating expense
- is marketing a bad major
- is marketing advertising

↑ is marketing + b

- is marketing boring
- is marketing bad for society
- is marketing bad
- is marketing bullshit

↑ is marketing + c

- is marketing capitalized
- is marketing considered overhead...
- is marketing coordinator entry level
- is marketing class hard
- is marketing career right for me
- is marketing class easy
- is marketing creative

300 suggestions found.

original _ a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7

Source: The creation is from www.ubersuggest.org

It provides the marketer to answer in a combination of ways and thus make the brand/product even more tangible and useful to the potential customer. What's more, social media provides an ideal plank to handle both the requirements of reach and interaction at once. For instance, if you are looking for people who are interested in a particular topic but at the same time you want only those who are in a particular city and you may also want to look at their interests/occupation etc, Twitter provides a simple solution to this. One such popular "search engine" for Twitter is a tool called Followerwonk. This provides the marketer with easy to use drill downs and choices and thus increases the precision and relevance of the search.

The illustrations below looked at a situation where we are searching for people interested in digital marketing, who reside in Bengaluru and they are teachers by profession and they love playing video games.

FIGURE 10: FOLLOWERWONK

followerwonk

SIGN IN WITH

Link your Moz account

Search bios Compare users Analyze Track followers Sort followers

Who are you looking for? Whether it's new talent, customers, or just friends, we help find whom you're after.

digital marketing search Twitter profiles Do it

Location: bengaluru | kolkata See example

Name: See example

URL: See example

Min following: Max following:

Min followers: Max followers:

Min tweets: Max tweets:

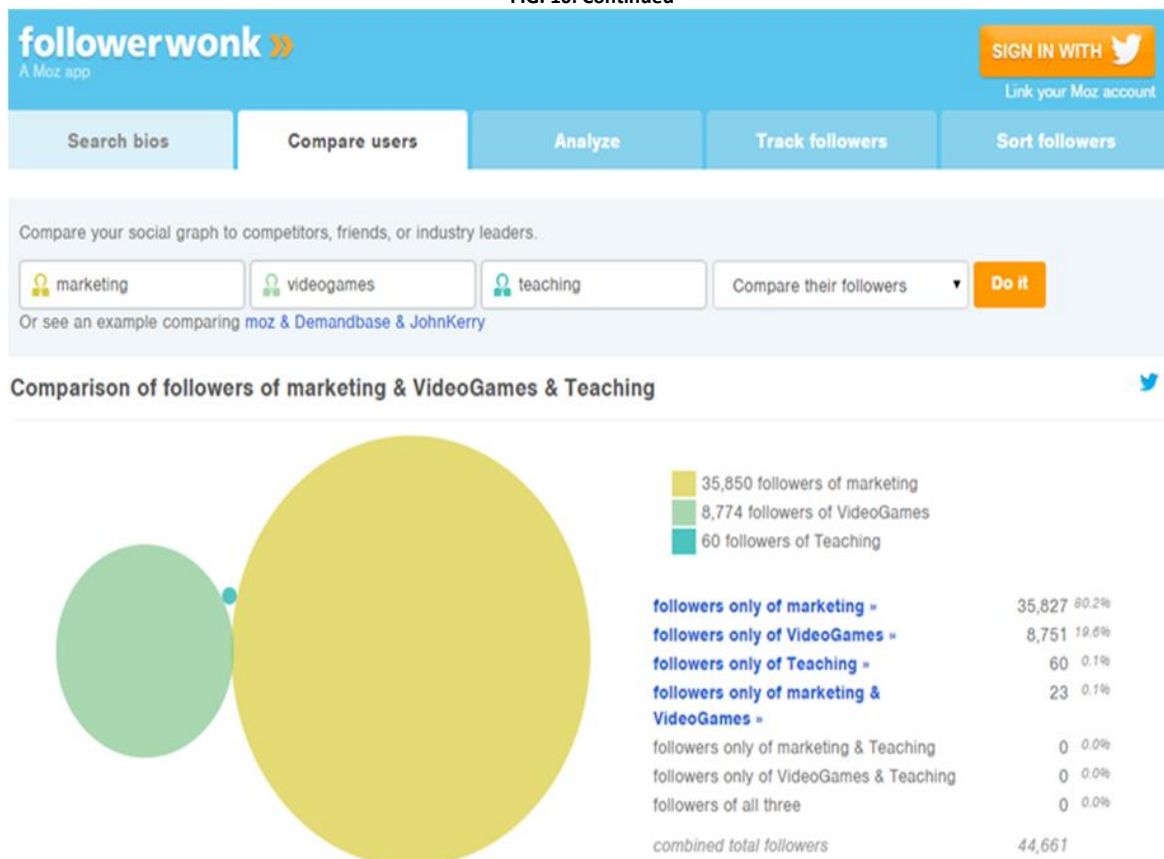
Examples: strategy, VPs, startups, PPC, authors, realtors, presidents, thought leaders?

Twitter users with "digital marketing" in their profiles

Showing 1 - 50 of 285 results (order by relevance)

No filters	tweets	following	followers	days old	Social Authority
follow Tinu Cherian Abraham @tinucherian Bengaluru / Bangalore , India Dreamer, Digital Ninja, Public Relations, Corp Marketing, News Junkie, Ex Software Coolie, Compulsive Retweeter, Outspoken&Opinionated Aam Aadmi on social media	118,156	153,177	189,745	2,246	79
follow Swapan Kumar Mann @swapanmanna24 Kolkata A Digital Native Tech Geek Marketing PR&Communication Consultant Avid follower of Digital Transformation Social Media Expert, Blogger & Brand Strategist	6,375	18,259	18,323	726	33
follow Akash Vedi @akashvedi Jaipur/Udaipur/Bengaluru An Entrepreneur Digital Marketer Foodie Traveler Blogger Photographer Realist Tryinabe Funny	1,967	252	18,072	2,292	59
follow DwaipayanChakraborty @DwaipayanCY kolkata Branding, Digital Marketing and Promotion	300	145	8,338	1,314	16

FIG. 10: Continued



Source: The creation is from <https://moz.com/followerwonk/>

With this kind of clear separation of the target audiences, all it requires is to follow them and respond at the appropriate time to generate interactivity and also prove usefulness.

Through a series of interaction, the first task of marketing – establishing trust has been completed. Now it depends – on the marketer on how he uses it to convert the customer to meet the firm’s objective like sales or downloads on subscription.

Given that the interactions begin to increase, it will naturally have an impact on SEO too and the website of the marketer will show better presence in the SERP. Once the target audience moves down the funnel and starts to become a stake holder, the task then is to ensure a relationship and the marketer can move into a full-fledged CRM – if required.

Very clearly, as the saying goes “there is more than one way to skin a cat” is most appropriate when we approach the task of SEO.

CONCLUSION

The basic objective of the paper was to show that SEO can be achieved in a manner that does not do away the fundamental axioms in marketing like awareness, interaction and engagement and SEO at best meets the basic requirement of “reach & awareness” provided the keyword/phrases searched for, have been included in the content of the page appropriately and judiciously.

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PERFORMANCE MANAGEMENT IN SUGAR INDUSTRIES**M. SARADADEVI****PROFESSOR****DEPARTMENT OF COMMERCE & MANAGEMENT STUDIES****ANDHRA UNIVERSITY****VISAKHAPATNAM****K. YASODA****RESEARCH SCHOLAR****DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES****ANDHRA UNIVERSITY****VISAKHAPATNAM****ABSTRACT**

Sugar industry is one of the largest agro based industry in India and plays a major role for the development of the country. The primary objective of the sugar industry is to promote welfare to its members or employees. The present study focuses on the performance management system in sugar industries. The effective human resources utilization and human resource management become very essential. Performance management includes activities which enhances the employee performance towards the organisational goals and objectives. Performance management is the major issue faced by every organisation. It is a key role of the managers to monitor and motivate his subordinates and review their performance in a timely manner for the welfare of the organisation. Thus evaluating the performance of individuals, groups and organisations is a common practice of all societies. Under this performance management we evaluate the not only the performance of the workers but also their potential for development, so performance management is a continuous process in every large scale industries

KEYWORDS

performance management, performance appraisal, human resource, sugar industries, managers.

INTRODUCTION

In present scenario the well-being of an organisation depends upon the performance of the employee belongs to that particular organisation, so the efforts of the employees can determine the success and survival of an organisation.

Performance management is a process by which managers and employees work together to plan, monitor and revive an employees work objectives and overall contribution to the organisation. Performance management is a process of identifying, measuring, managing, and developing the performance of the human resources in an organisation.

Performance appraisal on the other hand is the on-going process of evaluating the employee's performance. Performance appraisal is the part of performance management process.

Before we implement the performance management system we should better know the HR management practices to support the performance management process, which include

1. Job description
2. Effective supervision
3. Comprehensive employee orientation and training
4. A positive and supportive work environment

The establishment of an effective performance management system requires time and resources and therefore, the support of the board, the executive directors and other senior managers. While developing a new performance management process an organisation can strike up a committee made up of employees, managers and board members.

WHAT IS PERFORMANCE MANAGEMENT?

Performance management is a relatively new term for a sphere of management activity that began to take shape in the 1980's. It is widely held to have grown out of performance appraisal and also to have absorbed some of the newer techniques used in performance appraisal. Such as an emphasis on setting objectives, standards of performance.

Performance Management began around 60 years ago as a source of income justification and was used to determine an employee's wage based on performance. Organisations used Performance management to drive behaviours from the employees to get specific outcomes. In practice this worked well for certain employees who were solely driven by financial rewards

This approach of managing performance was developed in the United Kingdom and the United States much earlier than it was developed in Australia.

In recent decades, however, the process of managing people has become more formalised and specialised. Performance management is concerned with improving not only the performance of the individual, but also the performance of the team and the organisation.

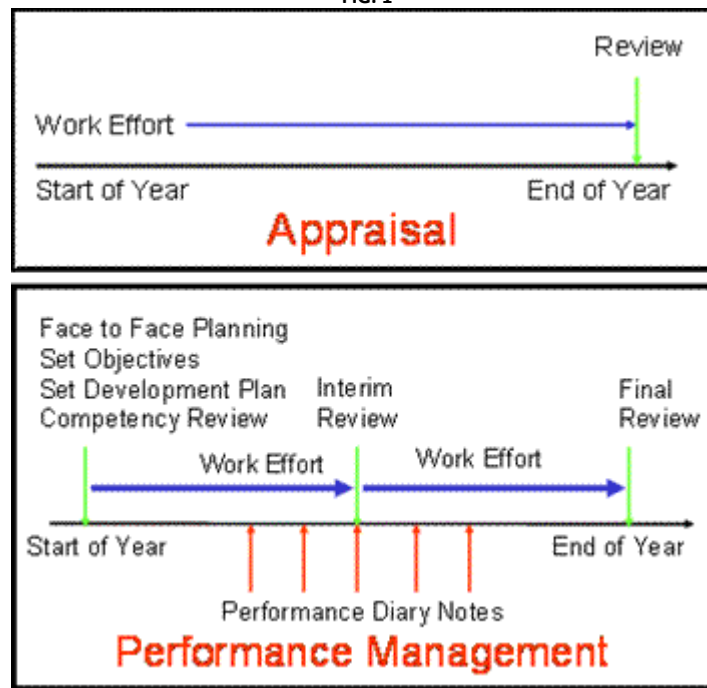
PERFORMANCE MANAGEMENT Vs. PERFORMANCE APPRAISAL

In an intelligent economy, organisation mainly depends on their intangible assets to build value. Evaluating individual performance and organisational performance is essential and it should be strong management should put an effort to increase the performance of the employee not only to meet the organisational goals, it also decreases turnover rates.

How do we measure the performance of the employee within the organisation? The most common part and the one which we are familiar with is performance appraisal or evaluation. However, performance appraisal is not the only thing that we use in performance management. "Performance management is a process of identifying, measuring, managing, and developing a performance of the employee's in an organisation". Thus performance management is the systematic analysis and measurement of worker performance.

Performance appraisal on the other hand, is the process of evaluating employee performance, so appraisal is a part of the performance management process

FIG. 1



HOW TO EVALUATE THE PERFORMANCE OF THE EMPLOYEE?

The employee performance can be measured or evaluated by performance appraisal method. Performance appraisal is a method of evaluating the behaviour of employees in the work spot, both qualitative and quantitative aspects of job performance. In order to find out whether an employee is worthy of continued employment or not, and if so whether he should receive a bonus, a pay rise or promotion, his performance needs to be evaluate from time to time. Under performance appraisal we evaluate not only the performance of the employee but also his potential for development. Performance appraisal is the systematic description of employee ‘s job related strengths and weaknesses. Performance appraisal is a continuous process in every large scale industry.

According to YAGER (1981) performance appraisal is an important role of manager to train, motivate and modify the behaviours of the employee to meet the organisational goals and objectives.

ADWIN B. FLIFO stated that the performance appraisal is the systematic, periodic, and impartial rating of an employee by his superior officer.

Before apprising the performance of the employee every organisation should decide upon the contents that have to be appraised, the contents to be appraised is determined on the basis of job analysis, the contents are as follows:

TABLE 1

S.NO	CONTENTS TO BE APPRAISED
1	Regularity of attendance
2	Self-expression
3	Ability to work with others
4	Leadership styles and abilities
5	initiative
6	Technical skills
7	Ability to grasp new things
8	Creative skills
9	sustainability
10	integrity
11	Judgement skills
12	Honesty
13	Quality of suggestions offered for improvement

APPRAISERS

Every organisation should contain certain levels of employees which they are categorised into different levels at different functional groups; the performance of each and every individual can be measured by one of the following

• **360 DEGREES**

In this 360 degrees appraisal the appraiser may be anyone who has an efficient knowledge about the job content, what is to be appraised. the appraiser should be capable to determine what is more important and is what is relatively less important. the appraiser should prepare the reports without bias. The typical appraisers are supervisors, peers subordinates, employee’s themselves, performance appraisal by all these modes is known as 360 degree appraisal.

• **SUPERVISORS**

Supervisors include the immediate superior of the employee because these immediate superiors are the responsible for managing their subordinates they have the opportunity to observe direct and control their employees continuously.

• **PEERS**

Peers appraisal may be done and more reliable if the work group is stable over a lon period of time and the task should be interactive.

• **SUBORDINATES**

Subordinates ratings in such cases can be quite useful in identifying competent superior.

• **SELF-APPRAISAL**

In this type of appraisal, the employee himself evaluates his performance employee who appraises their own performance may become highly motivated.

WHEN TO APPRAISE

Systematic appraisals are conducted on a regular basis, for example every three months (quarterly), for every six months (half yearly), or annually. Informal appraisals can be conducted whenever the managers feel it as necessary.

METHODS OF PERFORMANCE APPRAISAL**TRADITIONAL METHOD****1. GRAPHIC RATING SCALE**

It is one of the oldest and widely used method, the judgement about the performance are recorded on a scale. Printed appraisal forms containing behaviour and trait based qualities, skills abilities of the employees are given to the employees, these forms contain rating of scales, this rating scales are of two types continuous rating scale and discontinuous rating scale. In continuous rating scale the order like 0, 1,2,3,4 and 5. In discontinuous scale he appraiser assigns the point to each degree

2. RANKING METHOD

In this method all the employees are ranked according to their work from best to worst based upon some characteristics

3. PARED COMPARISON METHOD

In this method the performance of one employee is compared with all other employees in the group ne at a time which can be denoted as follows

$$N(N-1)/2$$

4. FORCED DISTRIBUTION METHOD

In this technique the rater rate his employees at the higher or at the lower end of the scale, the appraiser use 5 point rating scale. This technique is mainly developed to prevent the rate rating too high or too low

5. CHECKLIST METHOD

The checklist is a simple rating technique which he supervisor is given a list of statements or words and asked to check statements representing the characteristics and performance of each employees

6. CRITICAL INCIDENT METHOD

Basing on the parameters the employer should maintain a note book which is called black book, in this he employer note the time to time performance according to that they evaluate the performance of the employee

7. GROUP APPRAISAL

In this method an employee is appraised by a group of appraisers. This group contains the immediate supervisor of the employee, who have close contact with the employees work.

8. ESSAY OR FREE FORM APPRAISAL

This method requires the manager to write a short essay describing each employee's performance during the rating period. The time involved in writing separate essays about each employee can be formidable.

9. CONFIDENTIAL REPORTS

Evaluating the employee's performance confidentially by a traditional method of performance appraisal. Under this method the superior appraises the performance of his subordinates based on his observations, judgement and intuitions. The superior keeps his report and judgement confidentially

MODERN METHODS**1. BEHAVIOURALLY ANCHORED RATING SCALE (BARS)**

This method combines he elements of traditional rating scale and critical incident method. However, whereas the BARS is often regarded as a superior performance appraisal method. BARS can be developed using data collected through the critical incident technique or through the use of comprehensive data about the tasks performed by a job incumbent, such as might be collected through a task analysis.

2. ASSESSMENT CENTRE

An assessment centre is a process where candidates are assessed to determine their suitability for specific types of employment, especially management or military command. This method of appraising was first applied in German army in 1930 in this approach individuals from various departments are brought together to spend two or three days, observers rank the performance of each and every participants in order of merit.

3. HUMAN RESOURCE ACCOUNTING

Human resource accounting is the process of identifying and reporting investments made in the human resources of an organization that are presently unaccounted for in the conventional accounting practices. Cost of the employee includes cost of manpower planning, recruitment, selection, induction, placement, training, development, wages and benefits etc.

4. MANAGEMENT BY OBJECTIVES (MBO)

Management by objectives is a process where the superior subordinate managers of the organisation jointly identify its common goals; MBO focuses attention on participatively set goals that are tangible, verifiable, and measurable.

5. PSYCHOLOGICAL APPRAISAL

These appraisals are more directed to assess employee's potential for future performance rather than the past one. It is done in the form of in-depth interviews, psychological tests, and discussion with supervisors and review of other evaluations. It is more focused on employees emotional, intellectual, and motivational and other personal characteristics affecting his performance. This approach is slow and costly and may be useful for bright young members who may have considerable potential.

EMPLOYEE PERFORMANCE TOWARDS INDUSTRIES

The success and failure of every organisation depends upon the performance of the employee, particularly in the manufacturing industries it is mandatory. It includes the strategic plans and targets need to achieve performance management used to derive results through a focused execution. Performance management as a backbone to the industry as it combines all the functional groups together to attain the organisational goals and objectives collectively.

PERFORMANCE MANAGEMENT IN SUGAR INDUSTRIES**SUGAR INDUSTRY AN OVERVIEW**

After Brazil, India is the largest sugar producer in the world and it leads in sugarcane production. Brazil accounts for approximately 22 percent of the global sugar production and India contributes almost 14 percent. India produces 34,818,700 tons of sugar annually. Cultivation of sugarcane is the main source of sugar production in India and it is called cane sugar. 70% of sugar is produced from sugarcane and the remaining 30% of sugar comes from sugar beet. In India, the major sugar producing states are Maharashtra, Gujarat, Uttar Pradesh, Haryana, Tamil Nadu, Punjab, Karnataka, Bihar and Andhra Pradesh. One of the major reasons is the better conditions available for cultivation of sugar cane.

TYPES OF SUGAR INDUSTRIES IN INDIA

The sugar industry can be divided into two sectors including organized and unorganized sector. Sugar factories belong to the organized sector and those who produce traditional sweeteners fall into unorganized sector. Gur and khandsari are the traditional forms of sweeteners.

SUGAR PRODUCTION IN INDIA

In the 2014-15 crushing season, the sugar production of India has seen an increase of 11.5 percent. The Indian Sugar Mills Association (ISMA) says that as of 31st March, India had produced 24.72 million tonnes of sugar and this was an addition of 2.84 million tonnes to the sugar production of 2013-14. It is estimated that in the 2015-16 season, 24.8 million tonnes of sugar will be consumed. It is expected that in 2017, Indians will be consuming almost 28.5 million tonnes of sugar.

SUGAR INDUSTRY IN ANDHRA PRADESH

Andhra Pradesh (AP) abounds in the number of private sector sugar companies in India along with Tamil Nadu and Karnataka. Today, the state of Andhra Pradesh sugar industry ranks 3rd in terms of recovery and 5th in terms of cane crushing. As per production capacity is concerned, Andhra Pradesh stands at the position 5th in India. The agricultural labourers who have sugarcane harvesting and cultivation are employed in the sugar industry in the state of Andhra Pradesh. The state of Andhra Pradesh sugar industry can be classified into two parts such as organized sector including sugar mills and unorganized sector including manufacturers of gur (jaggery) and khandsari. The unorganized sector is often referred to as the rural industry. The rural industry plays a major role in the level of production.

NEED OF PERFORMANCE MANAGEMENT IN SUGAR INDUSTRY

1. Employee performance evaluation helps the manager to know about his/her employee organisation as well as the individual behaviour, through this the manager can identify the top performers for the further development and establishing a pay for performance compensation plan.
2. By evaluation process the employee turnover can be reduced, because the evaluation process provides the basic parameters which can retain the employee in the organisation for a long period of time.
3. One of the key objectives in an employee performance evaluation is to address any of the areas that are most closely related to the employee's ability to reach his or her personal goals and contribute to the team.

PROBLEMS OF PERFORMANCE EVALUATION

The number of problems may present the appraisal schemes from being as effective as they should be.

1. Organisation not being clear about the purpose of the appraisal.
2. Link with pay, preventing open discussion of problems.
3. Keeping information secret from the employees due to lack of clarity.

SOURCE OF DATA

This study is purely depending on secondary data which is collected through journals magazines, internet, articles, from various text books.

CONCLUSION

The effective performance management system is essential for every organisation for better growth and development, performance evaluations are helpful to the productivity of the organisation. It provides the tools and techniques that are used to derive the results of employee performance, these tools have the ability to make every employee productive toward the organisation. This is the only one process to manage the organisation in right way. Performance evaluation enables the employee to know how well he is performing his job. It creates a healthy relation between the employees and employers. Therefore, the performance management system is essential for employee's development and also for success of organisation.

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FOREIGN DIRECT INVESTMENT INFLOWS, TECHNOLOGICAL INNOVATION, SUSTAINABLE DEVELOPMENT AND SKILLED HUMAN BEHAVIOR: A MULTIVARIATE GRANGER CAUSALITY STUDY – EVIDENCE FROM FRANCE

DR. BHUMIKA GUPTA
ASSOCIATE PROFESSOR
DEPARTMENT MARKETING, MANAGEMENT & STRATEGY
INSTITUT MINES TELECOM
TELECOM ECOLE DE MANAGEMENT
EVRY, FRANCE

DR. JASMEET KAUR
ASST. PROFESSOR
S P JAIN SCHOOL OF GLOBAL MANAGEMENT
MUMBAI

ABSTRACT

The world economies have increasingly come to see FDI as a source of economic and sustainable development, income growth and skillful employment. Countries have liberalized their FDI regimes and pursued other policies of attracting investment. France too has shown remarkable growth and development in terms of International Trade, Globalization, health care services and technology etc. It has addressed the issue of how to best pursue domestic policies to maximize the benefits of foreign presence in the domestic economy. France's economy has undergone profound changes, most notably globalization, the expansion of the European Union and the development of new information and communication technologies. These regions now operate as a network of ever more numerous businesses, science, technology, culture and tourism partnerships which are seeking to increase their attractiveness, improve their competitiveness and play a full part in France's open and globalized economy. Since the onset of the global economic crisis, France has maintained its place among the leading recipients of foreign direct investment ranked ninth for 2011 in the world; the leading FDI recipients were the United States and China. Digital world today is transforming into a digitally empowered society and knowledge economy. The latest technologies for smart phones, smart homes etc need high speed internet to be fully operational. These digital innovations and disruptors are extremely powerful and have both direct and indirect impacts on human behavior and industrial growth levels. The objective of the paper is to examine the relationship between FDI inflows (FDI), Sustainable development (SD), Technological Innovation (TI) and Skilled Human Behavior (HB) over the last decade for France. Unit root tests, vector auto regression (VAR), multivariate granger causality test and impulse-response functions are conducted to analyze the link between variables mentioned above. In order to establish the degree and nature of relationship among all the determinants simple Correlation Coefficients will be calculated. Furthermore, for advanced levels of research more secondary data as per acceleration effect, time series analysis and auto correlation can be studied with various statistical tools like SPSS/ EVIEWS. The period of study will be from early 90's till present. Further FDI inflows are studied in global context and divided as per sectors like Education and Information & Communication Technology (ICT) which show high level of FDI Inflows in France and Human Development Index is taken the basis for sustainable development. This study is very important to macroeconomists, financial analyst, academicians, policy makers and central bankers' officials in understanding the responsiveness of each variable and thus come up with the relevant policies so as to keep up with the changing digital economy and sustained human development that stimulates production. Over the last 10 years France has welcomed more than 320 foreign investment projects in research and development. The economic stakes are high. Foreign companies employ nearly two million people in France, accounting for one-third of exports and 20% of business expenditure on R&D. Safeguarding existing foreign operations in France and drawing in new projects to expand and modernize sites have become major challenges.

KEYWORDS

time series models, foreign direct investment, international business, human capital and skills, sustainable development, technological innovation.

JEL CODES

A12, B23, C32, F18, F23, J24, O33, Q01, Q55.

INTRODUCTION

Developed and developing economies have increasingly come to see FDI as a source of economic and sustainable development, income growth and skillful employment. Countries have liberalized their FDI regimes and pursued other policies of attracting investment. France too has shown remarkable growth and development in terms of International Trade, Globalization, health care services and technology etc. It has addressed the issue of how to best pursue domestic policies to maximize the benefits of foreign presence in the domestic economy. France's economy has undergone profound changes, most notably globalization, the expansion of the European Union and the development of new information and communication technologies. These regions now operate as a network of ever more numerous businesses, science, technology, culture and tourism partnerships which are seeking to increase their attractiveness, improve their competitiveness and play a full part in France's open and globalized economy. Since the onset of the global economic crisis, France has maintained its place among the leading recipients of foreign direct investment ranked ninth for 2011 in the world; the leading FDI recipients were the United States and China. Digital world today is transforming into a digitally empowered society and knowledge economy. The latest technologies for smart phones, smart homes etc need high speed internet to be fully operational. These digital innovations and disruptors are extremely powerful and have both direct and indirect impacts on human behavior and industrial growth levels.

This technology advancement in business organizations has always grown with steady Human Resource (HR) professionals. They are now able to contribute more time to strategic business decisions as the development of technology has allowed for the automation of many transactional HR processes. A very deep understanding of HR and associated resources is very crucial for an organizational decision making. It becomes the ultimate responsibility of the HRM to manage their resources right from keeping them happy with basic facilities to lifting them to comfort zones. The two main issues that drive to the need are the competitive mentality of the organizations and this competitions resulting in internal external growth of the organization.

Economy, environment and society are the main components of sustainable development (SD). In general, sustainable development (SD) means development that meets the needs of people today without compromising the ability of people in the future to meet their needs. Planning for this type of development and actually achieving it is a complex task. Individuals, communities, governments, and non-governmental organizations around the world have been working on programs associated with the components of sustainable development for many decades.

The objective of the paper is to examine the causal relationship between FDI inflows (FDI), Sustainable development (SD), Technological Innovation (TI) and Skilled Human Behavior (HB) over the last decade for France. Unit root tests, vector auto regression (VAR), multivariate granger causality test and impulse-response functions are conducted to analyze the link between variables mentioned above.

THEORETICAL FRAMEWORK

Economic growth in developing countries depends on many factors, including internal economic conditions, as well as such external factors as FDI, portfolio investment and foreign aid. All of these external factors depend on internal economic policies, such as institutional and macroeconomic reforms designed to stabilize the economy. Since there is a marked trend towards better policy among poor countries, the climate for effective aid is improving (Burnside and Dollar, 2000).

According to (Magdoff, 1976) breaking down obsolete structures and building 'productive forces' denounce the negative effects as the exploitative tendencies of the 'northern capitalists' search for new markets, new sources of cheap labour/inputs, which ultimately leads to a distorted social, political and economic environment. The 'Dependency theorists' in a similar contention saw MNC investment as 'growth hinderants' by draining away the domestically usable surplus, stifling local entrepreneurial capacity and distorting the entire pattern of growth as per (Bhagwati and Brecher, 1980, 1981, Grieco 1986).

By and large, studies have found a positive links between FDI and growth. However, FDI has comparatively lesser positive links in least developed economies, thereby suggesting existence of "threshold level of development" (Blomstrom and Kokka, 2003 and Blomstrom et. al., 1994). Athreye and Kapur (2001) emphasized that since the contribution of FDI to domestic capital is quite small, growth-led FDI is more likely than FDI-led growth.

As per the Technology Report, 2014, Technology advancement in business organizations has always grown with steady Human Resource (HR) professionals. They are now able to contribute more time to strategic business decisions as the development of technology has allowed for the automation of many transactional HR processes. HR professionals need not handle data manually anymore. These data is considered best for decision-making easy in any organization. Amid a worldwide economic slowdown and intensified competition in Europe, France remained attractive to foreign investors in 2011; it attracted 14% of all job-creating foreign investment projects recorded in Europe.

Over the past few years, "Sustainable Development" (SD) has also emerged as the latest development catchphrase. A wide range of nongovernmental as well as governmental organizations have embraced it as the new paradigm of development. A review of the literature that has sprung up around the concept of Sustainable Development indicates, however, a lack of consistency in its interpretation. More important, while the all-encompassing nature of the concept gives it political strength, its current formulation by the mainstream of Sustainable Development thinking contains significant weaknesses. These include an incomplete perception of the problems of poverty and environmental degradation, and confusion about the role of economic growth and about the concepts of sustainability and participation.

As per Defra (2009) Sustainable Development is categorized as consumption and production, climate change and energy, natural resource protection and enhancement and finally creating sustainable communities. The world will take another decade to understand the above and make changes to safeguard our environment for future. The impact has to be studied in both short run and long run time frame. The Human Development is a continuous process but it must be marked with sustainable and safe environment and resources which our future generations will use.

Sadaph (2013) mentions that Human Resource Management (HRM) plays a lead role in determining this competitiveness and effectiveness for better survival. The HRM generally refers to the policies, practices and systems influencing employee behavior, attitude and performance. So it becomes the responsibility of the HRM to mine the best talents at the right time, train them, observe their performance, reward them and ultimately keep them happy in a company. It is simply because of the reason that every strategy of an organization is directly or indirectly related to the talents of the same thus achieving stable HR system and brilliant sustainable business.

The research conducted by Sanchez-Loor and Chang (2013) probes the causal relationship between EG, FDI, remittances (RMTs), human development index (HDI), and EC using annual data from 1981 to 2011 through multivariate Granger causality tests. It also mentions that policy makers should provide incentives for MNEs to transfer advanced green technology for the future development.

Based on vector error correction model (VECM), Bekhet and Othman (2011) ferret out that there is a causal connection between GDP and FDI. They assert that all variables have co-integration showing the existence of a long-run relationship. The long term causality flows from electricity consumption to FDI and the growth in FDI does promote GDP growth. Again, a strong Government policy is needed for implementation to save energy for achieving sustainable development in the future.

This study is very important to macroeconomists, financial analyst, academicians, policy makers and central bankers' officials in understanding the responsiveness of each variable and thus come up with the relevant policies so as to keep up with the changing digital economy and sustained human development that stimulates production.

Over the last 10 years France has welcomed more than 320 foreign investment projects in research and development. The economic stakes are high. Foreign companies employ nearly two million people in France, accounting for one-third of exports and 20% of business expenditure on R&D. Safeguarding existing foreign operations in France and drawing in new projects to expand and modernize sites have become major challenges.

RESEARCH METHODOLOGY

The objective of the paper is to examine the relationship between FDI inflows (FDI), Sustainable development (SD), Technological Innovation (TI) and Skilled Human Behavior (HB) over the last decade for France. Unit root tests, vector auto regression (VAR), multivariate granger causality test and impulse-response functions are conducted to analyze the link between variables mentioned above. In order to establish the degree and nature of relationship among all the determinants simple Correlation Coefficients will be calculated. Furthermore, for advanced levels of research more secondary data as per acceleration effect, time series analysis and auto correlation can be studied with various statistical tools like SPSS/ EVIEWS. The period of study will be from early 90's till present. Further FDI inflows are studied in global context and divided as per sectors like Education and Information & Communication Technology (ICT) which show high level of FDI Inflows in France and Human Development Index is taken the basis for sustainable development.

All of the data needed are searched from the website of the World Bank (WB), British Petroleum (BP), International Labor Organization (LABORSTA Labor Statistics Database), United Nations Development Program (UNDP), International Monetary Fund (IMF), World Data Centre (WDC) and Government official organizations from France. The research is based on secondary data available on the mentioned resources.

Data of GDP, FDI, AW, and SD are linear transformed with natural logarithm to prevent the problems of heteroscedasticity. The methods employed are elaborated as followings:

- Unit root test is used to detect stationarity of time series data. Processes such as Augmented Dickey-Fuller (ADF), Phillips-Perron (PP), and Kwiatkowski-Phillips-Schmidt-Shin (KPSS) are conducted.
- Optimal lag length is selected by building a VAR to check the AR roots, residual autocorrelation using Portmanteau autocorrelation test, and residual normality in the Jarque-Bera test. The optimal lag is chosen considering the minimum Schwartz Information Criterion (SIC). In this research, the optimal lag is 1 for France.
- Granger causality has been broadly applied in econometric studies. The concept of Granger causality argues that X causes Y if the history lagged values of X contribute to the explanation of series Y more accurately than merely by adopting the history lagged values of Y (Granger, 1969). In other words, if X antecedes Y, changes happened in X will lead to changes appeared in Y. Granger causality test is applied evaluating the Wald's statistic results for obtaining the direction of the causalities.

RESEARCH HYPOTHESES

This research developed three hypotheses for France. Taking FDI Inflow as base, these hypotheses are shown as followings:

1. There is a causal relationship between FDI and GDP
2. There is a causal relationship between FDI and SD
3. There is a causal relationship between FDI and AW (HR).

Construct definition

AW is the expected income perceived by the skilled human resource of France from any economic activity in the country. Data of AW are taken from the International Labor Statistics Database (ILSB, 1996-2013)

Real GDP serves as a proxy for sustainable development (SD) and technological innovation (TI) in this research. It indicates the total amount of final goods and services produced in a country's territory during a year. The data come from IMF and the WB (The World Bank, 2013)

FDI are the balance of payment net capital inflows obtaining from the WB. In case of missing data, the time series are completed using the growth rates provided at the source.

INTERPRETATIONS AND RESULTS**TABLE I: ILLUSTRATES THE RESULTS EMPLOYED BY GRANGER CAUSAL RELATIONSHIP:**

VARIABLE	CHI SQ	PROB.
FDI → GDP*	2.3493	0.3089
FDI → AW*	1.9698	0.3054

Table I → denotes unidirectional causality, *- rejection of null hypothesis.

TABLE II: SHOWS THE RESULTS OF THE UNIT ROOT TESTS

VARIABLE	SD	t- Stats
FDI	0.28231	-1.06845
GDP	0.20293	0.55928
AW	0.00171	-1.23871

Table II: The causal relationships of all of the variables generated from the empirical analysis for France are as follows-

There is a unidirectional relationship between FDI and GDP leaving with overall positive effect of SD. This clearly means that FDI is causing GDP to grow up to a certain extent wherein we imply that there is a constant positive growth in technological advancement.

There is a unidirectional relationship between FDI and AW leaving with overall positive effect on SD. FDI is causing AW to grow up to a level where skillful employment is taking place and the HR is considerably satisfied with the average wages.

CONCLUSION

To conclude there is a strong unidirectional causality running from FDI to technological advancement and improved wages for skilful labor. As a result, France should strictly screen the qualifications of FDI, and promote the concept of environmental protection devoting to prevent environmental damage through FDI.

Analyzing the dynamic interaction among the variables, it's worth noting that for France, the higher economic growth (GDP growth) does not have a positive impact on AW (skilled labor). One of the possible reasons is that the higher the wages, the more profound knowledge for living may be acquired which goes null as France already being a developed economy. This might stand causal for developing economies. This signals that the authorities may highly promote FDI inflows without sacrificing the sustainability of the environment. However, strictly requiring implementation of advanced technology for investment in France is mandatory in order to ensure the goal of sustainable development in the long term.

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CONSTRUCTION OF INTER QUARTILE RANGE (IQR) CONTROL CHART USING PROCESS CAPABILITY FOR STANDARD DEVIATION

DR. C. NANTHAKUMAR
ASSOCIATE PROFESSOR
DEPARTMENT OF STATISTICS
SALEM SOWDESWARI COLLEGE
SALEM

S. VIJAYALAKSHMI
HEAD
DEPARTMENT OF MATHEMATICS & STATISTICS
AVS ARTS & SCIENCE COLLEGE
SALEM

ABSTRACT

Any course of action examine by control charts is a quite popular practice in statistical process control. In this research article a new control chart based on robust IQR using process capability for standard deviation is proposed instead of Shewhart chart for standard deviation when the underlying normality assumption is not met and it enables easier detection of outliers. Furthermore, the performances of these charts compared based on numerical examples under the assumptions of normal and exponential distributions. The proposed robust control chart using IQR shows to a better performance than the Shewhart control chart for standard deviation with moderate sample sizes.

KEYWORDS

control chart, control limit interval, interquartile range and process capability.

I. INTRODUCTION

Statistical process control has been used to great effect in the manufacturing industry to increase productivity in processes by specifically identifying and reducing variation (Deming, 1982). In such a way that the variation fluctuates in a natural or expected manner, a stable pattern of many chance causes of variation develops. Chance causes of variation are inevitable. When an assignable cause of variation is present, the variation will be excessive, and the process is classified as out of control or beyond the expected natural variation. Determination of the common or assignable causes of variation in control chart is possible with the use of control limits. Shewhart (1931) control chart which is one of the most widely used statistical process control technique developed under the normality to monitor the process in order to control the process variability. In this research article a new control chart based on robust IQR using process capability for standard deviation is proposed instead of Shewhart (1931) chart for standard deviation when the underlying normality assumption is not met and shows to a better performance than the Shewhart control chart for mean using range.

A. Robust methods

This is one of the most commonly used statistical methods when the underlying normality assumption is violated. These methods offer useful and viable alternative to the traditional statistical methods and can provide more accurate results, often yielding greater statistical power and increased sensitivity and yet still be efficient if the normal assumption is correct (Moustafa Omar Ahmed Abu-Shawiesh, 2008). The standard deviation measures spread about the mean. Therefore, it is not practical to calculate the standard deviation when using the median as the measure of central tendency. Other statistics may be more useful when calculating the spread about the median. One statistic that is often used to measure the spread is to calculate the range. The range is found by subtracting the smallest value in the sample, y_1 , from the largest value, y_n . The problem with the range is that it shares the worst properties of the mean and the median. Like the mean, it is not resistant. Any outlier in any direction will significantly influence the value of the range. Like the median, it ignores the numerical values of most of the data. That is not to say that the range does not provide any useful information and it is a relatively easy statistic to compute. In order to avoid the problem of dealing with the outliers, however, we can calculate a different measure of dispersion called the interquartile range (IQR). The interquartile range can be found by subtracting the first quartile value (q_1) from the third quartile value (q_3). For a sample of observations, we define q_1 to be the order statistic below which 25% of the data lies. Similarly, q_3 is defined to be the order statistic, below which 75% of the data lies.

The population IQR for a continuous distribution is defined to be $IQR=Q_3-Q_1$, where Q_3 and Q_1 are found by solving the following integrals $0.75 = \int_{-\infty}^{Q_3} f(x)dx$ and $0.25 = \int_{-\infty}^{Q_1} f(x)dx$. The function $f(x)$ is continuous over the support of X that satisfies the two properties, (i) $f(x) \geq 0$ and $\int_{-\infty}^{\infty} f(x)dx = 1$.

B. Terms and concepts

a. Upper specification limit (USL)

It is the greatest amount specified by the producer for a process or product to have the acceptable performance.

b. Lower specification limit (LSL)

It is the smallest amount specified by the producer for a process or product to have the acceptable performance.

c. Tolerance level (TL)

It is a statistical interval within which, with some confidence level, a specified proportion of a sampled population falls. It is the difference between USL and LSL, $TL = USL - LSL$

d. Process capability (C_p)

Process capability compares the output of an in-control process to the specification limits by using capability indices. The comparison is made by forming the ratio of the spread between the process specifications to the spread of the process values, as measured by 6 process standard deviation units. i.e. $C_p = \frac{TL}{6\sigma} = \frac{USL - LSL}{6\sigma}$.

e. Interquartile range (IQR)

The interquartile range (IQR) is a measure of variability, based on dividing a data set into quartiles. These quartiles divide a rank-ordered data set into four equal parts. The values that divide each part are called the first, second, and third quartiles; and they are denoted by Q_1 , Q_2 , and Q_3 , respectively.

- Q_1 is the "middle" value in the first half of the rank-ordered data set
- Q_2 is the median value in the set
- Q_3 is the "middle" value in the second half of the rank-ordered data set

The interquartile range is equal to Q_3 minus Q_1 .

f. Robust quality control constant

The quality control constant σ_{RPC} introduced in this research article to determine the robust control limits based on IQR using process capability for standard deviation chart.

II. CONSTRUCTION OF IQR CONTROL CHART USING PROCESS CAPABILITY FOR STANDARD DEVIATION

In this division a method to build an IQR control chart using process capability for standard deviation and suitable Table – A (APPENDIX I) is also obtained and presented for the companies to take quick decisions. Fix the tolerance level (TL) and process capability (C_p) to find out the process standard deviation(σ_{RPC}). Apply the value of σ_{RPC} in the control limits $c_4\sigma_{RPC} \pm \left\{ \left[3\sqrt{1-c_4^2} \right] \sigma_{RPC} \right\}$, to get the robust control limits using process capability for standard deviation (Radhakrishnan et al., 2011), where σ_{RPC} is replaced instead of σ from the Shewhart 3-Sigma.

The quality control constant σ_{RPC} is coined by the control limits of Inter quartile range (IQR) in the course of “z-score” that corresponds to the areas under the normal curve of 0.25 and 0.75 respectively. Thus we have $Q_3=0.6745+\mu$ and $Q_1=-0.6745+\mu$ implies that $IQR_{norm} \approx 1.3490\sigma$ because of the central limit theorem motivates the use of the normal distribution $f(x) = \frac{1}{\sigma\sqrt{2\pi}} e^{-\frac{1}{2}\left(\frac{x-\mu}{\sigma}\right)^2}$, $-\infty < x < \infty$.

III. ASSUMPTIONS FOR THE STUDY

- Production managers involved in the study will be willing and able to learn the principles of evaluating control charts
- Production managers involved in the study will have adequate knowledge and experience to make adjustments to an activity to improve the productivity of a process based on the data conveyed in the control charts
- The activities to be studied will feature crews comprised of the same labourers and operators during the pre-intervention and intervention periods

IV. CONDITIONS FOR APPLICATION

- Robust control limits will be used if the data is found to be non-normal
- Companies adopt the concept of IQR using process capability in its processes

V. DETERMINATION OF CONTROL CHARTS

The example provided by Acheson J. Duncan (1958, Page No. 303) is considered here. The following data are measurements of inside diameters. The measurements are taken in sample groups of 5 each.

TABLE 1: MEASUREMENTS OF INSIDE DIAMETERS

Sample	x1	x2	x3	x4	x5	S	IQR _{z_s}
1	15	11	8	15	6	4.06	5.19
2	14	16	11	14	7	3.51	2.22
3	13	6	9	5	10	3.21	2.97
4	15	15	9	15	7	3.90	4.45
5	9	12	9	8	8	1.64	0.74
6	11	14	11	12	5	3.36	0.74
7	13	12	9	6	10	2.74	2.22
8	10	15	12	4	6	4.45	4.45
9	8	12	14	9	10	2.41	2.22
10	10	10	9	14	14	2.41	2.97
11	13	16	12	15	18	2.39	2.22
12	7	10	9	11	16	3.36	1.48
13	11	7	16	10	14	3.51	2.97
14	11	7	10	10	7	1.87	2.22
15	13	9	12	13	17	2.86	0.74
16	17	10	11	9	8	3.54	1.48
17	4	14	5	11	11	4.30	4.45
18	8	9	6	13	9	2.55	0.74
19	9	10	7	10	13	2.17	0.74
20	15	10	12	12	16	2.45	2.22
						$\bar{S} = 3.03$	$\overline{IQR}_{z_s} = 2.37$

A. Shewhart control chart for standard deviation

The 3σ control limits suggested by Shewhart (1931) are $\bar{S} \pm \left\{ \left[3\sqrt{1-c_4^2} \right] \left(\frac{\bar{S}}{c_4} \right) \right\}$

$$UCL_S = \bar{S} + \left\{ \left[3\sqrt{1-c_4^2} \right] \left(\frac{\bar{S}}{c_4} \right) \right\} = 3.03 + \left\{ \left[3\sqrt{1-(0.94)^2} \right] \left(\frac{3.03}{0.94} \right) \right\} = 6.33$$

$$CL_S = \bar{S} = 3.03$$

$$LCL_S = \bar{S} - \left\{ \left[3\sqrt{1-c_4^2} \right] \left(\frac{\bar{S}}{c_4} \right) \right\} = 3.03 - \left\{ \left[3\sqrt{1-(0.94)^2} \right] \left(\frac{3.03}{0.94} \right) \right\} = -0.27$$

However, the control limit interval hereafter refers to as CLI, is the difference between the control limits value. Therefore, for the IQR control chart for standard deviation, the control limit interval will be determined using the expression:

$$CLI_S = \left[6\sqrt{1-c_4^2} \right] \left(\frac{\bar{S}}{c_4} \right) = \left[6\sqrt{1-0.94^2} \right] (3.03/0.94) = 6.60$$

From the result, it is clear that the process is in control, since the entire sample numbers lie inside the control limits and the control limit interval is 6.60 for n=5.

B. Inter quartile range (IQR) control chart for standard deviation

The 3σ control limits based on IQR are $c_4\overline{IQR}_{z_s} \pm \left\{ \left[3\sqrt{1-c_4^2} \right] (\overline{IQR}_{z_s}) \right\}$

$$UCL_{S,Rob} = c_4\overline{IQR}_{z_s} + \left\{ \left[3\sqrt{1-c_4^2} \right] (\overline{IQR}_{z_s}) \right\} = (0.94 \times 2.37) + \left\{ \left[3\sqrt{1-(0.94)^2} \right] (2.37) \right\} = 4.65$$

$$CL_{S,Rob} = c_4\overline{IQR}_{z_s} = (0.94 \times 2.37) = 2.23$$

$$LCL_{S,Rob} = c_4\overline{IQR}_{z_s} - \left\{ \left[3\sqrt{1-c_4^2} \right] (\overline{IQR}_{z_s}) \right\} = (0.94 \times 2.37) - \left\{ \left[3\sqrt{1-(0.94)^2} \right] (2.37) \right\} = -0.20$$

However, the control limit interval hereafter refers to as CLI, is the difference between the control limits value. Therefore, the IQR control chart for standard deviation, the control limit interval will be determined using the expression:

$$CLI_{S,Rob} = \left[6\sqrt{1 - c_4^2} \right] (IQR_{zS}) = \left[6\sqrt{1 - (0.94^2)} \right] (2.37) = 4.85$$

From the result, it is clear that the process is in control, since the entire sample numbers lie inside the control limits and the control limit interval is 4.85 for n=5.

C. Proposed inter quartile range (IQR) control chart using process capability for standard deviation

Difference between upper specification and lower specification limits is 4.45 (USL - LSL = 5.19 - 0.74), which termed as tolerance level (TL) and choose the process capability (Cp) is 2.0, it is found from the Table - A (APPENDIX I) that the value of σ_{RPC} is 0.37. The control limits of inter quartile range (IQR) using process capability for standard deviation, a specified tolerance level with the control limits $c_4\sigma_{RPC} \pm \left\{ \left[3\sqrt{1 - c_4^2} \right] \sigma_{RPC} \right\}$

$$UCL_{S,RPC} = c_4\sigma_{RPC} + \left\{ \left[3\sqrt{1 - c_4^2} \right] \sigma_{RPC} \right\} = (0.94 \times 0.37) + \left\{ \left[3\sqrt{1 - 0.94^2} \right] \times 0.37 \right\} = 0.73$$

$$CL_{S,RPC} = c_4\sigma_{RPC} = (0.94 \times 0.37) = 0.35$$

$$LCL_{S,RPC} = c_4\sigma_{RPC} - \left\{ \left[3\sqrt{1 - c_4^2} \right] \sigma_{RPC} \right\} = (0.94 \times 0.37) - \left\{ \left[3\sqrt{1 - 0.94^2} \right] \times 0.37 \right\} = -0.03$$

However, the control limit interval hereafter refers to as CLI, is the difference between the control limits value. Therefore, the IQR control chart using process capability for standard deviation, the control limit interval will be determined using the expression:

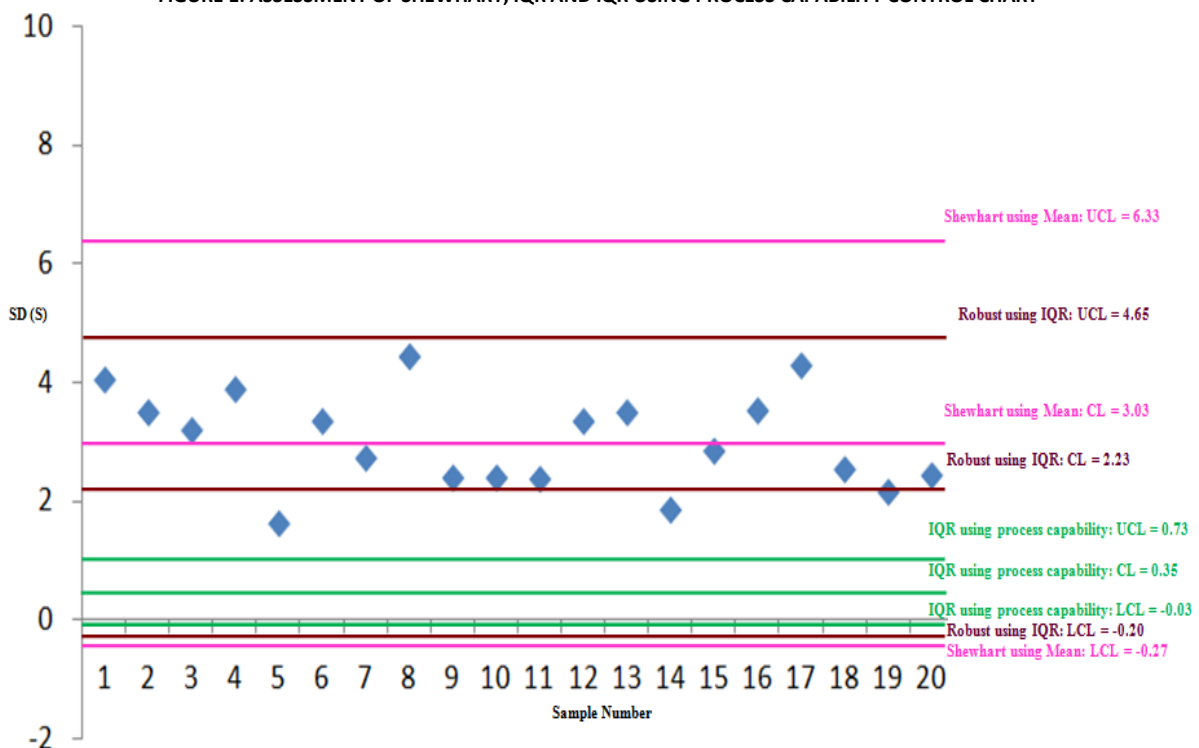
$$CLI_{S,RPC} = \left[6\sqrt{1 - c_4^2} \right] \sigma_{RPC} = \left[6\sqrt{1 - 0.94^2} \right] \times 0.37 = 0.76$$

From the result, it is clear that the process is out of control, since the entire sample numbers lie outside the control limits and the control limit interval is 0.76 for n=5.

TABLE 2: ASSESSMENT OF SHEWHART, IQR AND IQR USING PROCESS CAPABILITY CONTROL CHARTS

Control limits	Shewhart control chart	IQR	IQR using process capability
LCL	-0.27	-0.20	-0.03
CL	3.03	2.23	0.35
UCL	6.33	4.65	0.73
CLIs	6.60	4.85	0.76

FIGURE 1: ASSESSMENT OF SHEWHART, IQR AND IQR USING PROCESS CAPABILITY CONTROL CHART



It is found from the Figures 1 that the process is in control when the control limits of Shewhart 3 – Sigma and IQR are adopted and also the process is out of control when the control limits of IQR using process capability are used. The control limits interval of IQR using process capability is smaller than the control limits interval of Shewhart and IQR. It is clear that the product/service is not in good quality as expected, accordingly a modification and improvement is needed in the process/system.

VI. CONCLUSION

Usually, Shewhart (1931) standard deviation control chart for monitoring the process variability is based on some assumptions with standard deviation (σ) which is not a robust estimator. For this cause, we offered the control chart based on robust IQR using process capability for standard deviation. The outcome of numerical example and randomly selected data under exponential show that the proposed robust method leads better to the performance in the presence of normality and exponential, such as many points fall outside the control limits than the existing control charts and the control limits interval of IQR using process capability is smaller than the control limits interval of Shewhart and IQR. It is clear that the product/service is not in good quality as expected, accordingly a modification and improvement is needed in the process/system. Furthermore, in the case of non-normality, it is recommended to use proposed robust control charts as an alternative to Shewhart control chart for standard deviation. The proposed control chart based on IQR using process capability for standard deviation will not only assist the producer in providing better quality but also increase the fulfilment and self-assurance of the consumers. Furthermore, this procedure is designed not only to the manufacturing industries alone, but also to the other industries such as Health care, Software, E-commerce industry and so on.

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WEBSITE

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APPENDIX

TABLE- A: σ_{RPC} VALUES FOR A SPECIFIED C_p AND TL

TL Cp	0.0001	0.0002	0.001	0.002	1	2	50	100	200
1	0	0	0.0002	0.0003	0.17	0.33	8.33	16.67	33.33
1.1	0	0	0.0002	0.0003	0.15	0.30	7.58	15.15	30.30
1.2	0	0	0.0001	0.0003	0.14	0.28	6.94	13.89	27.78
1.3	0	0	0.0001	0.0003	0.13	0.27	6.41	12.82	25.64
1.4	0	0	0.0001	0.0002	0.12	0.24	5.95	11.90	23.81
1.5	0	0	0.0001	0.0002	0.11	0.22	5.56	11.11	22.22
1.6	0	0	0.0001	0.0002	0.10	0.21	5.21	10.42	20.83
1.7	0	0	0.0001	0.0002	0.10	0.20	4.90	9.80	19.61
1.8	0	0	0	0.0002	0.09	0.19	4.63	9.26	18.52
1.9	0	0	0	0.0002	0.09	0.18	4.39	8.77	17.54
2	0	0	0	0.0002	0.08	0.17	4.17	8.33	16.67
2.1	0	0	0	0.0002	0.08	0.16	3.97	7.94	15.87
2.2	0	0	0	0.0002	0.08	0.15	3.79	7.58	15.15
2.3	0	0	0	0.0001	0.07	0.14	3.62	7.25	14.49
2.4	0	0	0	0.0001	0.07	0.14	3.47	6.94	13.89
2.5	0	0	0	0.0001	0.07	0.13	3.33	6.67	13.33

EQUITY SHARE PERFORMANCE OF AUTO MOBILE INDUSTRY IN BSE**M. NIRMALA****ASSOCIATE PROFESSOR****PG & RESEARCH DEPARTMENT OF COMMERCE****HINDUSTHAN COLLEGE OF ARTS & SCIENCE****COIMBATORE****P. PAVITHRA****RESEARCH SCHOLAR****PG & RESEARCH DEPARTMENT OF COMMERCE****HINDUSTHAN COLLEGE OF ARTS & SCIENCE****COIMBATORE****ABSTRACT**

In the current economic scenario, interest rates are falling and fluctuation in the stock market has put investors in confusion. One finds it difficult to take decisions on investment. This is primarily, because of investments are risky in nature and investors have to consider various factors before investing in investment avenues. These factors include risk, return, volatility of share and liquidity. The main objective of this study is to analyze the performance of equity shares with their benchmark and comparing them by using risk, return, beta and alpha as a parameter. Historical data were taken for calculating risk, return, alpha and beta. In this study, analysis has been done on ranking statement by using monthly performances of index. The time period taken for the study is three months of July, August and September, 2015 and the secondary data have been taken on yearly basis from Bombay Stock Exchange website. The results of the study are expected to be helpful for the investors and researcher who seek the best investment opportunities in each company. This study will guide the new investor who wants to invest in equity by providing knowledge about how to measure the risk and return of particular scrip.

KEYWORDS

mobile industry, investor.

INTRODUCTION

A share market is an open market for fiscal operations such as trading of a firm's share and derivatives at a fixed cost. These securities are further listed on a stock exchange. A share market does not offer any corporal service and is not a separately owned business entity.

Share prices are paid or received while purchasing or selling shares. The behavior of stock prices as well as forecasting the prices of stock help the investor to take decision in the investment market. Investors need to necessarily make their own economic forecasts but they must be able to find out price movements and the economy to invest effectively.

OBJECTIVES OF THE STUDY

The objectives of the present study are given below:

- To find the relationship between the market returns and scrip returns.
- To identify the relationship among selected variables on market price of index at BSE.

NEED FOR THE STUDY

To start any business capital plays major role. Capital can be acquired in two ways by issuing shares or by taking debt from financial institutions or borrowing money from financial institutions. The owners of the company have to pay regular interest and principal amount at the end. Stock is ownership in a company, with each share of stock representing a tiny piece of ownership. In the financial world, ownership is called "Equity". A company can raise more capital than it could borrow. A company does not have to make periodic interest payments to creditors.

SCOPE OF THE STUDY

A better understanding of the stock market will facilitate allocation of financial resources to the most profitable investment opportunity. An analysis on performance of equity shares will enable the investors to make appropriate investment decisions. The study on yearly returns of the stocks is to understand the market conditions. This will help the investors to take correct decision before investing in particular stock. The study also helps the investors to know about the risk and return of the stocks. The conclusions provided is based on the analysis of the data by which the investors can understand more about the market price of the stocks.

REVIEW OF LITERATURE

Edwards, Magee (1997) New universe of available trading and investment instruments must be taken into account. The authors would have been in paradise at the profusion of alternatives. In this future world, they could have traded the Averages (one of the most important changes explored in this book); used futures and options as investment and hedging mechanisms; practiced arbitrage strategies beyond their wildest dreams; and contemplated a candy store full of investment products.

The value and utility of these products would have been immeasurably enhanced by their mastery of the charting world of technical analysis. As only one example, one world-prominent professional trader I know has made significant profits selling calls on stocks he correctly analyzed to be in down trends, and vice versa — an obvious (or, as they say, no-brainer) to a technician, but not something you should attempt at home without expert advice. Techniques like this occasioned the loss of many millions of dollars in the Reagan Crash of 1987.

Barber, Brad M., Terrance Odean (2000) Individual investors who hold common stocks directly pay a tremendous performance penalty for active trading. Overconfidence can explain high trading levels and the resulting poor performance of individual investors. Our central message is that trading is hazardous to your wealth.

It is the cost of trading and the frequency of trading, not portfolio selections, that explain the poor investment performance of households during our sample period. In fact, the tilt of households toward small stocks and, to a lesser extent, value stocks help their performance during our sample period during which small stocks outperform large stocks by 15 basis points per month and value outperforms growth by 20 basis points per month!

Ludovic Phalippou and Maurizio zollo (2005) This study draws on an updated version of KS’s dataset, comprising 983 funds. In addition, this dataset is enriched by information on the performance-related characteristics of 1391 additional funds, which enables us to correct for sample selection bias when estimating performance. Furthermore, as our focus is on performance, we make two methodological contributions that consist of a more economically appealing fund aggregation device and treatment of residual values.

RESEARCH METHODOLOGY

SAMPLING DESIGN

A systematic process that connects all the details of the sampling, right from the determination of sample size for the collection of data.

METHOD OF SAMPLING

Sampling method can be broadly classified as Random or Probability Sampling, where every element of the population enjoys equal chance of being selected into the sample and Non-random or Non-probability sampling where all the elements of the population do not get equal chance of being selected into the sample. The present study adopts the probability sampling.

PERIOD OF STUDY

The study covers a period of 3 months from July, August, and September, 2015.

➤ **BSE AUTO**

- Ashok Leyland Ltd – Commercial Vehicles
- Hero Motocorp Ltd – 2/3 Wheelers
- MRF Ltd – Car and Utility Vehicles
- Maruti Suzuki India Ltd – Car and Utility Vehicles
- Tata motors Ltd – Commercial Vehicles

TOOLS FOR ANALYSIS

BETA

The market or systematic risk of a security is measured in terms of its sensitivity to the market movements. This sensitivity is referred to the security’s beta. Beta is a ratio of the covariance of returns of a security and the market portfolio to the variance of return of the market portfolio.

The main purpose of using beta is to predict the change in the market. Beta is a measure of the market or non-diversible risk associated with any given security in the market. The formula for predicting Beta is as follows:

$$\text{Beta} = \text{Cov} (i, m) / \sigma^2 (m)$$

Where,

Cov (i, m) = covariance of (individual, market)

$\sigma^2 (m)$ = variance of market

If the Beta value is equal to one, the company will move along with the market.

If the Beta value is greater than one, the stock will be more volatile than the market.

If the Beta value is less than one, the stock will be less volatile than the market.

DATA ANALYSIS AND INTERPRETATION

BETA VALUE

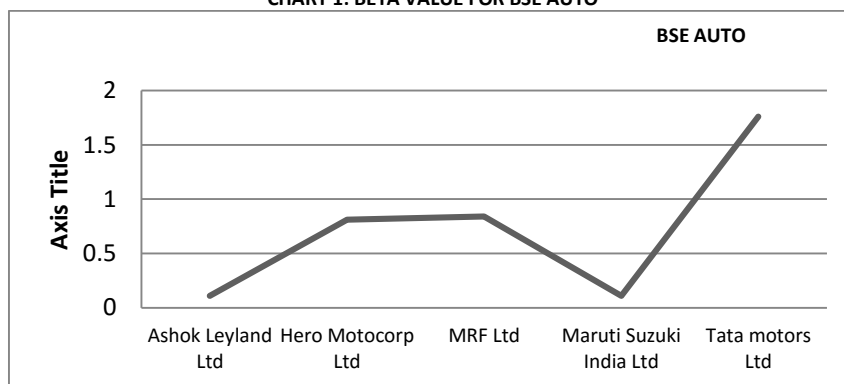
BSE AUTO

TABLE 1: BETA VALUE FOR BSE AUTO

Name of the Company	Beta value
Ashok Leyland Ltd	0.11
Hero Motocorp Ltd	0.81
MRF Ltd	0.84
Maruti Suzuki India Ltd	0.11
Tata motors Ltd	1.76

Source: macroaxis website

CHART 1: BETA VALUE FOR BSE AUTO



Interpretation

Table 1 makes clear that in auto sector, Ashok Leyland Ltd Company and Maruti Suzuki India Ltd has lowest beta value of 0.11 and its holds 1st position which implies less volatile than the market. Hero Motocorp Ltd Company has beta value of 0.81 is and it holds 2nd position. MRF Ltd has beta value of 0.84 and it holds third position. Tata Motors Ltd has highest beta value of 1.76 is found to be more volatile compared to other companies and it holds 5th position. This would be the highest volatile greater than 1.

It is inferred that all the five companies were found to be less volatile since the beta value is lesser than 1. Overall, Ashok Leyland Ltd and Maruti Suzuki India Ltd is found to be less volatile than the market since the beta value is 0.11. So it is less risky to invest in the scrip.

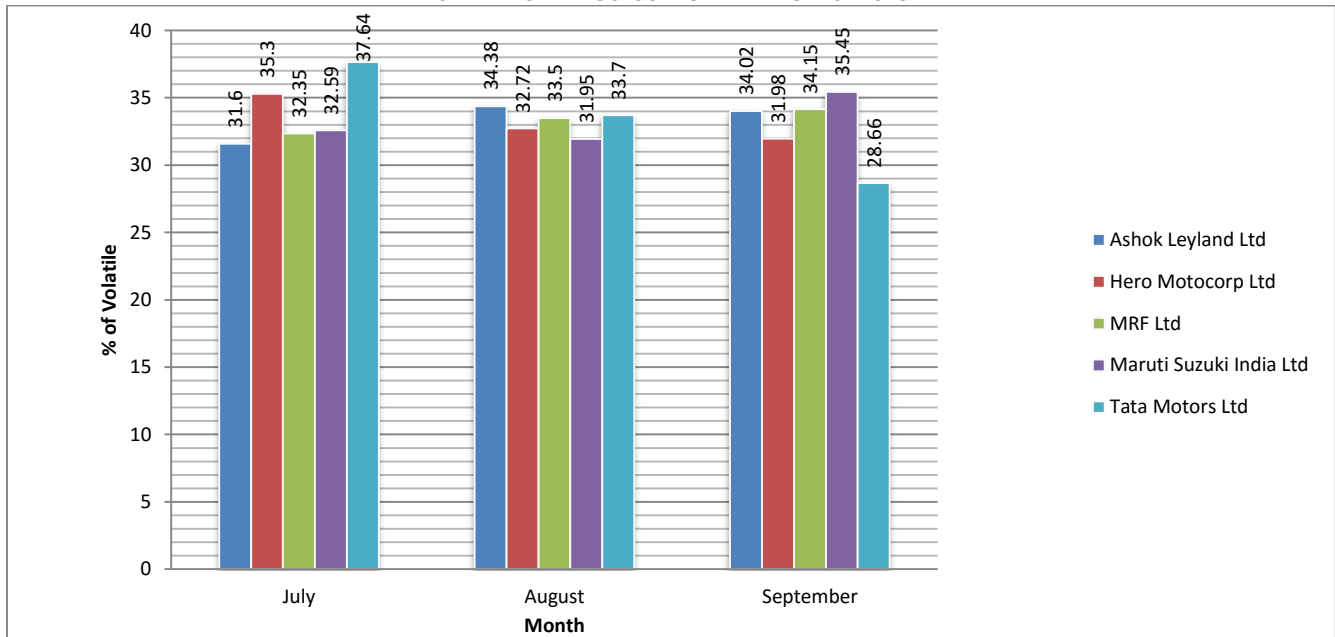
**FLUCTUATION PERFORMANCE
STOCK OPEN VOLATILITY**

TABLE 2: OPENING STOCK VOLATILITY FOR BSE AUTO

Name of the Company	July	August	September
Ashok Leyland Ltd	31.60	34.38	34.02
Hero Motocorp Ltd	35.30	32.72	31.98
MRF Ltd	32.35	33.50	34.15
Maruti Suzuki India Ltd	32.59	31.95	35.45
Tata Motors Ltd	37.64	33.70	28.66

Source: macroaxis website

CHART 2: OPENING STOCK VOLATILITY FOR BSE AUTO



Interpretation

The above chart reveals that from July month onwards Tata Motors Ltd was high in their market value. It holds the 1st position with 37.64% increasing their value. Hero Motocorp Ltd was holding the 2nd position to the market value as 35.30%. Maruti Suzuki India Ltd was holding 3rd position to increasing their market value as 32.59%. MRF Ltd has been increased their value as 32.35% and get 4th place of market. The Ashok Leyland has been holding the last position of the market that valued as 31.60%

From August month onwards Ashok Leyland Ltd has the high performance in the market. It has been holding the 1st position on the market and its value is increasing 34.38%. Tata Motors Ltd has been 2nd position in the market with 33.70% of market value. MRF Ltd increasing their value till 33.50% and holding 3rd position in the market. Hero Motocorp Ltd has been holding the 4th position on the market with 32.72% increasing. The Maruti Suzuki India Ltd was the least position to increasing the market value as 31.95%.

From September month onwards Maruti Suzuki India Ltd has been increasing their share value as 35.45% and its holding the 1st position in the market. MRF Ltd has been increased their market value as 34.15% and holding 2nd position in the market. Ashok Leyland Ltd has been holding 3rd position in the market and its valued as 34.02%. Hero Motocorp Ltd has been moved on their value as at 4th position with increasing 31.98% in the market. The Tata Motors Ltd has been holding the least position in the market at the valued as 28.66% it was holding the 5th position in the market.

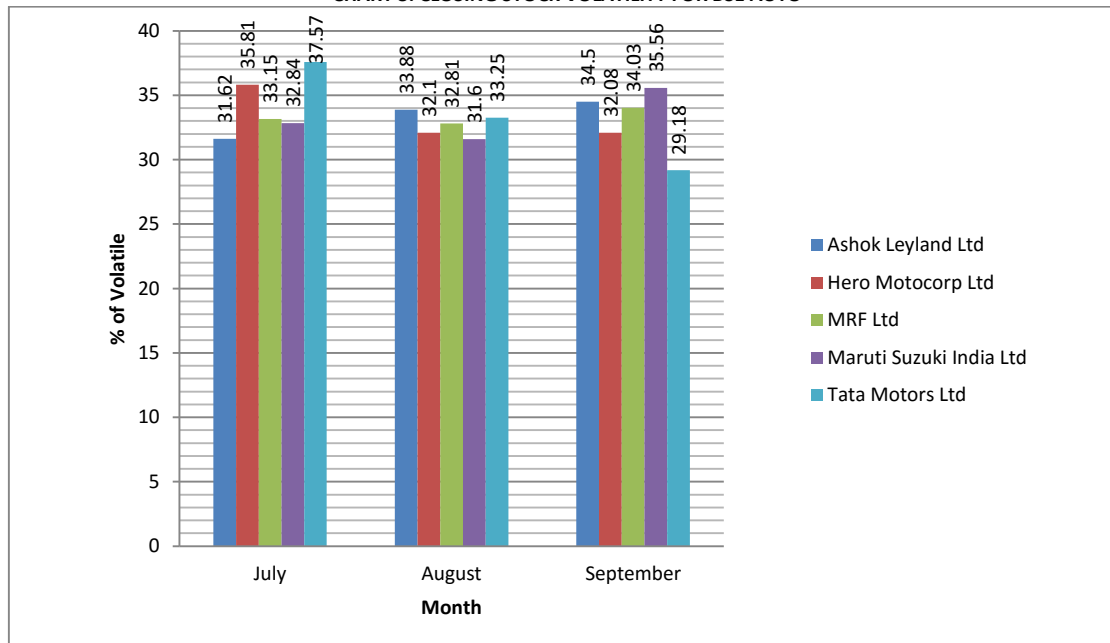
STOCK CLOSE VOLATILITY

TABLE 3: CLOSING STOCK VOLATILITY FOR BSE AUTO

Name of the Company	July	August	September
Ashok Leyland Ltd	31.62	33.88	34.50
Hero Motocorp Ltd	35.81	32.10	32.08
MRF Ltd	33.15	32.81	34.03
Maruti Suzuki India Ltd	32.84	31.60	35.56
Tata Motors Ltd	37.57	33.25	29.18

Sources: macroaxis website

CHART 3: CLOSING STOCK VOLATILITY FOR BSE AUTO

**Interpretation**

From the above chart shows that July month onwards Tata Motors Ltd has closed their market value at 37.57% and it has been holding the 1st position in the market performances. Hero Motocorp Ltd has been holding the 2nd position with increasing their value at 35.81%. MRF Ltd has increased their value up to 33.15% and holding 3rd position in the market. Maruti Suzuki India Ltd has been 4th position in the market at the increasing value of 32.84%. The Ashok Leyland Ltd has been the last position to volatile the share values in the market. It was increased only the 31.62% when the month end closing share value.

From August month onwards Ashok Leyland has been increased their share value at 33.88% when the month closing time. And it has been holding 1st position in the market. Tata Motors Ltd has been holding the 2nd position on the market value as 33.25%. MRF Ltd has increased their value as 32.81% and holding 3rd position in the market. Hero Motocorp Ltd having the market value at 32.10% increasing and holding 4th position in the market. Maruti Suzuki India Ltd has been the least position in the market with the value of 31.60%.

From September month onwards Maruti Suzuki Ltd has been holding the 1st position in the market with the value of 35.56% increasing their month end closing value. Ashok Leyland has been holding the 2nd position in the market with value of 34.50%. MRF Ltd having 34.03% of values increased and holding the 3rd position in the market. Hero Motocorp Ltd has been holding the 4th position in the market with the value of 32.08%. Tata Motors Ltd has been the least position when the closing time of the market. It was increased only 29.18% on the market performances.

FINDINGS

- In order to find the risk level based on the beta values, all the five companies were found to be less volatile since the beta value is lesser than 1. Overall Ashok Leyland Ltd & Maruti Suzuki India Ltd is found to be less volatile than the market during the study period since the beta value is 0.11.
- Regarding opening stock volatility, In July month Tata Motors Ltd ranks top value of 37.64% among the five companies. And August month Ashok Leyland ranks top value of 34.38% and September month Maruti Suzuki Ltd ranks top value of 35.45%.
- Regarding closing stock volatility, In July month Tata Motors Ltd ranks top value of 37.57% among the five companies. And August month Ashok Leyland ranks top value of 33.88% and September month Maruti Suzuki Ltd ranks top value of 35.56%.

SUGGESTIONS

- Investors shall analyze mean returns of the past to understand the behavior of the market for future investments.
- Our Indian capital market is attracting more and more foreign institutional investors because of economic stability an increasing growth rate, it leads to gradual increase in the stock market indices.
- The fluctuations in the market returns are the replica of individual scrip's traded in the capital market.

CONCLUSION

An investor can succeed in his investment only when he invests in right shares. The investors should watch keenly the situations like market prices, economy, company reports, return, and risk involved before taking the investment decision. Therefore, the small investors and traders should not blindly make an investment rather they should analyze using the various tools to check if the scrip is technically strong.

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J. SUDARVEL

RESEARCH SCHOLAR

DEPARTMENT OF MANAGEMENT STUDIES & RESEARCH

KARPAGAM ACEDAMY OF HIGHER EDUCATION

COIMBATORE

DR. R. VELMURUGAN

ASSOCIATE PROFESSOR

DEPARTMENT OF COMMERCE

KARPAGAM ACEDAMY OF HIGHER EDUCATION

COIMBATORE

ABSTRACT

This study investigates the existence of a Turn of the Month Effect in India's Metal sector. The study uses the daily return data of the Bombay Stock Exchanges (BSE) Metal Index for the period ranging between April 2004 and March 2015. The collected data have been analysed by making use of descriptive statistics and paired 't' test. The outcomes confirm the presence of seasonality in stock returns and the Turn of the Month Effect. The findings are also reliable with the Turn of the Month Effect which exists in the BSE Metal index. The results of the study imply that the stock market in India, especially in the Metal sector is inefficient, and hence, Indian investors are advised to buy Metal sector scripts during the rest of the month and sell them at the first half of the month period which will yield better returns.

KEYWORDS

anomalies, turn of the month effect, bse metal index, and efficient market hypothesis.

INTRODUCTION

The trend of stock prices to increase during the last two days and the first three days of each month is called the Turn of the Month Effect. For the purpose of this study, the average returns on the last two trading days of the preceding month, and the first three days of the subsequent month were computed and compared with the mean return for the rest of the days in the subsequent month. The BSE Metal Index is designed to reflect the behaviour and performance of the Metal sector including mining. India became the third largest steel producer in 2015 with the production of total finished steel at 91.46 million tonnes. India was ranked the fourth largest crude steel producer in 2014. India is the third largest producer of coal with the projected production of 630.25 million tonnes in FY15. India has the world's fifth-largest coal reserves and accounts for 7.5 per cent of total global production. Its coal reserves are 301.6 billion tonnes. The country is expected to become the second largest steel producer by 2016. The metal and mining industry of India registered a strong 19.8 per cent expansion in 2011 to touch US\$ 141.9 billion and is expected to reach 305.5 billion by 2015. India was the third largest producer of crude steel in the Asia-Pacific region in 2014. Total finished steel production in India reached 91.46 million tonnes in 2015 (<http://www.ibef.org/>). Its strategic location enables its exports to develop as well as the those of fast developing Asian markets. The Government of India has allowed 100 per cent foreign direct investment (FDI) in the mining sector (Consolidated FDI Policy Circular of 2015- <http://dipp.nic.in/>). Mining lease has been granted for a long duration a minimum 20 years and up to 30 years. It has also approved an MMDR Bill (2011) to provide a better legislative environment for investment and technology. The BSE Metal Index is designed to reflect the behaviour and performance of the Metals sector. The BSE Metal Index is comprised of a maximum of 10 stocks that are listed on the Bombay Stock Exchange (BSE).

REVIEW OF LITERATURE

Amy Dickinson and David R. Peterson (1995), in their study prove that the Turn of the Month Effect is at least partially anticipated in the United States. Eleftherios Giovanis (2009), in his study, found that the turn-of-the-month is persistent only in two stock indices, in Yugoslavia and Sweden. Erhard Reschenhofer (2010), in his study, strongly corroborates the existence of the Turn of the Month Effect in the S&P 500 index. Idries M. Al-Jarrah, Basheer A. Khamees and Ibrahim Hashem Qteishat found that the Turn of the Month Effect does not significantly exhibit in Amman Stock Exchange, Jordan. Lan Liu (2013), finds that the Turn of the Month Effect still exists in the US. And investments made on the days before the Turn of the Month perform better than those made during the turn-of-the-month. Nageswari. P and Dr.M. Selvam (2011), reveal that the Turn of the Month Effect did exist in the returns of the Indian Stock Market during the study period (2002 – 2010). Neeraj Amarnani and Parth Vaidya (2014), found that the Turn of the Month Effect exists in both Sensex and Nifty. Silva. PM (2010), found that the Turn of the Month Effect records exists in the Portuguese stock market. Van der Gugten. T and D. J. C. Smant (2010), found that Turn of the Month Effect exists whenever macro-economic news occupy the minds of the buying public.

The previous studies, researchers have dealt with the macro level BSE – Sensex and NSE - Nifty. So far researchers have not focused on sectoral indices. In order to fill this gap, the present study has been carried out.

STATEMENT OF THE PROBLEM

Metal industry plays a predominant role in the infrastructure development of a country. Hence, Indian investors may prefer to invest their hard-earned money in metal industry shares. But, unfortunately, the returns they derive are not in accordance with their expectations. The main reason for not obtaining the expected return is the improper timing of investments. To earn the expected return, the investor should invest their money at an appropriate time. This study aims to inform the investors to park their funds at the appropriate time to enable them to receive a higher rate of return.

OBJECTIVE OF THE STUDY

To identify the existence of the Turn of the Month Effect in the Indian Metal sector.

RESEARCH METHODOLOGY

DATA

This study is analytical in nature. The data required for the study were collected from daily closing prices of BSE Metal index. (<http://www.bseindia.com/indices/IndexArchiveData.aspx>)

PERIOD OF THE STUDY

The present study covers the period ranging between April 2004 and March 2015.

FRAMEWORK OF ANALYSIS

The collected data were analysed by making use of Descriptive statistics such as Mean, Standard Deviation, Variance, Skewness, Kurtosis and Shapiro-Wilk test and paired 't' test.

LIMITATION

Considering the continuity of data, only BSE Metal Index was selected for the study. Hence, utmost care has to be exercised while generalizing the results.

ANALYSIS AND INTERPRETATION

The Turn of the month denotes the last two trading days of the previous month and the first three days of the current month and the remaining days are denoted as the rest of the month.

To find the mean returns, volatility and normality in the BSE METAL index, descriptive statistics like Mean, Standard deviation, Variance, Skewness, Kurtosis, and Shapiro-Wilk test are made use of. The following table presents the result of the descriptive study;

BSE METAL INDEX Returns – Descriptive statistics**TABLE 1**

	TURN OF THE MONTH (FIRST HALF)	REST OF THE MONTH
Mean	.2495	-.0733
Median	.2836	-.1056
Std. Deviation	1.06839	.72833
Variance	1.141	.530
Skewness	-.712	-.783
Kurtosis	3.365	4.367
Shapiro-Wilk	.000	.000

Source: Database collected from BSE web portal and computed.

Thus, it is inferred from Table.1 that a high level of mean returns is noticed during the first half of the month (.2495) and a lower level mean return is found during the rest of the month (-.0733) These results complement the claims of **Silva. PM (2010), Nageswari. P and Dr.M. Selvam (2011)** Comparing the variance, a high level of volatility was noticed in the first half of the month (1.141) and a low level of volatility was noticed during the rest of the month (.530).

Further, the analysis of Skewness test discloses the fact that negative returns are noticed in the first half of the month and the rest of the month returns. The Kurtosis of BSE METAL index returns were found leptokurtic in both the first half of the month (3.365) and during the rest of the month (4.367). Since Kurtosis values are greater than 3, it can be inferred that the BSE METAL index returns are leptokurtic.

As the p value of Shapiro-Wilk test of BSE METAL INDEX returns is less than 0.05, it is clearly proved that the data are not normally distributed; there is an anomaly in the BSE METALINDEX returns.

Determinants of Turn of the Month Effect - Paired 't' test

To determine whether the share index differs between the first half of the month and the rest of the month, paired 't' test is employed.

Determinants of Turn of the Month Effect - Paired 't' test**TABLE 2**

	Mean	N	Std. Deviation	Paired t value	P value
TURN OF THE MONTH (FIRST HALF)	.2495	132	1.06839	3.038	.003
REST OF THE MONTH	-.0733	132	.72833		

As the p value is less than 0.01, there exists a significant difference in returns between the first half and the rest of the month. Hence the Turn of the Month Effect prevails in the BSE Metal Index.

FINDINGS OF THE STUDY

- In BSE Metal index the highest mean return was noticed in the first half of the month, and then during the rest of the month.
- High volatility was noticed during the first half of the month.
- Skewness test discloses that negative returns are noticed in the first half and in the rest of the month returns.
- The Kurtosis of BSE Metal index returns were found leptokurtic in both the first half of the month and rest of the month.
- Shapiro-Wilk test clearly proved that the BSE Metal index data are not normally distributed.
- The paired t-test discloses that there was a significant difference between the returns of the first half of the month and the rest half of the month. Hence, it may be included that the Turn of the Month Effect does exist in the Indian Metal sector indices.

SUGGESTIONS

The study found that the highest mean returns were noticed in the first half of the month. Hence, Indian investors are advised to buy metal sector scripts during the rest of the month and sell the shares during the first half of the month, which will fetch better returns. Investors could experiment the above policy, to start with, on small stocks and extend the same on blue-chips based on the risks and rewards.

CONCLUSION

The study focused on the existence of a Turn of the Month Effect in the BSE Metal index in India. The analysis of descriptive statistics displayed that the highest average return occurred in the first half of the month and found low return in the rest of the month. The calculated paired 't' test value is statistically significant which shows that the Turn of the Month Effect does exist in the BSE metal index.

The research of the study raises questions on the efficient market hypothesis which states that stock prices are random, and that investors cannot make abnormal profits using past prices. The Semi month effect patterns in return and volatility can enable the investors to take advantage of moderately regular market shifts by manipulating and implementing trading strategies, which account for such predictable patterns. Specially, our results indicate lower returns in the rest of the month and maximum returns in the first half of the month in the BSE Metal index. So, the specific trading guideline that could be considered is that one of buying the scripts at every rest of the month (buy low) and selling them at every first half of the month (sell high). However, this tactic needs to be implemented with caution. The researcher suggest that investors could experiment the above policy, to start with, on small stocks and extend the same on blue-chips based on the risks and rewards. This advantage may add further energy as Indian markets are more translucent and are open to the worldwide investors seeking profitable trade opportunities.

The study points out that stock returns in India Metal sector are not entirely random. This suggests that the Indian stock market may not be efficient. The Market Regulators have to better closely monitor the investors' response as regards information transmission and its dependability or the honesty of the information released by the Indian Companies. The present study may be extent to other sectors like Automobile, Banking, FMCG, IT, etc. The prevalence of stock market anomalies may be studied by ascertaining the semi month effect, Monthly effect, Day-of-the week effect and the like. Thus, research scholars may focus their attention on ascertaining the stock market anomalies by studying the Semi month effect, Monthly effect, Day-of-the week effect and the like.

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ROLE OF MAHILA SAHKARI BANK IN WOMEN EMPOWERMENT

DR. R. P. AGRAWAL
ASST. PROFESSOR
KALAYAN MAHAVIDYALAYA
BHILAI

AJITA SAJITH
ASST. PROFESSOR
SWAMI SHRI SWAROOPANAND SARASWATI MAHAVIDYALAYA
AMD I NAGAR

ABSTRACT

Women Co-operative banks \ Mahila Nagrik Sahkari Bank are contributing the constituent part in the India's banking and financial system. Cooperative movement has provided opportunities to woman to organize their economic activities with small capital. The role of cooperatives in urban areas has been increased in a sufficient part nowadays due to increase of primary co-operatives. Mahila Nagrik Sahkari Bank plays a vital role in the socio-economic development of woman in the state. These banks provide loans for small and cottage industries, to start Business, home loans, Education loan and also for other purpose. Due to lack of support from Government these banks are facing many problems. Thus an attempt has been made to elaborate the problems faced by these banks. This paper attempts to study the role of Mahila Nagrik Sahkari Bank in woman empowerment.

KEYWORDS

women co-operative banks, women empowerment.

INTRODUCTION**SAHARI MAHILA SAHKARI BANK**

Cooperative credits societies established in urban areas and are managed by women are referred as sahari mahila sahkari banks. These banks are confined to the municipal area of the town. These banks are regulated by reserve bank of India for and by women. These banks usually meet the needs of specific types of groups at members pertaining to certain trade, profession. Sahari mahila sahkari bank are also called primary cooperative banks (PCBs) by the reserve bank of India. These banks provide wide range of services including saving, credit, insurance, pension, non-financial services in an integral part. The management of these banks are vested in the hands of women and all the shareholders of these bank are women. Mahila sahkari banks primarily are perceived as micro-finance institutions to serve the poor and marginalized sections especially women. Micro-finance opens enormous business opportunities for these banks to stay profitable and play an important role in financial inclusion and women empowerment. Financial inclusion of women (both urban and rural) is highly necessary for overall development of a nation.

WOMEN EMPOWERMENT AND MAHILA SAHKARI BANK

Women empowerment is one of the builds of concern in the development of not only developing countries but also developed countries. It is an issue of great importance in the context of national development for countries round the globe. It is also important for institutions such as banks which target women and aim at women empowerment to sell their products and service. The very fact that in India 48.45 % population comprises of women, it becomes imperative to financially empower women as to enable them to make meaningful contribution towards the development of the economy. and in achieving this and to financially empower women, women cooperative bank play significant role. And in a state like Chhattisgarh, where development is at a fast rate and to attain overall development, more emphasis should be given on women empowerment, and to attain this women empowerment, women cooperatives bank plays a significant role.

OBJECTIVES

1. To know the level of social and economic empowerment of women members and clients in the bank.
2. To analyze the functioning of bank in empowering women.
3. The purpose of the study is to examine the financial performance of Pragati Mahila Nagrik Sahkari Bank Limited Bank and Laxmi Mahila Nagrik Sahkari Bank Limited respectively.
4. To offer suggestions for the efficient functioning of sahari mahila sahkari banks resulting in women empowerment.
5. To analyze the problems and challenges associated with urban cooperative bank in India.
6. The study will seek to examine the role of sahari mahila sahkari banks for Empowerment of Women in Chhattisgarh.

HYPOTHESIS

1. Sahari Mahila Sahkari banks immensely contributes in socio-economic development of the women through its various schemes.
2. Mahila sahkari Banks are successfully catering to micro credit requirements of economically disadvantaged group (especially women)
3. There should be more such branches of Sahari Mahila Sahkari Bank in Chhattisgarh.
4. Micro loan market is increasing exponentially in Chhattisgarh

RESEARCH METHODOLOGY

The secondary data is playing the major role in the study which is collected through various Newspapers, Journals, annual Report of Banks, Souvenir, Internet and Books. The study is confined women co-operative bank. There are no such statistical tools are used.

FUNCTION OF MAHILA SAHKARI BANK

1. Mahila Nagrik Sahkari Bank provides loans for business, trade and Industry, Education, Home loan, vehicle etc.
2. These bank provides wide range of services including saving, credit, insurance, pension, non-financial services in an integral part
3. Mahila Nagrik Sahkari Bank offeres higher rate of interest on their depositors as compared to other bank.

PRAGATI MAHILA NAGRIK SAHKARI BANK LIMITED, BHILAI

Pragati Mahila Nagrik Sahkari Bank Limited started functioning as an independent entity in 1995 in Bhilai (C.G). It had been registered in year 1995 & generated license by reserve Bank of India in the year 31st Aug. 1995. The management of these banks are vested in the hands of women and all the shareholders of these

bank are women. The membership of the bank is drawn only from women residing in urban areas. These bank provides wide range of services including saving, credit, insurance, pension, non-financial services in an integral part.

TABLE 1: COMPARATIVE FIGURES OF 3 YEARS (Financial Position)

Sl. No.	Particulars	31 st March, 2011 (Rs. In lakhs)	31 st March, 2012 (Rs. In lakhs)	31 st March, 2013 (Rs. In lakhs)
1.	Members	8425	5974	5919
2.	Paid up share capital	207.01	229.32	258.80
3.	Reserve Fund	91.20	104.93	121.64
4.	Other Reserve Fund	103.32	139.47	174.55
5.	Deposits	4607.78	4940.87	6042.81
6.	Advances	1477.88	2014.15	2639.30
7.	Working Capital	5528.31	5913.37	7349.51
8.	Net profit (After Tax)	49.66	60.57	62.47
9.	Dividend Paid	11%	11%	11%
10.	Audit class	"A"	"A"	"A"

Source: Pragati Mahila Nagrik Sakhari Bank Limited Bhilai

LAXMI MAHILA NAGRIK SAHKARI BANK LIMITED, RAIPUR

Laxmi Mahila Nagrik Sakhari Bank Limited started functioning as an independent entity in 1994 in Raipur city of Chhattisgarh. It had been registered in year 1994 & generated license by reserve Bank of India in the year 29th Aug. 1994. The membership of the bank is drawn only from women residing in urban areas. These bank provides wide range of services including saving, credit, insurance, pension, non-financial services in an integral part.

Facilities & Speciality of Laxmi Mahila Nagrik Sakhari Bank Limited

1. More rate of interest as compared to other nationalized bank.
2. Locker Facility.
3. The bank has also Group Loan Scheme etc.

COMPARATIVE FIGURES OF 3 YEARS (FINANCIAL POSITION)

Laxmi Mahila Nagrik Sakhari Bank Limited Raipur

TABLE 2: COMPARATIVE FIGURES OF 3 YEARS (Financial Position)

Sl. No.	Particulars	31 st March, 2011 (Rs. In lakhs)	31 st March, 2012 (Rs. In lakhs)	31 st March, 2013 (Rs. In lakhs)
1.	Members	5033	5236	6639
2.	Share capital	365.79	358.61	384.34
3.	Deposits	5824.50	5924.96	7206.13
4.	Advances	1905.90	2030.08	2710.46
5.	Reserve Fund	164.96	193.86	231.37
6.	Other Reserve Fund	902.92	909.85	1022.93
7.	Working Capital	7635.01	7931.51	9929.30
8.	Net profit (After Tax)	135.24	147.19	142.74
9.	Dividend Paid	18%	18%	18%
10.	Audit class	"A"	"A"	"A"

Source: Laxmi Mahila Nagrik Sakhari Bank Limited Raipur

FINDINGS

Sahari mahila sahkari banks is one of the important financial institutions that support women. Mahila Nagrik Sakhari Bank Limited has been able to score over the weakness of formal lending institutions. This analysis signifies that the Mahila Nagrik Sakhari Bank Limited facilitates its members to improve their financial position. This is evident from the role of Mahila Nagrik Sakhari Bank Limited in augmenting the income level, actual savings and savings capability of its members. This study emphasized the role of Mahila Nagrik Sakhari Bank Limited in empowerment of women. Mahila Nagrik Sakhari Bank Limited are playing an important role in economic empowerment of women. Banks are a constant help to women in this area. The concept aims at empowering women and thus uplifting them above. Economic empowerment could have a positive impact on social, legal and political status. In this study emphasis is mainly on empowerment of women and to bring them into the mainstream of development.

SUGGESTION FOR IMPROVEMENT IN FUNCTIONING OF MAHILA NAGRIK SAHKARI BANK

1. Mahila sahkari Banks are successfully catering to micro credit requirements and for this it is necessity of Mahila Nagrik Sakhari Bank to enhance their profitability. Micro loan market is increasing exponentially in Chhattisgarh. In the face of existing competitive environment
2. The banks should adopt the modern methods of banking like internet banking, credit cards, ATM, etc., Mahila Nagrik Sakhari Bank must restore to high tech banking for their survival.
3. The banks should plan to introduce new schemes for attracting new customers and satisfying the present ones.
4. The banks should plan for expansion of branches, there should be more such branches of Sahari Mahila Sakhari Bank in Chhattisgarh and it may be extended to whole of the state and present policy of branch opening may be made more elastic.
5. The banks should raise additional income by introducing lucrative fee based activities / services will also be help to them in this regard.
6. The banks should improve the customer services of the bank to a better extent, they should raise additional income by introducing lucrative fee based activities / services will also be help to them in this regard.
7. Mahila Nagrik Sakhari Bank should use their strengths like familiarity with the local woman, people & industry, less liabilities for making new business market. Corporate governance in Mahila Nagrik Sakhari Bank should assume greater Importance in the coming year and it should also be reflected in the composition of their Board of Directors.

CONCLUSION

Finance being the life blood of every commercial venture, availability of adequate fund at reasonable terms is a must to ensure speedy economic development of an urban areas and empowerment of women. Institutions like Mahila Nagrik Sakhari Bank, play the most crucial role in the process of the empowerment of people and in the economic and social development of a country. The role of cooperatives in urban areas has been increased in a sufficient part nowadays due to increase of primary co-operatives. Mahila Nagrik Sakhari Bank plays a vital role in the socio-economic development of woman in the state. In this context, various institutional agencies like sahari mahila sahkari banks are engaged in financing women

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STRESS AMONG IT SECTOR EMPLOYEES

SABARI GHOSH
ASST. PROFESSOR
DEPARTMENT OF MBA
TECHNO INDIA INSTITUTE OF TECHNOLOGY
TECHNO INDIA GROUP
KOLKATA

ABSTRACT

The new mantra for job opportunities among young population is “call center” A call center is nothing but a voice-based customer. ITes comprises of the following: 1. Business Process Outsourcing(BPO) 2. Knowledge Process Outsourcing(KPO) 3. Engineering Services Outsourcing(ESO) 4. Legal Process Outsourcing(LPO) 5. Games Process Outsourcing(GPO) A Stress is our bodies way of dealing with nerves and anxiety. Stress comes from a person's worries. Stress is a normal physical response to events that make us feel threatened or upset our balance in some way. When we sense danger—whether it's real or imagined—the body's defenses kick into high gear in a rapid, automatic process known as the “fight-or-flight-or-freeze” reaction, or the stress response. Everyone has stress. Stress is a natural part of life. Our study has focussed on the cause and sign of stress, supporting documentation and some remedy to combat stress.

KEYWORDS

role- conflict, stressors, work-life balance, absenteeism, turnover or job quit, mental illness, family support, maternity, health disorder, combat, yoga and meditation.

INTRODUCTION

The Indian Information Technology (IT) and Information Technology enabled Services (ITeS) sectors go hand-in-hand in every aspect. The industry has not only transformed India’s image on the global platform, but also fuelled economic growth by energising higher education sector (especially in engineering and computer science). The industry has employed almost 10 million Indians and hence, has contributed a lot to social transformation in the country. India is expected to become world's second-largest online community after China with 213 million internet users by December 2013 and 243 million by June 2014, according to a report by Internet and Mobile Association of India (IAMAI) and IMRB International. India's IT-business process outsourcing (BPO) industry revenue is expected to cross US\$ 225 billion mark by 2020. (INDIA BRAND EQUITY FOUNDATION, IT & ITeS Industry in India Last Updated: December 2013. **One-third of global IT workforce is in India** Around one-third of the global workforce employed in top IT companies is based in India — a sign of the fact that our country is virtually turning into the global IT headquarters. Sample this: Accenture's strength in India, at over 90,000, is more than double that in the US (its traditional home), at about 43,000. (Top global IT firms have more staff in India than home nations, Shilpa Phadnis & Sujit John, TNN Nov 6, 2013, 03.23AM IST). As the sector is engaging more human force so their stress arousal is also more which is my study area.

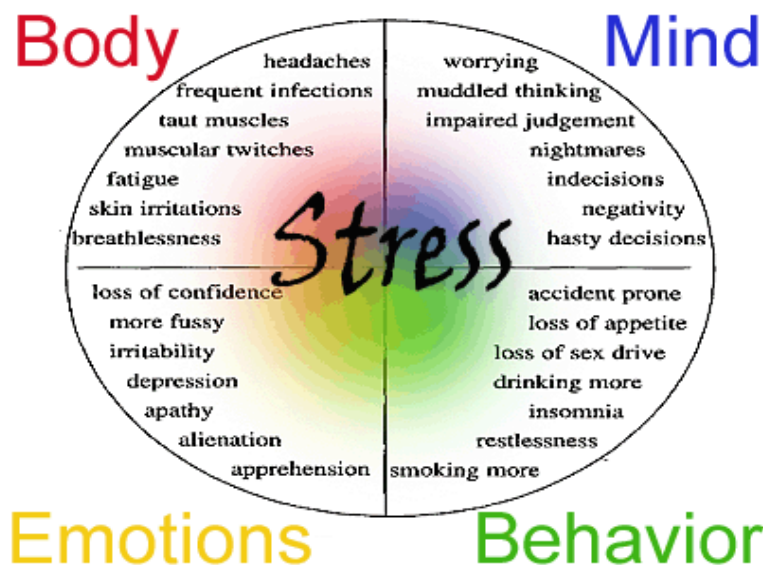
CAUSES OF STRESS

Following can be the real causes of stress among IT sector employees:

1. The technological advancements in this sector come up in short span of time with significantly high efficiencies,
2. This sector is very volatile and faces the problem of lack of job security and constant upgradation of skills to remain marketable.
3. Average working hours extended to 50 hours per week, working on Saturdays and Sundays and not being able to take leave when sick
4. Strict deadlines set by their customers, working in different time zones, interdependency in teams, multitasking, increased interaction with offshore clients and extended work hours
5. The most significant stressors reported are work overload, career opportunities, role ambiguity and role conflict and working with diversified personalities
6. Conditions of changing technology, redundancy, and resource inadequacy also place a high demand along with financial pressure, budget constraints, and other resource inadequacy problems

SYMPTOMS OF STRESS

FIG. 1



Source: <http://www.boundless.com/management/organizational-behaviour/stress-in-organizations/defining-stres/>

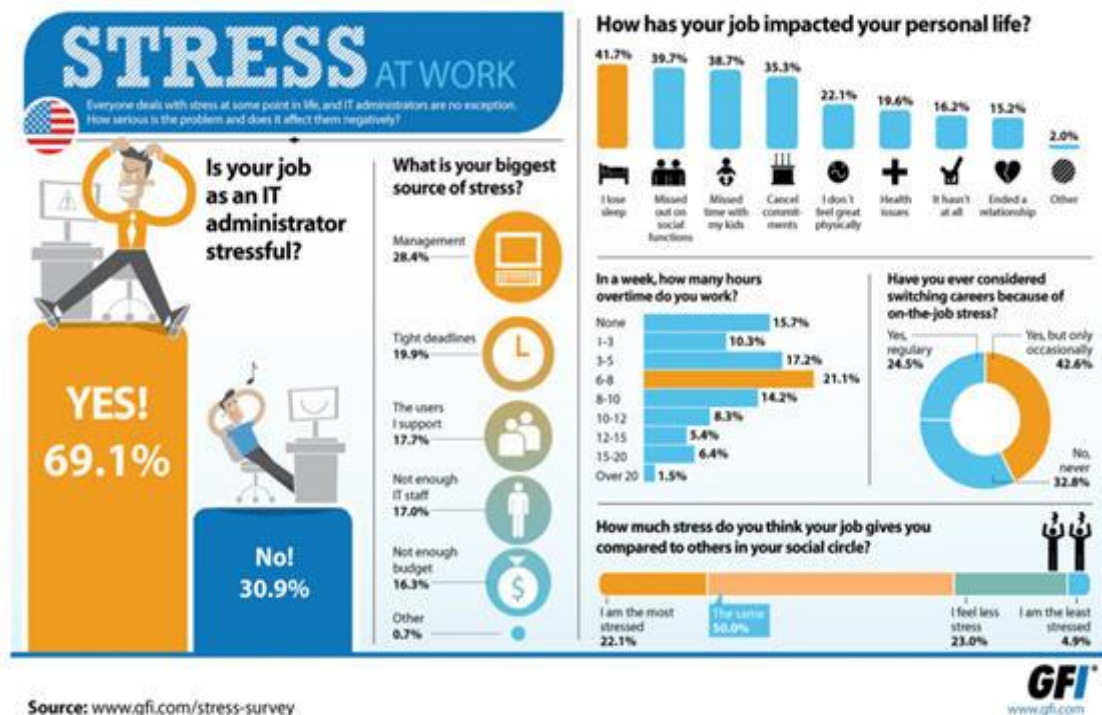
OBJECTIVES

1. Trying to find out the reasons of stress among IT sector Employees
2. A brief about symptoms of stress among IT sector Employees
3. Give some supporting cases to give evidence to the fact of IT stress.
4. General findings of stress level among IT Sector employees
5. Suggestive measures to reduce stress

LITERATURE REVIEW

Job stress has fuelled a significant, multifaceted literature. An important stream of literature starting with **Beehr and Newman** defined occupational stress as "A condition arising from the interaction of people and their jobs/work and characterized by changes within people that force them to deviate from their normal functioning."

FIG. 2



Chaturvedi et al. (2007) studied to detect stress, anxiety and depression in IT/ITes professionals in the Silicon Valley of India. **Bhuyar et al. (2008)** studied the mental, physical and social health problems of call centre workers. Expert at NIMHANS, Bengaluru have reported that an increasing number of young professionals, especially in IT Sector have been reporting psychological problems. **Dr. B. N. Gangadhar** of the Department of Psychiatry at NIMHANS says that he usually sees half a dozen of techies on his outpatient days and most commonly reported problems are marital discord and depression. (**Udai Parek Udai, Understanding Organisational Behaviour, Pg 328**)

In a recent study **Babani** shows that 1 in 4 Indian executives suffer from obesity and 44% middle level executives report that job stress drives them to high level of alcohol consumption. (**Dr. S. S. Khanka, Organisational Behaviour, May, 6, 2002, pg. 329**). **Roepke et al (2000)** showed in fact, software development is a human-intensive industry and farsighted project managers recognize that the greatest impediments to success are often related to people rather than to information, technology, and systems. **Mak et al (2000)** studied the high costs associated with replacing IT staff and their experience, it makes sense for companies to invest in mechanisms designed to keep IT staff longer **G. Latha et al (2002)** studied that BPO sector young generation are working on continuous night shifts, which affect their biological balance. Apart from this, excessive workloads, not reachable targets and pressurizing customers are creating stress among the employees. **Carmel E. et al (2002)** studied that the maturation of Offshore Sourcing of Information Technology Work, 65-78. **Rajeshwari et al (2003)** developed an instrument to measure stress among software professionals **Aziz M. (2004)** studied Role stress among women in the Indian information technology sector. Women in Management Review. pp356-363. A study conducted by **Aziz, (2004)**, investigated the intensity of organizational role stress among women informational technology professionals in the Indian private sector. **Sunita Malhotra et al (January - July 2005)** identified that women face new set of problems involving both family and profession.

Rajeshwari et, al (2005) studied that the human-computer interaction factor also has an effect on work exhaustion **Bhatia P, Kumar P. (2005)** Part II – Clinical applications and guidelines. pp711-717. **Vanitha et al (2006)** studied on organizational commitment and stress among information technology professionals. **Shahnawaz, (2006)** studied that due to long working hours and monotonous work, the call-centre jobs have been equated to 'electronic sweat shop', 'battery hens' '19th century prison' and 'Roman slave ship'

Sunetra Bhattacharya et al, (2007) studied Distress, Wellness and Organizational Role Stress among IT Professionals pp169-178. **Das et al (2008)**. has shown high intention to leave IT sector. **Bhuyar et al (2008)** studied mental, physical and social health problems of call centre workers. **Das, J. K. et al (2008)** studied management of occupational stress in the service sector pp.33-52 **S.Subramanian et al (October 2009)** studied Hardiness Personality, Self-Esteem and Occupational Stress among IT Professionals. **Das, S et al (Feb 2009)** studied stress at work place pp.35-41. **AziziYahaya, NoordinYahaya, atl (2009)** attempted to find out the causes of occupational stress within the organization and the implication on job satisfaction and intention to leave and absenteeism. The finding showed that occupational stress does not have direct effect on intention to leave and absenteeism but have direct negative effect on job satisfaction. Job satisfaction has negative effect on intention to leave and absenteeism.

Guchait et al (2010) identified that, the turnover in this industry is reported as high as 80% However, in spite of such high stress levels, there are no studies that have explored the level of stress in this industry in detail. **Partha Sarkar, Amir Jafar, Ranjan Sarkar Understanding Employees' discernment of fairness in workplace and Employee voice: Perspective from Indian Outsourcing Sector in the post-Recession period. Das, J. K. et al. (2011a)**. studied Sources of job stress among the employees of service sector in Kolkata and ways to mitigate stress, pp.1-16. **Das, J. K. et al. (2011b)**. studied Occupational Stress and its impact on employees of service sector in pp.59-69. **Das, J. K. et al. (2011c)** tried to measure Occupational Stress in the service sector of Kolkata and ways to handle stress Pg.44-58. **Santoshi Sengupta, (2011)** studied on job and demographic attributes affecting employee satisfaction in the Indian BPO industry pp.248 – 273. **N. Akbar Jan (October, 2011)** conceptualized Green Health Management for employees in IT and BPO using Sharon Schema with Christina Theory **K. ThriveniKumari**

(December, 2011) has dealt about impact of stress on women work life balance. The impact of stress on work life balance of women employees with reference to BPO and education sector in Bangalore

Dr. Kalyani Kenneth (9 Dec, 2011) In this conceptual paper, the author emphasized on work stress and employee counseling. In the present scenario, employees are experiencing stress due to the rapid and dynamic growth of globalization and vocationalization. **Das, Nandialath and Mohan, (2011)** studied on Indian call centers also showed that leadership is a key factor that affects their experiences at work and can impact their intention to leave **Ankita Srivastava, et al (Nov-Dec 2011)** studied the root causes of attrition and retention in BPOs, analyzing the level of motivation, satisfaction and involvement, generated a model for maximizing sustenance of employees in the organization and come up with concrete recommendation. **Shefali Malhotra et al (9 January 2012)** The research reveals that salary, job task, colleagues, sense of purpose, career path opportunity, work environment, autonomy and workload are the major variables to introduce the stress among the employees in BPO Sector **Dr. R. Uma Rani, M.Saravanan, (April, 2012) conducted Management of Stress among Employees in BPO using clustering algorithm K. Tamizharasi et al, (April, 2012)** This study is concerned with the non viability of the BPO and the fact that the young generation of India is actually losing out in the BPO. **Vidya Sunil Kadam (June, 2012)** This study is conducted to find out the main causes behind the increase in attrition in IT Industries and to find out the ways to control attrition. **Murali Patibandla (June, 2012)** studied Foreign Direct Investment in India's Retail Sector. In the **DQ-CRM BPO E Sat - Survey 2012**, for which the findings will be published in the next issue of Dataquest magazine, the respondents have regarded travel time (37%) as the biggest reason for stress in the BPO sector.

Subechhya Haldar et al (August, 2012) studied Employees perception on Employee Day- Shift v/s Night Shift – Shift Jobs with special reference to BPO Sector in Hyderabad. **Steve (August, 2012)** studied stress in call centres

Anita D'souza (August, 2012) identified in today's modern 24/7 economy, night shifts are becoming more common. Previously, night shift jobs were a relative rarity, confined to particular businesses or skeleton crews that kept a bare minimum of a functions operating until morning. **Datta Damayanti (September, 2012)** has experienced a 57% rise in stress over the past two years. Pp-51, INDIA TODAY.

DATA ANALYSIS

I have taken up the study relying on Secondary Data only. Case studies, publications, journals have helped me a lot.

CASE TO SUPPORT THE FACTS OF STRESS AMONG IT SECTOR EMPLOYEES

CASE 1

Source: Exploring the Lives of Youth in the BPO Sector
Findings from a Study in Gurgaon

Monisha Vaid, Fellow

Paper No. 10 Health and Population Innovation Fellowship Programme (<http://popcouncil.org/asia/india.html>)

The study, conducted in 2006, in a location of Gurgaon, one of India's major outsourcing hubs. Approximately 42 Indian and international BPOs operate in Gurgaon, of which some 20 BPOs serve international clients (Call Centre Association of India, verbal communication). The study was conducted among unmarried young people working in the BPO sector in Gurgaon. Many BPO employees acknowledged high levels of stress associated with their jobs and while acknowledging that this is a competitive and demanding sector, BPOs need to consider measures that would alleviate some of this stress.

CASE 2

Source: International Conference on Technology and Business Management March 28-30, 2011

Job Stress of Call Centre Employees

Meera Sharma

R. L. Raina

Ravindra Sharma

Shri Guru Ram Rai Institute of Technology & Science, Dehradun

Abhay Kumar Tiwari

ICFAI, IBS, Dehradun

The sample size was 50 and the data was collected from various call centres of Dehradun (Uttarakhand). It is found that customer service departments are most stressful areas to work. Poor ergonomics, irregular sleeping / working hours, time pressure, high call volume and low job security are the main stressors found among Call Centre employees. Findings showed that total maximum respondents believe that their 50-75% productivity decreases due to various stressors at work place. Hence it has become imperative for the system to take measures to reduce the workplace stress and its impact on productivity increasing the Job satisfaction and Job Performance of the employees.

CASE 3

Source: IJRIM Volume 2, Issue 1 (January 2012) (ISSN 2231-4334) International Journal of Research in IT & Management 24 <http://www.mairec.org>

Stress in the context of Job satisfaction: An empirical Study of BPO

Shefali Malhotra*

Omesh Chadha**

To conduct this study, total 300 questionnaires were distributed among the employees working in the call centers of Mohali, Panchkula and Chandigarh. This study was conducted during Dec. 2010- April 2011. But after the completion of the survey only 256 employees gave their response, but only 250 questionnaires are included in this study. So, the response rate was 83%. Results discussed that 68.4% employees agreed that working environment of the organization is the main source of the stress. 74.44% employees responded that Employee must be given a proper job task in the organization, if must be given a job task as per his knowledge, experience and interest, if proper job task is not given to the employee in the organization, then employee will be frustrating because every human being can excel in one field in the organization. On the other hand, 67.6% employees responded that job task and working environment is not the cause of stress among the employee they said that work load the reason to raise the stress among the employees. 67.2% employee assumed that bungling colleagues are the main source of stress, they believed that when the employees are corrupted, political and diplomatic in nature, then it is very difficult for an employee to work in that environment.

CASE 4

Source: Suicide among Software Engineers/Heavy Stress in Indian IT Industry by: Bharat, Category: India Post Date: 2010-01-19

Article Source: <http://www.saching.com>

According to National Crime Records Bureau at least 35 in every 1,00,000 people in Bangalore commit suicide due to stress. Citizens are unable to cope with Bangalore's quick growth

References, who committed suicide in Bangalore are as follows:

1. Prince Singla (2010), Software Engineers, Age :27, a Native of Rajasthan
2. Lakshmi Nair (2010), Software Engineer, Age: 23, A Native of Thiruvananthapuram and many others

CASE 5

Source: Journal of the Indian Academy of Applied Psychology,

July 2008, Vol. 34, No.2, 215-220. **Mental Health and Stress among Call Center Employees**

Sushma Suri and Saba Rizvi

Jamia Millia Islamia, New Delhi

The study aimed to find out the stress and mental health among call center employees. For this purpose, a total of 100 employees were selected from two different call centers i.e. Domestic (N=50) and International (N=50). The sample included both male and female employees in equal number. Two scales namely Life Stress

Scale and Mental Health Inventory were administered to all the subjects. Interview conducted personally on employees revealed that international call center employees have more work stress as compare to domestic one. This is due to heavy work load, no limited time for social interaction and completion of work

FINDINGS

- Stress exists among IT employees like normal schedule.
- The engagement of staff is in the age group of 20-30 years.
- The engagement of employees in IT sector is due to the high pay structure
- Excessive workload and tight deadlines are major causes of stress.
- The Signs of stress include feelings of hopelessness, agitation, anxiety (heart palpitations, shortness of breath), making mistakes, forgetfulness, poor communication, being easily angered, and increased intake of alcohol or drugs.
- The stress is occurring due to excessive work load, odd schedules and poor adjustment of personal and professional life.
- Remedial measures are there but some are following, some are not following
- Organisations need to help employees to come out of stress

STRESS BUSTERS

There are certain organisational and extra organisational stress busters to combat the ill effect of stress:

ORGANISATIONAL STRESS BUSTERS

1. **RECREATION ACTIVITIES:** Plan a recreation day for your colleagues where you can play games, sing aloud, dance and do what eases you out.
2. **WORK 'N' PLAY!** Stress buster at work range from corporate games and events, to music lessons and video games. Shashank Venkat, who works with a news portal says, "Our office has everything possible to keep the employees relaxed and stress-free. We have equipments including a punching bag, futsal table, XBOX, guitars, violins and lots more. (Source: Corporate stress busters for you, Chaitrali Sardesai, Mumbai Mirror Nov 24, 2013, 12.00AM IST)
3. **EMPLOYEES DAY OUT!** A popular corporate stress buster is to take the employees for an outdoor trip. Playing outdoor games and sports is usually the agenda on such days.
4. **GET PAMPERED:** What can be better than a relaxing massage when your tensions are at soaring levels at work? Needless to mention, this is an excellent way to kill stress. Some offices have massages and spa treatments on specific days of the week for whoever wants to be pampered. Acupressure and acupuncture experts are in demand in many offices.
5. **SNACK ON:** This is an interesting one to get rid of the tension. One of the worst side effects of stress is ignoring the meals and being at the desk for hours without realising that they have just skipped their lunch. To avoid this, offices have now started stacking up their pantries with delicious snacks which one can nibble on. Munchies like sandwiches, puffs, rolls, pastries and many more are made available at any time in office. Coffee machines, cotton candy and popcorn vending machines are also kept at some workplaces to keep the employees in a light mood throughout the day. Snacking on eatables at regular intervals can keep you active and energetic.

INDIVIDUAL STRESS BUSTERS

1. Physical Exercise
2. Relaxation
3. Bio-feedback
4. Meditation
5. Behavioural Self-Control
6. Cognitive therapy
7. Networking (source: Organizational Behaviour, Concept and Cases, Dr. Mrs. Anjali, Ghanekar, Everest publishing House, ISBN 81-86314-12-1)

CONCLUSION

Stress being the natural outcome of daily activities are present in our everyday life. This sector, being the most populous industry with high economic return is one of the stressful sector of economy. India being a labour intensive economy, just to cater to the needs of upcoming youth, for their economic engagement IT sector has to be nurtured well so that it gets removal from worse effect of stress.

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MOBILE BANKING IN INDIA: A COMPARATIVE STUDY ON HDFC BANK AND AXIS BANK

N. NEERAJA
ASST. PROFESSOR
DEPARTMENT OF MANAGEMENT STUDIES
D. N. R. COLLEGE
BHIMAVARAM

ABSTRACT

Mobile banking is referred to as a platform that enables the customers to access financial services. Mobile banking is a subset of banking as it allows every one easy to access their banking activities. Mobile banking system is having rapid growth in India. The study compares the performance of Axis bank and HDFC bank in the area of mobile banking. The study deals with only secondary data. Information regarding mobile banking has been collected from various types of literature and the required data from the RBI website. The study mainly deals with simple tools like percentage analysis, compound monthly growth rate and monthly average (mean). The study reveals that the Axis and HDFC bank have taken effective steps in implementing the mobile banking services to their customers and month by the month the volume and the value of transactions are increasing steadily.

KEYWORDS

mobile banking, RBI, customers.

INTRODUCTION

Information technology has shrunken the world, as a result of which, time and distance have become non-entities. It has enveloped every aspect of life. Today, most of the people adopt new generation technologies. Recent innovations in telecommunications have enabled the launch of new access methods for banking services through various e- channels like, ATMs, credit/debit cards, internet banking, mobile banking, Tele - banking, EFT etc. One of these is mobile banking; whereby a customer interacts with a bank via mobile phone.

Mobile Banking refers to provision of banking and financial services with the help of mobile telecommunication devices. The scope of offered services may include facilities to conduct bank transactions, to administer accounts and to access customized information. After the launch of mobile banking, transactions have seen some growth. Still mobile banking has a long way to go as, majority of customers prefer banking in traditional ways. Most of the customer's problem is that they are not well educated and not aware of the technological innovations either direct or indirect. Internet banking and Mobile banking has become the self-service delivery channel that allows banks to provide information and offer services to their customers with more convenience via the web services technology. The new world of electronic banking is changing day by day. It is important to understand the customer's perception on mobile banking.

Mobile Banking means a financial transaction conducted by logging on to a banks website using a cell phone, such as viewing account balances, making transfers between accounts, or paying bills. It is a term used for performing balance checks, account transactions, payments, credit applications etc. via a mobile device such as a mobile phone. In recent time Mobile banking is most often performed via SMS or the Mobile Internet but can also use special programs called clients downloaded to the mobile device management of the firm.

The earlier mobile banking services were offered via SMS. With the introduction of the first primitive smart phones with WAP (wireless application protocol) support enabling the use of the mobile web in 1999, the first European banks started to offer mobile banking on this platform to their customers. SMS Banking is a Mobile technology that allows you to request and receive banking information from your bank on your mobile phone via Short message service (SMS). WAP banking is another form of the Electronic banking that enables the user to communicate interactively with the bank. For this communication the client uses only GSM mobile phone with WAP service. With its options and the method of controlling WAP banking reminds an easy form of Internet banking. WAP is a universal standard for bringing Internet-based content and advanced value-added services to wireless devices such as phones and personal digital assistants (PDAs).

OBJECTIVES

1. To give basic ideas regarding M – banking.
2. To suggest ways to improve the usage of mobile banking.
3. To compare the performance of HDFC and Axis bank in M – banking transactions.
4. To compute the performance of HDFC and Axis bank with its peer groups in terms of M – banking transactions.

METHODOLOGY

The study deals with only secondary data. Information regarding the M – banking has been collected from various literatures and the required data collected from the RBI web site. The study mainly deals with simple tools like percentage analysis, growth rate and mean.

HYPOTHESIS

he study is framed on the following hypothesis.

The compound monthly growth rate of the volume and value of M – banking transactions of HDFC bank is better than that of the Axis bank.

REVIEW OF LITERATURE

Barnes and Corbitt; Scornavacca and Barnes (2004) concluded that mobile banking is a result of recent innovations in telecommunications that launched new methods for banking services. Rugimbana (1995) found that there is vast potential for mobile banking because of its anywhere and anytime accessibility. Barnes & Corbitt (2003) defined mobile banking as "a channel whereby the customer interacts with a bank via mobile device, such as a mobile phone or personal digital assistant (PDA)".

Shirley J.H.O etal (2006) made a study in the area of impact of information technology on the banking industry. They state that the use of information technology can lead to lower costs, but the effect on profitability remains a conclusive owing to the possibility of new work effects that arise as a result of competition in financial services.

Comminos et al. (2008) suggested that consumers will transact electronically if there is convenience and security in mobile banking.

The above studies dealt with the functioning of mobile banking coupled with its features and advantages. The present study is a modest attempt made by the researcher to compare the performance of HDFC and Axis bank in the area of mobile banking.

Consumers are attracted to these technologies because of convenience, increasing ease of use, and in some instances cost savings (Anguelov et al., 2004). Vyas (2009) studied that Banks will target non-online banking users who likely to own a mobile device but may lack regular access to desktop Internet. Mobile banking (m-banking) could also be defined as an application of mobile commerce that enables customers to bank virtually at any convenient time and place (Suoranta, 2003).

The present study compares the performance of HDFC and Axis bank in the area of M - banking services. Both HDFC bank and Axis bank are having wide network of branches and technology wise. The total number of ATMs installed by the HDFC and Axis bank stands at 11,426 and 12,930 respectively. HDFC and Axis bank is providing some of the facilities to satisfy the customer like ATM & Debit/Credit card, Pension related services, Loans & Advances and Deposit account etc. By taking this background the present study has been conducted. The study compares the performance of HDFC and Axis bank in the area of M – banking.

MOBILE BANKING IN INDIA

The Reserve Bank of India (RBI) has clearly specified that the banks which are licensed and supervised in India and have a physical presence in India can go for mobile banking services. The banks can deal only with Indian rupee based domestic services and M – banking services for cross border transaction is strictly prohibited. To promote mobile banking in a better way RBI has launched interbank mobile payment services, to make payment and settlement simpler and enabling prompt settlement of transfer of interbank.

The Indian market is broadly classified into two categories like urban market and rural market. In urban market the mobile banking has witnessed tremendous growth and nearly 70 million people are using it, mainly for checking their accounts and to get information on balances. The rural market is firmly new and the bankers can make use of it for their growth.

In India both the public sector as well as the private sector banks is actively engaged in Mobile banking. The key players are HDFC bank, Axis bank, SBI bank etc. The scope of offered services may include facilities to conduct bank and stock market transactions, to administer accounts and to access customized information. Mobile banking consists of three inter-related concepts:

- Mobile accounting
- Mobile Brokerage
- Mobile financial Information services

Most services in the categories designated accounting and brokerage are transaction-based. The non-transaction-based services of an informational nature are however essential for conducting transactions for instance, balance inquiries might be needed before committing a money remittance. The accounting and brokerage services are therefore offered invariably in combination with information services. Information services, on the other hand, may be offered as an independent module.

Mobile banking users are specially concern with security issues like financial frauds, account misuse and user friendliness issue - difficulty in remembering the different codes for different types of transaction, application software installation & updating due to lack of standardization. Mobile banking transactions can be broadly classified into two: push type and pull type. Push type is a one-way transaction where our bank sends us information pertaining to our account via SMS. Pull type is a two-way transaction, where we send a request and the bank replies.

MOBILE BANKING SERVICES

Mobile Banking Service over Application/ Wireless Application Protocol (WAP)

1. Fund transfers (within and outside the bank)
2. Immediate Payment Services (IMPS)
3. Enquiry services (Balance enquiry/ Mini statement)
4. Demat Account Services
5. Requests (Cheque book request/Generate OTP)
6. Bill Pay (Utility bills, credit cards, Insurance premium), Donations, Subscription.
7. Top up / Recharge (Mobile /DTH /MobiCash wallet Top up.
8. M Commerce (Merchant payments, SBI life insurance premium)

Mobile Banking Service over SMS

1. Enquiry Services (Balance Enquiry/Mini Statement)
2. Prepaid Mobile / MobiCash wallet top up
3. DTH Recharge
4. IMPS Fund transfer – (Mobile number & MMID and Account Number & IFS Code)
5. Change MPIN.
6. IMPS Merchant payments

ADVANTAGES OF MOBILE BANKING

Mobile banking offers various advantages to banks as well as customers.

BENEFITS FOR THE BANKS

- Reduces transaction cost: Mobile banking enables banks to reduce cost of courier, communication, paper works, etc. It reduces costs in setting up a branch and the resources to process transactions.
- Helps in improving services: as there is a direct contact between customers and banks, banks can improve their services on the basis of customer’s feedback.
- Increases customer loyalty: using M-banking customers need not to go in banks braches for fund transfer or for information, which creates a good relationship between banks and customers which helps in increasing loyalty towards the banks.
- Broader customer base: with mobile banking banks can reach a broader customer base beyond their geographical base and area of operations.

TABLE 1: M – BANKING SERVICES PROVIDED BY AXIS & HDFC BANK

Services	AXIS	HDFC
Balance enquiry	✓	✓
Fund Transfer	✓	✓
Cheque book request	✓	✓
Stop Payment cheque	×	×
Last few transactions	✓	✓
Mobile recharge	✓	✓
Immediate payment services(IMPS)	✓	✓

Source: compiled from the web site of Axis and HDFC Bank.

- ✓ Indicates that services provided.
- × Indicates that services not provided.

Table 2 depict the total value and volume of mobile banking transaction of Axis bank and HDFC bank during the fiscal year 2015(April 2014 – March 2015). The total value of mobile banking transaction of HDFC bank is 1.95 times that of the Axis banks value of mobile banking transaction in the same period. The total volume of mobile banking transaction of HDFC bank fiscal year 2015 registered at 343869232 thousands which are 5.82 times that of the total volume of mobile banking transaction for Axis bank in fiscal year 2015. The compound monthly growth rate of the volume of mobile banking transaction of HDFC bank during the period registered at 22.14% which is higher than that of the fiscal year 2015 compound monthly growth rate of the volume of transaction of Axis bank 11.41%

during the same period. "The compound monthly growth rate of the volume of mobile banking transaction of HDFC is better than that of Axis bank" is accepted. The same is true for the monthly average in value and volume in respect of both the banks.

TABLE 2: THE TOTAL VALUE AND VOLUME OF M – BANKING TRANSACTION OF AXIS AND HDFC BANK DURING THE PERIOD APRIL 2014 – MARCH 2015

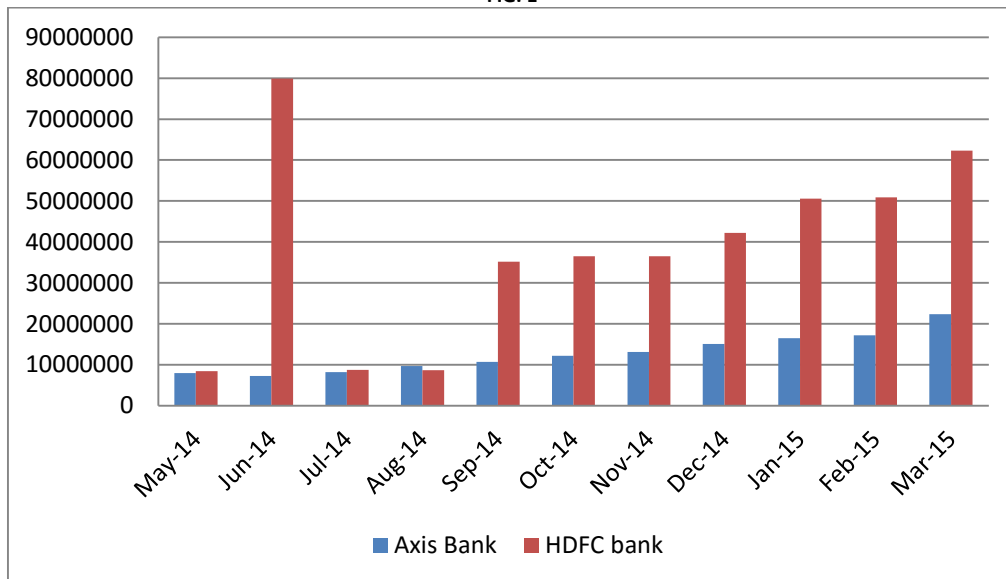
Month	Axis		HDFC	
	Value of Transaction (in Actual)	Volume of Transaction (in Thousands)	Value of Transaction (in Actual)	Volume of Transaction (in Thousands)
MAY 2014	1567606	6404061	358737	8060456
JUNE 2014	1360367	5861529	351883	7956286
JULY 2014	1449571	6747117	387206	8339610
AUGUST 2014	1625452	8084361	425581	8265297
SEPTEMBER 2014	1667925	9017668	1041164	34097900
OCTOBER 2014	1800697	10363468	1103128	35401753
NOVEMBER 2014	1790700	11309631	1115060	35383253
DECEMBER 2014	1952110	13101752	1252189	40967884
JANUARY 2015	2034428	14406144	1491924	49068678
FEBRUARY 2015	2105755	15068388	1547909	49339786
MARCH 2015	2646483	19704718	1720761	60605775
TOTAL	21672000	126069789	11091012	343869232
MONTHLY AVERAGE	1806000	10505815	924251	28655769
COMPOUND MONTHLY GROWTH RATE	4.27	11.41	17.37	22.14

Source: Compiled from the RBI web site.

When we compare the monthly compound growth rate of the value of Mobile banking transaction of Axis and HDFC bank during the same period. HDFC registered a better growth rate of 17.37 percent compared to 4.27 percent for the Axis bank. From the table 2 it is evident that HDFC is performing better than that of the Axis bank during 2014-2015 in terms of the volume as well as the value of Mobile banking transaction.

The Total value of Mobile banking transactions of Axis and HDFC bank during the Fiscal Year 2015

FIG. 1



THE TOTAL VAOLUME AND VALUE OF M – BANKING TRANSACTION OF AXIS BANK AND OTHER PRIVATE SECTOR BANKS FOR THE PERIOD MAY 2014 – MARCH 2015.

Table 3 deals with the M – banking transactions that happened in New Generation Private Sector Banks (NGPVS) during the period May 2014 to March 2015. The total number of M - banking transaction of NGPVS has touched 93207405 thousand and the actual M – banking transactions registered Rs. 5587606. Among the group of New Generation Private Sector Banks (NGPVSs) the share of Axis bank is very high compared to peer group. Next to Axis bank the share of HDFC bank both in terms of the value as well as volume of transaction is 30.79 and 6.47 percent respectively.

TABLE 3: THE TOTAL VOLUME AND VALUE OF M - BANKING TRANSACTIONS OF AXIS BANK AND OTHER NEW GENERATION PRIVATE SECTOR BANKS FOR THE PERIOD MAY 2014 – MARCH 2015

Bank	Value of Transaction (in Actual)	Volume of Transaction (in Thousands)
IndusInd Bank Ltd	29035 (0.51)	204057 (0.21)
Axis Bank	2646483 (47.36)	19704718 (21.14)
Kotak Mahindra Bank Ltd	661236 (11.83)	10575393 (11.34)
HDFC Bank	1720761 (30.79)	6030577 (6.47)
Yes Bank	530091 (9.48)	2417462 (2.59)
Total	5587606	93207405

Figures in the parenthesis refers to percentage to the total

CONCLUSION

Mobile banking services are growing both in terms of volume and value transactions. The statistical data reveals that the penetration level of mobile phone in India is much more than that of the banking services. Mostly young and educated customers are very much interested to apply & avail mobile banking services. The banks should take some steps to educate their customers regarding various aspects of mobile banking services. The value of transaction is more in HDFC when compared to Axis bank. Both HDFC and Axis bank have to increase the loans & advances, they must also provide proper ATM & Debit/Credit facilities so that many of the customers will be willing to do mobile banking transactions. Necessary steps should be taken to frame guidelines related to security and privacy transaction.

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LEADERSHIP REQUIREMENTS TO MANAGE GLOBAL BUSINESS

DEEPA NATHWANI
ASST. PROFESSOR
M. U. COLLEGE OF COMMERCE
PUNE

ABSTRACT

To manage business globally you require an efficient team of people who are managed to the excellence. As markets have become global, business nowadays has no boundaries. This can be effectively handled with an efficient team of manpower which is guided, directed and motivated at its best. Managing business at a global level is an art and can be taken care with proper and well guided leaders. Management is an art of getting things done from men at a lower cost and maximum efficiency which leads to higher profits. Leadership is a tact to make people work as per the business requirements and get the best out of them. Leadership is a process whereby one individual influences other group members towards attainment of defined group or organization goals. Leadership is an influence process wherein subordinates are guided as per the situations in the practical business world. Leaders have to be influential as they handle the major asset of the organization i.e. Human Resources. Business be it national or global level incorporates human resource at every level which needs to be handled very tactfully in all situations. Leaders like Bill Gates, Barack Obama etc. have completely changed the scenario globally. Leaders are extraordinary men and women who are transforming business, government, philanthropy, and so much more.

KEYWORDS

cross – cultural, psychological capital, multi workplace.

1. INTRODUCTION

Leadership is not magnetic personality that can just as well be glib tongue. It is not making friends and influencing people that is flattery. Leadership is lifting a person's vision to higher sights; the raising of person's performance to a higher standard, the building of personality beyond its normal personality." (Peter F. Drucker (from <http://thinkexist.com>). A leader has legitimate power which comes solely from the superior position which he acquires. He gets reward power by means of promotion, increase in salary and interesting and challenging assignments. He possesses an expert knowledge for the matter under discussion. The referent power comes from the fact that subordinates identify with the leader and respect him/her. He has coercive power by the fact that he has a right to punish. Effective leadership is a key factor in the life and success of an organization. Leaders propose new paradigms when old ones lose their effectiveness. Leadership is a major way in which people change the minds of others and move organizations forward to accomplish identified goals. In the competitive landscape of the 21st Century, a sustainable advantage of globalization depends on the skills and abilities of a leader who can manage diversity and implement increasingly complex business strategies. Effective workforce diversity management is a key to global business success (Okoro, 2012). In pursuit of leadership effectiveness in today's globalized world, cross-cultural leaders need to be able to manage culturally diverse settings efficiently, known as a capability of cultural intelligence or cultural quotient - CQ (Rockstuhl et al., 2011). Since CQ is significantly related to individual international experiences (Lovvorn & Chen, 2011), global leaders should be aware and appreciate the diversity they face in leadership practices. Due to globalization, technologic innovation, and demographic changes, international organizations are seeking effective leaderships for diverse workforce management. Global leadership is about managing a business across borders where there are different cultural, legal, and economic systems. It's about knowing how to operate in multiple environments trying to achieve a common corporate objective.

2. PURPOSE OF THE STUDY

The importance of effective leadership in cross-cultural management has been emphasized in the literature (Nguyen & Umemoto, 2009). Since globalization and technology have been accelerating business changes and creating challenges, today's global leaders need to acquire a set of competencies that will enable them to implement their vision and lead effectively. How to develop effective leaders with the skills needed to adequately deal with organizational challenges has been a challenge for all organizations (Amagoh, 2009). Global leaders must be equipped with the leadership skills required in the multicultural workplace. In other words, important leadership components and significant global leadership skills need to be identified to enhance international leaders' competitiveness and performance efficiency. Therefore, the purposes of this study sought to:

- 1) To examine the new look of leadership in diverse workplace development and cross-cultural management.
- 2) To identify challenges for global leaders.
- 3) To identify essential leadership skills for success as a global leader in this rapidly changing world.
- 4) To study how to manage business in such a global competitive world.

This study synthesized to both cross-cultural management and international leadership toward identifying essential leadership skills for global leaders to meet the challenges they face now and in the future.

3. LITERATURE REVIEW

Psychological Capital has been proposed to increase competitive advantage and performance of leaders (Luthans, Luthans, & Luthans, 2004; Luthans & Youssef, 2004). Luthans, Avolio, Walumbwa, and Li (2005) reported Psychological Capital to be correlated with performance in an international environment. Luthans, Avey, Avolio, Norman, & Combs (2006) developed and demonstrated a psychological capital intervention to increase Psychological Capital in the participants. Luthans (2007) reported a significant relationship between Psychological Capital with performance and satisfaction. Luthans, Norman, Avolio, and Avey (2008) reported employee's Psychological Capital sharing a positive relationship with performance, satisfaction, and commitment. Youssef and Luthans (2007) reported that Psychological Capital was related to performance, satisfaction, work happiness, and organizational commitment. Clapp-Smith, Luthans, and Avolio (2007) argued that Psychological Capital mediates the relationship between cognitive capacity and cultural intelligence in the development of a global mindset. In accordance, it is argued that Psychological Capital will aid the development of an effective global leader, as individuals will have hope, efficacy, resiliency, and optimism when faced with challenging developmental characteristics such as development of a global mindset, a self-authored identity, and a cross - cultural adaptation. Furthermore, as the other variables proposed in the model, Psychological Capital is open to training and development (Luthans et al., 2006). Psychological Capital will moderate the relationship between domestic leadership and global mindset, self-authored identity, and cultural adaptation worldviews.

4. CHALLENGES FOR GLOBAL LEADERS

A more flexible relationship between global leaders and their followers is essential in the workplace. Globalization, technologic innovation, demographic changes bring a tremendous transformation into human life and work. For organizations to remain competitive in the global market, a close emotional interdependent link and an ongoing development of trust and loyalty between leaders and followers must be established. A greater manager-employee relationship can significantly influence members' behaviors and increase the degree of their commitment to the leader and the organization (Lussier, 2005). The relationship can be enhanced by spending time together and considering the members' needs, expectations, and values. Global leaders cannot have an outstanding performance without the

ability to guide and influence employees to work toward the organizational goals. Technology plays a significant role in global policies, economics, and culture and shapes the structure of the global system (Fritsch, 2011). Technological advancement has not only saved time and money for a greater organizational profit and a better quality of life but has also created a global village with shared regulation, language, and values. The business and the nature of work are changed by technology (Aggarwa, 2011). It makes distance learning and telework happen. Online learning is a commonly used training strategy, and both web meeting and e-mail are must-have tools for organizational communication. Virtual workforce, virtual organizations, and e-leadership are also emerging from technology development. Different leading approaches are thus required in the new virtual working environment (Wang, 2011). As technology has made its progress and impact on global organizations, traditional leadership can no longer fully assist managers to lead the employees who work at different places or nations. International organizations demand the cross-cultural managers using appropriate leadership skills to inspire and influence diverse employees. There is a strong consensus that acquisition of effective leadership skills will bring the organization through global transformation chaos and contribute to a sustainable advantage (Amagoh, 2009; Caligiuri & Tarique, 2012; Ulrich & Smallwood, 2012).

HERE ARE MY 5 “MUST HAVES” FOR A GLOBAL LEADER

1. INQUISITIVENESS

This is absolutely requirement to be the best global leaders as they are open to new experiences. In their everyday life, they are generally curious about anything new. In becoming familiar with culture in other countries, they are able to suspend criticism/opinion.

2. DEALING WITH MULTIPLE PERSPECTIVES AND AMBIGUITY

The ability to deal with this occurs 24/7. It is more prevalent in global roles than purely domestic ones. A global leader has to manage multiple viewpoints and perspectives from various countries. They must be flexible, responsive to true differences in problem-solving among countries, have the ability to learn from mistakes and the ability to balance shorter and longer term objectives.

3. FRAME-SHIFTING

This is the ability to shift leadership style depending on the country/culture.

Example: A consultative style that draws upon the input of others may be OK when operating in Italy. But that style would not be appropriate in Korea where employees are used to very hierarchical relationships and expect management to provide all the answers.

4. ADAPT AND ADD VALUE

There is a time to teach employees overseas as well as learn from them, a time to make decisions, and a time to listen. Getting the right balance is very important. A leader who has to manage subordinates and superiors globally should be adaptive to cross cultures.

5. MULTIPLE BUSINESS MODELS

As Business models are different from country to country —and certainly different from those used in the U.S. A global leader must understand the requirements in each country for customized marketing, branding, products/services and selling techniques.

13 KEY CHARACTERISTICS OF A GLOBAL BUSINESS LEADER

To succeed in today’s volatile global economy, a leader must be prepared to do business all around the world. International businesses have operations, partners, alliances and senior managers representing virtually every global region. Many have more than one “headquarters,” signaling the diversity of their thinking and perspective. He acquires a set of skills that help him work across regional, national and sub national boundaries to propel your business forward. Those skills include the following:

1) OVERSEAS EXPERIENCE

If a leader wants to become a successful in international business, he should adopt cultural perspective and learning how business is done in different contexts is essential.

2) DEEP SELF-AWARENESS

Understanding your beliefs and knowing where they might differ from others’ is critical to global executive success.

3) SENSITIVITY TO CULTURAL DIVERSITY

Leaders must have an intense interest in the lives and cultures of others, recognizing that your culture and background are not inherently superior, to master the global business arena wherein a leader needs to adjust with the cultural diversity and make people work as per your business requirements.

4) HUMILITY

As a good international business person, a leader must be open to and fascinated by those perspectives. This trait requires a willingness and ability to listen well and with real intention.

5) LIFELONG CURIOSITY

The world is constantly evolving. Without an intense curiosity and a desire to learn, leaders will be left behind and increasingly unable to converse, much less keep up, with your peers. Staying abreast of new learning opportunities requires a humble awareness that what you know is not enough and that you always have more to learn.

6) CAUTIOUS HONESTY

People sometimes omit information or only tell the truth they think other people need to know. However, a leader designs ethics and morality, in global business settings, executives need to know they can count on a leader. If a leader doesn’t deliver on his business promises, his reputation will suffer. Effective global leaders can balance the need to be cautious in different contexts while demonstrating they can follow through.

7) GLOBAL STRATEGIC THINKING

When a leader has a global perspective, he thinks strategically about managing business using the best people from around the planet. Much of leader’s ability to do this comes from a lifetime of networking at the highest levels in global boardrooms and his aptitude for seeing how various pieces of global industries play out internationally. To make strategic decisions for the company, he needs to understand how the business world works on a global scale.

8) PATIENTLY IMPATIENT

How does a leader become patiently impatient? He must be in a hurry and yet be patient enough to allow the local and regional processes to unfold as they are meant to. Time and pace are not the same in every country. Balancing the demands of hot competitive and technological trends with the pace of local cultures can be frustrating to the uninitiated.

9) EFFECTIVE COMMUNICATION SKILLS

Given the challenges of working via interpreters or fumbling through conversations in more than one language, the ability to say clearly what he means is a key global business skill. If he converses with others in their native language, he usually earns brownie points. Clear communication is a powerful leadership trait to have on the global stage.

10) GOOD NEGOTIATOR

Doing business across ethnic, national and regional boundaries requires strong negotiating skills. If he can add these skills to an innate enjoyment of the gamesmanship involved in negotiating, he will become a highly effective negotiator.

11) PRESENCE

A certain charisma surrounds a leader if he is an influential global leader. Part of it but only part — is position or title. The bigger portion is dress, self-confidence, energy level, interest in other people and comfort with the challenges at hand. As a global business leader, he must respect the identities and affiliations of others.

12) CREATE APPROPRIATE MOTIVATIONAL TECHNIQUES

Effective global leaders need to be able to establish trust, motivate team members, and foster a team spirit (Roy, 2012). Creating appropriate motivational techniques (e.g., reward and recognition) can stimulate employees’ performance and increase their feelings of appreciation and belonging (Swanson & Holton, 2009).

13) TAKE SOCIAL RESPONSIBILITY SERIOUSLY

Today's leadership is expected to promote corporate social responsibility, an important concept in dealing with stakeholders (Smith, 2011; Strand, 2011). Organizations are expected to provide their social concerns of the community and social responsible to various stakeholder groups by consumers (Smith, 2011). Consequently, global leaders have their social responsibilities to create a pleasant workplace which directly affects human well-being.

EFFECTIVE LEADERSHIP QUALITIES

As an effective leadership quality to maintain a leader's viability in the increasingly global marketplace, he must consider the challenges and how he will address them.

- **Compliance and Regulations – of laws, rules and regulations of all countries.**
- **Culture and Language** - cultural differences can play a big role in your success in the global market. For example, in China, the color red is a symbol of luck, while in other countries, it represents a warning sign. Religious and cultural boundaries must be understood to run effective marketing campaigns abroad.
- **Environmental Impact** - Recycling is rapidly becoming a common practice in most U.S. companies as business leaders realize the impact their behavior has on global environmental issues. You may be challenged to incorporate successful recycling programs because they may be cost-prohibitive or just inconvenient. Technology and Communication.
- **Technology and Communication** – To keep pace with technology as a leader you have to be updated and a step ahead of your competitors. One of the biggest challenges facing globally competitive marketplaces is the communication issues that crop up when technology doesn't keep up in every sector.

5. LEADERSHIP STYLES

A leadership style is a leader's style of providing direction, implementing plans, and motivating people. There are many different leadership styles that can be exhibited by leaders -

- **AUTHORITARIAN**

The authoritarian leadership style or autocratic leader keeps strict, close control over followers by keeping close regulation of policies and procedures given to followers. These types of leaders make sure to only create a distinct professional relationship. Direct supervision is what they believe to be key in maintaining a successful environment and follower ship. In fear of followers being unproductive, authoritarian leaders keep close supervision and feel this is necessary in order for anything to be done. Authoritarian leadership styles often follow the vision of those that are in control, and may not necessarily be compatible with those that are being led. Authoritarian leaders have a focus on efficiency, as other styles, such as a democratic style, may be seen as a hindrance on progress. An authoritarian style of leadership may create a climate of fear, where there is little or no room for dialogue and where complaining may be considered futile.

- **PATERNALISTIC**

The way a Paternalistic leader works is by acting as a father figure by taking care of their subordinates as a parent would. In this style of leadership, the leader supplies complete concern for his followers or workers. In return he receives the complete trust and loyalty of his people. Workers under this style of leader are expected to become totally committed to what the leader believes and will not strive off and work independently. The relationship between these co-workers and leader are extremely solid. The workers are expected to stay with a company for a longer period of time because of the loyalty and trust. Not only do they treat each other like family inside the work force, but outside too. These workers are able to go to each other with any problems they have regarding something because they believe in what they say is going to truly help them.

- **DEMOCRATIC**

The democratic leadership style consists of the leader sharing the decision-making abilities with group members by promoting the interests of the group members and by practicing social equality. This style of leadership encompasses discussion, debate and sharing of ideas and encouragement of people to feel good about their involvement. The boundaries of democratic participation tend to be circumscribed by the organization or the group needs and the instrumental value of people's attributes (skills, attitudes, etc.). Research has found that this leadership style is one of the most effective and creates higher productivity, better contributions from group members and increased group morale.

- **LAISSEZ-FAIRE**

The laissez-faire leadership style is where all the rights and power to make decisions is fully given to the worker. The laissez-faire style is sometimes described as a "hands off" leadership style because the leader delegates the tasks to their followers while providing little or no direction to the followers. If the leader withdraws too much from their followers it can sometimes result in a lack of productivity, cohesiveness, and satisfaction.

- **TRANSACTIONAL**

Transactional leaders focus their leadership on motivating followers through a system of rewards and punishments. There are two factors which form the basis for this system, Contingent Reward and management-by-exception. This type of leader identifies the needs of their followers and gives rewards to satisfy those needs in exchange of certain level of performance. Transactional leaders focus on increasing the efficiency of established routines and procedures. They are more concerned with following existing rules than with making changes to the organization.

- **TRANSFORMATIONAL**

A transformational leader is a type of person in which the leader is not limited by his or her followers' perception. The main objective is to work to change or transform his or her followers' needs and redirect their thinking.

THEORIES OF LEADERSHIP

- 1) **TRAIT THEORY** - The trait leadership theory believes that people are either born or are made with certain qualities that will make them excel in leadership roles. The trait theory of leadership focused on analyzing mental, physical and social characteristic in order to gain more understanding of what is the characteristic or the combination of characteristics that are common among leaders.
- 2) **BEHAVIOURAL THEORIES** - The behavioural theories are offering a new perspective, one that focuses on the behaviours of the leaders as opposed to their mental, physical or social characteristics. In other words, leaders are made not born.
- 3) **CONTINGENCY THEORIES** - The Contingency Leadership theory argues that there is no single way of leading and that every leadership style should be based on certain situations, which signifies that there are certain people who perform at the maximum level in certain places; but at minimal performance when taken out of their element.

6. LEADERSHIP AT ARCELOR MITTAL

ArcelorMittal is the world's leading steel and mining company. Guided by a philosophy to produce safe, sustainable steel, it is the leading supplier of quality steel products in all major markets including automotive, construction, household appliances and packaging. ArcelorMittal is present in 60 countries and has an industrial footprint in 19 countries.

Leadership is an integral part of ArcelorMittal: it is one of our three core values of sustainability, quality and leadership, which shape every aspect of our corporate behaviour and help us meet our promise of 'transforming tomorrow'. We are industry leaders in terms of new technology, sustainability and corporate responsibility. We are also leaders internally, in our efforts to improve health and safety, training, competitiveness and employee engagement.

Every organisation needs leadership – at every level. We believe leaders should inspire, influence, motivate and engage people. Leadership should inspire our employees to work at a level that they would not normally reach or go to on their own.

THE NEXT GENERATION

To safeguard the future of ArcelorMittal, we are committed to developing the next generation of leaders through initiatives such as ArcelorMittal University's leadership academy and the global employee development programme (GEDP).

"We should not only continuously challenge and improve ourselves; we should also actively encourage and foster talent and responsibility in others. We want everyone in our company to find in their professional lives a capacity to accomplish themselves, to put the best into what they do. If you show initiative and accept challenges, then there will be no hindrance to your growth."

Lakshmi N Mittal, chairman and CEO

The GEDP encapsulates our main people management processes:

- Performance management
- Succession management
- Talent identification and development
- Development planning

7. LEADERSHIP QUALITIES OF NARAYAN MURTHY (NR)

The best way to train oneself to become an effective leader is to follow an effective leader.

1. **Generosity as a virtue of a good leader** - This is the foundation on which good team work is built.
2. **Crisp and actionable definition of strategy** - Without beating about the bush, NR straightaway links strategy to net income margins. If there is no improvement in net income margins, then you don't have a strategy. Strategy should be a marked improvement in "end-result" and that should be measurable. As a leader, you are responsible for the "end-result".
3. **Respect from stakeholders as primary objective of the company** - his good leadership ensured that the team kept the interests of a varied group in mind.
4. **Ethics violation and resignation of a co-founder were very disturbing** - An effective leader does not shirk responsibility away from such stressful but hugely important decisions.
5. **Continuously monitor the composition of the team** - The performance of a successful organization is heavily dependent on the team that the leader assembles. Differentiation comes from innovation and innovation comes from sharp and smart minds. NR puts a high value on employees who are his sharp and smart minds.
6. **Leadership by example is what creates trust in people** - If there is one thing in common amongst all effective leaders, I'd say it is leading by example
7. **Values** - NR emphasizes utmost regard for values. An effective leader stamps his or her culture on the organization and a leader with a good value system automatically passes on those values to the people around him or her.
8. **Comfort with ambiguity** - He advises to use as much data and modeling as possible to clearly eliminate bad decisions. But then he cautions against analysis-paralysis and recommends bold and quick decisions where required.
9. **Important decisions require a calm and composed mind (equanimity)** - The part where NR took a decision for Infosys to walk away from a huge business from a single client is a classic example of equanimity. Staying calm under pressure is indeed an enviable quality that effective leaders possess. The likes of NR go one step further and can take crucial decisions with a calm mind!
10. **A great tip on how to make decisions** - This valuable nugget is a template on how to make decisions. NR states that every leader must have a mental model of his or her business.
11. **Laser focus on exceeding expectations of the customer** - NR provides another crisp definition of a customer as one "who puts food on our table". If you look at your customer thus, you will accord the highest respect for this entity. Respect then translates into importance. And all actions towards the customer such as openness, fairness, transparency, honesty, etc. become part of the company culture.
12. **Global bench-marking** - NR believes that global bench-marking helps in competing with the best and serving the customer better. We have always maintained that only what can be measured can be controlled. And only what can be controlled can be improved. NR's stand on bench-marking totally advocates this approach.

8. CONCLUSIONS AND SUGGESTIONS

To become a successful leader in the global business world a leader should possess the following characteristics:

DO's

- Be Prepared
- Go with the flow
- Keep Fit
- Have a vision
- Connect with people
- Be Humble
- Innovation

He should not – Don'ts

- Lose his cool
- Lack of scheduling tasks
- Failure to acknowledge mistakes
- Not asking for help

9. RESEARCHERS COMMENTS

With the trend of globalization, leaders have more chances to live and work with the people coming from very diverse cultural origins including differences in language, norms and lifestyles. Moreover, today, many firms are in global alliances that depend upon flexibility and adaptability to local markets, requiring their managers to possess appropriate leadership styles to address effectively different value systems and cultures. In order to improve and manage the people on a global scale, it is necessary for a leader to understand the leadership of individual managers and their potential to influence competitive advantage.

Today, leaders are increasingly experiencing various cultures with different lifestyles as well as different management and leadership practices. Facing the challenge of complexity of globalization, it is important that a leader has the global mindset and attitude in order to understand the differences among national cultures. It is suggested that highly competitively global business environment required leaders to acquire the ability to understand situations in order to communicate effectively and manage efficiently.

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A STUDY ON EMOTIONAL INTELLIGENCE AMONG TEACHERS IN PRIVATE SCHOOLS OF DINDIGUL DISTRICT

DR. R. RADHIKA DEVI
ASST. PROFESSOR
WOMEN'S STUDIES CENTRE
MADURAI KAMARAJ UNIVERSITY
PALKALAI NAGAR, MADURAI

SOUNDARYA.N.
RESEARCH SCHOLAR
DEPARTMENT OF MANAGEMENT STUDIES
MADURAI KAMARAJ UNIVERSITY
PALKALAI NAGAR, MADURAI

ABSTRACT

Education is the ability to meet life's situation, it is a character building process, enhancing one's personality and making him/her rational, capable, responsive and intelligent. These days' schools face a tremendous pressure to have their students score proficient on state test. The needs of students, staff and parents in schools today vary from those of the same group even a few years ago. In addition, schools face problems related to drugs, gang policy and personal issues. Because of all such changes which are occurred in the educational sector, the workplace had become a high stressed environment. In order to cope with such type of problems, teachers and principals need to possess competencies like Emotional Intelligence. The present study is based on the assumptions, that application of emotional intelligence can increase teachers' effectiveness and reduce occupational stress among teachers. It also emphasizes the importance of Emotional Intelligence in personal, academic and career success. Descriptive research design was adopted and convenient sampling method was chosen for the study. The study identified the phenomena related to Emotional Intelligence among private school teachers in Dindigul District, and demographic factors influencing on Emotional Intelligence were also considered for the study.

KEYWORDS

education, tremendous pressure, high stressed environment, emotional intelligence.

INTRODUCTION

Education is illumination. It plays extremely significant role in the lives of individuals/students by empowering them with various abilities, skills, competencies, and thus paving way for enhancing the quality of life.

Therefore, teaching is an essential part in the life of the students for learning Social, Cultural, Personal development etc., and the teachers are the person who transmits and implants values, nurtures creativity, talent and Interests among them.

Teachers cannot be the effective source of knowledge unless they are possessed with the essential skills, knowledge and talents. Effective teachers do not solely depend on only Intelligent Quotient but also highly depends on the Emotional Intelligence, in order to understand the student psychologically which gives a long term positive effect in the life of the student.

In the recent years, the concept of the emotional intelligence among teachers has been taken attention in the educational institutions due to its great importance. In fact, emotional intelligence is a type of social intelligence that includes to control own and others emotions; make a choice between them and the ability of using these emotions to set his/her life.

Emotional Intelligence plays a vital role in social sciences; it has direct impact on the teacher's behavior working in an organization and it is important for the success of their profession. Teachers are considered as the main pillar in the educational system. They are the moderators through which the knowledge can be transferred to the students who represent the foundation of the society.

Emotional Intelligence refers to an ability to recognize the meanings of emotions and their relationships to reason and problem solving on the basis of them. The concept of this is popularized after publication of Daniel Goleman's book on Emotional Intelligence: "**why it can Matter than I.Q?**" he introduced the importance of emotional quotient in workplace, noting that intelligence quotient is a less powerful predictor of outstanding leadership than emotional quotient.

Everyone has emotional intelligence. For most of us, it's an underdeveloped area and an untapped resource. Peter Salovey said, "Yes we can control emotions. The trick is doing it in the right way at the right time."

This concept has a long history; around 350 BC, Aristotle wrote, "Anyone can become angry -- that is easy. But to be angry with the right person, to the right degree, at the right time, for the right purpose, and in the right way that is not easy."

The benefits of emotional intelligence have become more widely recognized and investigated; several implementation strategies have been designed. These include assessments, training programs, and educational curricula that assist educators to build emotional intelligence. Current research in education, psychology, and related fields is accumulating to show the benefits of Social Emotional Learning (SEL) programs for children as young as preschoolers. Public awareness is catching up to the research. Recently a *New York Times* editorial reviewed key research findings and concluded, "...social and emotional learning programs significantly improve students' academic performance."

Additional research also shows emotional intelligence is strongly linked to staying in school, avoiding risk behaviors, and improving health, happiness, and life success. Innovative schools and educational organizations have begun integrating emotional intelligence into their educational programs. It is becoming increasingly clear that these skills are one of the foundations for high-performing students and classrooms.

Therefore, this skill is really required to make the teachers performance very effective; this skill can make the teachers not only able to deal with their students but with their colleagues as well. Therefore, a study is conducted on the emotional intelligence among teachers in the private schools in Dindigul district.

THE MAYER AND SALOVEY MODEL OF EMOTIONAL INTELLIGENCE

The Mayer and Salovey (1997) model of emotional intelligence defines four discrete mental abilities (also referred to as 'branches') that comprise emotional intelligence:

(i) Perception of emotion, (ii) use of emotion to facilitate thought, (iii) understanding of emotion, and (iv) Management of emotion. These four inter-related abilities are arranged hierarchically such that more basic psychological processes (i.e., perceiving emotions) are at the base or foundation of the model and more advanced psychological processes (i.e., conscious, reflective regulation of emotion) are at the top. Empirical demonstrations of whether the higher-level abilities are dependent, to some extent, upon the lower-level abilities, have yet to be conducted. Here, we provide a brief description of the four abilities, which are described more fully elsewhere (Mayer & Salovey, 1997; Mayer et al., 2008a,b).

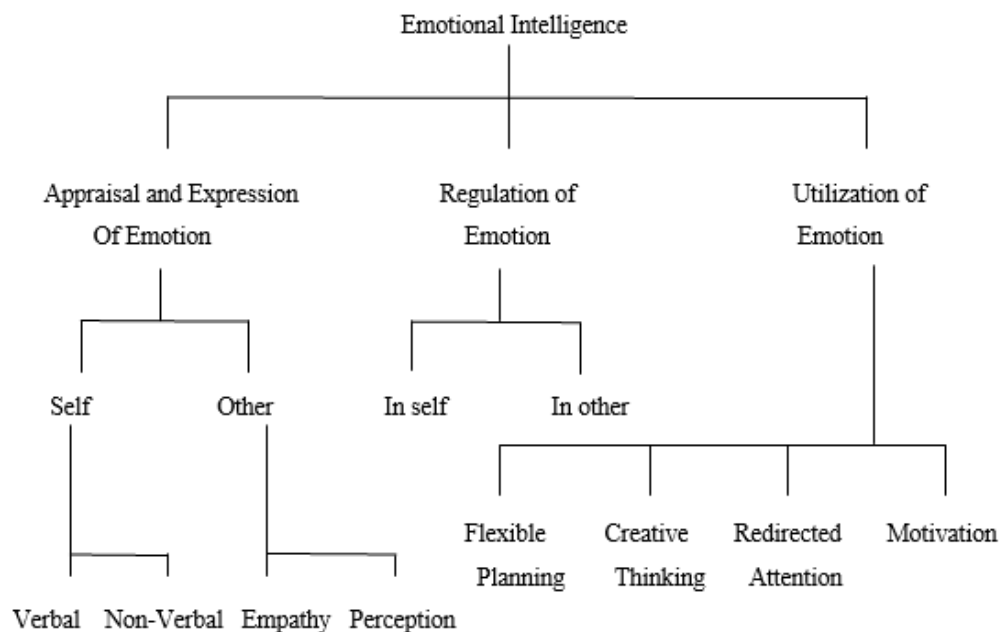
The first branch, 'Perception of emotion,' includes the ability to identify and differentiate emotions in the self and others. A basic aspect of this ability is identifying emotions accurately in physical states (including bodily expressions) and thoughts. At a more advanced level, this ability enables one to identify emotions in other people, works of art, and objects using cues such as sound, appearance, color, language, and behavior. The ability to discriminate between honest and false emotional expressions in others is considered an especially sophisticated perceiving ability. Finally, appropriately expressing emotions and related needs represents more complex problem solving on this branch. The second branch, 'Use of emotion to facilitate thinking,' refers to harnessing emotions to facilitate cognitive activities such as reasoning, problem solving, and interpersonal communication. A basic aspect of this ability is using emotions to prioritize thinking by directing attention to important information about the environment or other people.

More advanced skills involve generating vivid emotions to aid judgment and memory processes, and generating moods to facilitate the consideration of multiple perspectives. Producing emotional states to foster different thinking styles (e.g., people's thinking is more detail-oriented, substantive, and focused when in sad versus happy moods) constitutes an especially high level of ability on this branch. The third branch, 'Understanding and analyzing emotions,' includes comprehension of the language and meaning of emotions and an understanding of the antecedents of emotions. Basic skill in this area includes labeling emotions with accurate language as well as recognizing similarities and differences between emotion labels and emotions themselves. Interpreting meanings and origins of emotions (e.g., sadness can result from a loss, joy can follow from attaining a goal) and understanding complex feelings such as simultaneous moods or emotions (feeling both interested and bored), or blends of feelings (e.g., contempt as a combination of disgust and anger) represent more advanced levels of understanding emotion. Recognizing transitions between emotions (e.g., sadness may lead to despair which may lead to devastation) is an especially sophisticated component of this branch.

The fourth branch, 'Reflective regulation of emotions,' includes the ability to prevent, reduce, enhance, or modify an emotional response in oneself and others, as well as the ability to experience a range of emotions while making decisions about the appropriateness or usefulness of an emotion in a given situation. Basic emotion regulation ability involves attending to and staying open to pleasant and unpleasant feelings, while more advanced ability involves engaging or detaching from an emotion depending on its perceived utility in a situation. Monitoring and reflecting on one's own emotions and those of others (e.g., processing whether the emotion is typical, acceptable, or influential) also represents more complex problem solving within this branch.

EMOTIONAL INTELLIGENCE

FIGURE 1: EMOTIONAL INTELLIGENCE



DIMENSIONS OF EMOTIONAL INTELLIGENCE

- **Self-awareness:** Being aware of oneself.
- **Empathy:** Feeling and understanding the other person.
- **Self-motivation:** Being motivated internally.
- **Emotional stability:** To stay composed in all situations.
- **Managing relations:** To handle relationship with others.
- **Integrity:** Being aware of one's weakness, strengths and beliefs.
- **Value orientation:** To maintain ethical standards.
- **Commitment:** To keep promises.

IMPORTANCE OF EMOTIONAL INTELLIGENCE

As Darwin theorized, researchers have learned that emotions serve a biological purpose. They signal to us when there is something wrong or when our needs are not getting met. When we need something that we are not getting or what we're not getting regularly, we will feel a negative emotion. This could be anger, fear, disappointment, depression, or any other negative emotion.

There are Social, mental, and even physical consequences to our ability to deal with our emotions. Since our emotions are a way our body can talk to us, we ignore them at our own peril. Not only will ignoring emotions ensure unhappiness, but it can lead to physical illness and even early death. It has been found that not only are people with high level of EI more successful in their careers, but they also are healthier, happier, and enjoy better relationships with others.

Those with a high level of EI tend to experience a healthy balance of feelings like:

- Motivation
- Friendship
- Focus
- Fulfillment
- Peace of Mind
- Awareness
- Balance
- Self-control

- Freedom
- Autonomy
- Contentment
- Appreciation
- Connection
- Desire

But those with a lower level of EI tend to feel more:

- Loneliness
- Fear
- Frustration
- Guilt
- Emptiness
- Bitterness
- Depression
- Instability
- Lethargy
- Disappointment
- Obligation
- Resentment
- Anger
- Dependence
- Victimization
- Failure

Therefore, for our own general happiness and quality of life, it behooves us to learn to develop our emotional intelligence. With some basic understanding, you can alter the way you experience your emotions and the way you react to them in any situation.

TEACHERS WITH EMOTIONAL INTELLIGENCE

Education is a tri- polar process where teacher, learner and curriculum are inseparably intertwined. The reputation of a school depends upon the reputation of its teachers. Success of students depends upon teacher's guidance and teaching.

Student's best perform when they have an established relationship with, or trust in a teacher. An Emotionally Intelligent teacher will be a better guide. The greatest asset of education system will then be its Emotionally Intelligent teachers.

We need Emotionally Intelligent teachers to activate educational process, so we need Emotionally Intelligent teacher educators to inculcate that quality in teachers. The present generation faces new problems in their life. Teachers need to be equipped with skills to help them tackle these new and more complex problems. Teacher in today's world, just having a bundle of knowledge will be equal to a book that is inactive and senseless. He must have knowledge along with a set of skills that Emotional Intelligence provides, such as- empathy, self- control, optimism, stress tolerance, self- regard, flexibility, emotional awareness and so on.

Since Emotional Intelligence is a set of abilities essential for the success of an individual, the purpose of imparting quality education is not possible without inculcation of emotional Intelligence and its attributes in the learners. It enables an individual to handle his own emotions and actions, thereby handling his relationship with others smoothly by controlling their emotions.

It is the teachers who are instrumental in shaping future students, who in turn are expected to be an integral part of nation building by producing emotionally intelligent citizens.

This, in turn, would better inform hiring officials and principals, and influence professional development as a means to increase student achievement via the enhancement of a teacher's emotional intelligence.

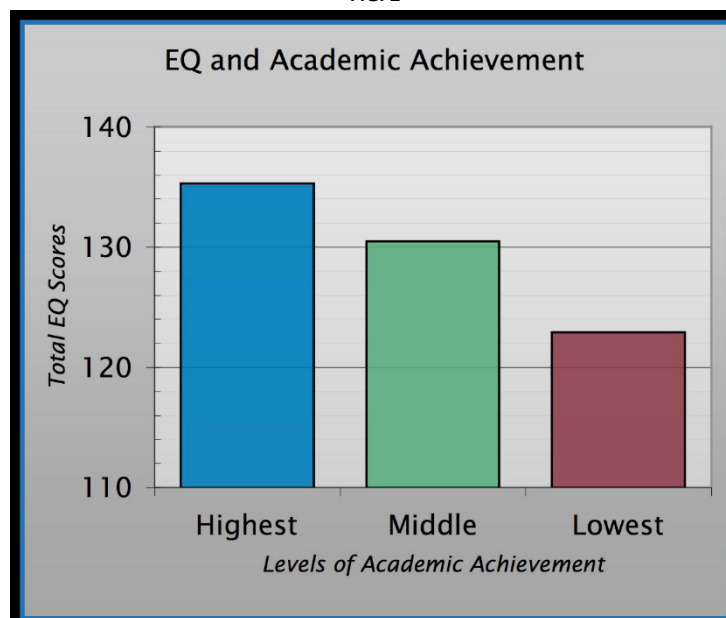
EMOTIONAL INTELLIGENCE AND ACADEMIC ACHIEVEMENT

Students are under a great deal of stress, which can easily derail them. Applying emotional intelligence skills appears to be an effective coping mechanism.

Social and emotional learning students have significantly better attendance records; their classroom behavior is more constructive and less often disruptive; they like school more; and they have better grade point averages.

The results of the research indicate that emotional intelligence has extraordinary potential as a mediator of positive school outcomes.

FIG. 2



Students with the highest grades also have the highest EQ – and likewise for the middle and lowest groups. In Other words, this study shows a strong relationship between EQ and academic achievement

- It increases cooperation and improves classroom relationships.
- Increase student focus/attention.
- Improve teacher/student relationships.
- Improve student learning.
- Enhance collaborative work.
- Increase positive verbal statements.
- Personal and social competencies.
- Decreased antisocial behavior and aggression.
- Fewer serious discipline problems and school suspensions.
- Increased acceptance among peers.
- Better school attendance.
- Higher grade point averages.
- Higher academic achievement scores.

EMOTIONAL INTELLIGENCE AND HEALTH

In addition to academic success and job retention, emotional intelligence also results in health conditions of the teachers. Emotions are critical ingredients for optimal information processing, social communication, written communication, motivation, attention, concentration, memory, critical thinking skills, creativity, behaviour and also physical health.

Only when the teachers are emotionally intelligent they can produce good students/citizens for the country.

- Were less involved in aggressive interactions and more accepted by their Peers.
- They apply consequential thinking.
- They engage in intrinsic motivation.
- Increase Empathy

SUGGESTIONS

- The Teachers need better training in Emotional Intelligence, to manage their own emotions and those of others.
- The Teachers can have one-on-one conversation with the student.
- Speak with the student in an unhurried way, pausing frequently.
- The Teachers can assess the students' level of emotional Intelligence and accordingly the successive programmes must be planned.

CONCLUSION

An emotionally intelligent teacher will serve as an important role model for the students, particularly as the extraordinary challenges of the classroom in future will become more evident,

Since by incorporating EI into existing educational programs, we can promote our children's achievement in the present and secure their success for the future. Excelling in academic is very essential. But when one gets into work with the help of cognitive abilities, social and emotional abilities are very important for survival in the system.

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A STUDY ON CONSUMERS OPINION TOWARDS ECO-FRIENDLY PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE CITY

NITHYA M
ASST. PROFESSOR
PSG COLLEGE OF ARTS & SCIENCE
COIMBATORE

T. RAHUL PRASATH
STUDENT
PSG COLLEGE OF ARTS & SCIENCE
COIMBATORE


ABSTRACT

Environmental issues and concerns over eco-friendly products have been increasing among both the consumers and the corporate. Over the last few decades, environmentalism has emerged to be a vital aspect due to increasing issues of acid rain, depletion of ozone layer, degradation of land etc. The consumers became more concerned about the products they use and their impact on the environment which imposed pressure on the companies to develop eco-friendly products in the market. The main purpose of the study was to know the opinion and perception of the consumers towards eco-friendly products in the green market. A research study was conducted in the Coimbatore city with a sample size of 90 respondents. The data was collected through structured questionnaire. The main objectives of the study are: to study the awareness level of public towards eco-friendly products., to identify whether public are preferring to use eco-friendly products and are willing to buy more of it., to study the customer's ideas and opinions towards eco-friendly products, to know the extent of influence of these factors on the purchase of eco-friendly products. In order to achieve the research objectives a research methodology was developed. The research design is descriptive and the data was analysed with the help of various statistical tools like percentages, chi-Square test analysis. The major findings of the study were the consumers were aware of the eco-friendly products and they agreed that eco-friendly products were beneficial to use. Hence the consumers have a positive attitude and opinion towards eco-friendly products.

KEYWORDS

awareness, consumers, eco-friendly products, environmental issues, opinion.

INTRODUCTION

 Eco-friendly products are products that do not harm the environment, whether in their production, use or disposal. Some of these green products when in use, help conserve energy, minimise carbon footprint or the emission of greenhouse gases, and does not lead to substantial toxicity or pollution to the environment. Other green products are biodegradable, recyclable or compostable. There are also eco-friendly products that are made out of recycled materials. These recycle products help reduce the need for new raw materials and the amount of waste sent to landfills and incinerators (because waste can be diverted to making recycled products).

ECO-FRIENDLY PRODUCTS

An eco-friendly product is supposed to reduce the impact of its consumption on the environment thanks to the use of making-processes, components and recycling techniques which are less harm for the natural environment than those of conventional products. Green marketing also alternatively known as environmental marketing and sustainable marketing refers to an organisation's efforts at designing, promoting, pricing and distributing products that will not harm environment. The customer's perception alone is not changed. The product design and product life cycle are also integrated with the environmental consideration. Customers prefer products that are environmentally friendly. There is growing interest among the consumers all over the world for protection of the environment. The green consumers are the main motivating force behind the green marketing process. It is their concern for environment and their own wellbeing that drives demand for eco-friendly products, which in turn encourages improvements in the environmental performance of many products and companies. Thus, for a marketer it is important to identify the types of green consumers.

Worldwide evidence indicates people are concerned about the environment and are changing their behaviour and there is growing awareness among the consumers all over the world regarding protection of the environment where they live. Research reveals that increasing number of the consumers, both individual and industrial, are asking for environment-friendly products. Most of them feel that environment-friendly products are safe to use. As a result, green marketing has emerged, which aims at marketing sustainable and socially-responsible products and services profitably but without having any adverse effect on the environment.

Many of the early products designed to be environmentally responsible, such as electric cars and recycled paper, did not meet the basic expectations of consumers. Rightly or wrongly, these early disappointments have made it tougher to convince today's consumers that green products work as well as those that they are intended to replace, or are worth higher prices. Eco-labels such as biodegradable, sustainable, fair wage/fair trade, environmentally friendly and recyclable are usually unfamiliar and/or unknown to consumers. Nevertheless, labels can play an important role in fostering sustainable consumption when used as part of a package of measures.

In-store communication strongly influences green purchasing. Some shoppers remain unsure of product performance or product quality; they assume sustainable products would not perform as well. Shoppers at this stage are questioning the product, so communicating brand and product attributes via in store signage and product packaging drives shoppers to purchase.

CONSUMER'S OPINION

There is growing interest among the consumers all over the world for protection of the environment. The concern with environmental degradation has resulted in a new segment of consumers, i.e. the green consumers. These consumers have been identified as one who avoids products which are a possible danger for health, shall damage the environment during production, use materials derived from threatened species or environment, and cause unnecessary waste. The drive for protecting the environment has made consumers choose eco-friendly products over the other products.

REVIEW OF LITERATURE

A study by Dr. D. Geetha and D. Annie Jenifer (March, 2014) found out that the major factors influencing the consumers purchase decision of Eco friendly products of sample customers is benefit for health and quality and reliability. Major problems in purchasing eco-friendly product of sample customers is high price and majority of them bought organic vegetables when compared to the other eco-friendly products. It was also found that there was a significant relationship between

income level and amount spent for a month and type of purchase. The research also throws light on the factors influencing the purchase are benefit for health, quality and reliability, variety and quantity, environment and ambience, customer services and friendship advice. Consumers are ready to pay more prices for the products which are causing less environmental pollution. They also prefer promotional campaign which protects the environment, and distribution channels which are not causing environmental pollution. But they are not ready to compromise the quality of the product for the sake of the environment.

Another important study by Babita Saini (December, 2013) proposes that the challenges both for marketing specialists and for consumers, raised by the concept of green marketing, are due to several issues, such as the lack of an acceptable definition for green marketing, the absence of a clear understanding of cause-and-effect relationships in matters affecting the environment. Opportunity in India, around 25% of the consumers prefer environmental-friendly products, and around 28% may be considered healthy conscious. Therefore, green marketers have diverse and fairly sizeable segments to cater to. The awareness about the products should be done through advertising so that individual buying behaviour can be changed which can have an impact on the welfare of the environment. It is also important that companies aiming at developing new eco-friendly products should ensure that products perform competitively.

The study by C. Dilip Kumar, Dr. S. M Yamuna (March, 2014) suggests that green, environmental and eco-marketing are part of the new marketing approaches which do not just refocus, adjust or enhance existing marketing thinking and practice, but seek to challenge those approaches and provide a substantially different perspective. The long-term impact of climate change and global warming, the call for the production and consumption of green products becomes even more urgent and necessary. The growing momentum to promote the use of green products only proves that people are already accepting the fact that climate change is no fad. The customers are aware about eco-friendly products through friends and relatives. Though there are powerful media like TV, internet etc, friends and relatives play an important role in creating awareness about the eco-friendly products to the customers. The study brought out the opinion of customers. Prefer to shift from one brand to another because the brand of eco-friendly products is not superior to other brands. This reveals that brand loyalty is found with the customers though they feel that their brand of eco-friendly products is not superior to other brands. Hence necessary actions need to be taken by the marketers. A survey conducted by Bhatia, Mayank Jain, Amit (December, 2013) provides a brief review of environmental issues and identifies the green values of the consumers, their level of awareness about environmental issues, green products and practices. This paper highlights the consumers' perception and preferences towards green marketing practices and products. High level of awareness about green marketing practices and products was found among the consumers. Green values were also found to be high among the respondents. Research has given good insights for marketers of the green products and suggests the need of designing the marketing communication campaigns promoting green products due to high green value among the consumers.

The study by Dr Sabita Mahapatra concluded that environmental protection is increasingly becoming a necessity and part of a bigger agenda in the urbanising world of developing countries. Given the increasing deterioration of the environment, India as a developing country need to prevent pollution and preserve its natural resources. Environmental attitudes constitute a significant part of environmental consciousness. The objective of this study was to present some insights regarding factors that influencing consumer's perceptions and willingness to pay for green products. The most significant factors found were personal benefit, price, convenience of use, performance, availability, concern for environment and health concern. These factors along with product category have significant influence in determine the total premium that an individual was willing to pay for green products. Government should strengthen its effort in informing the public about safety issues and policies related with the concept green by exploring mass and social media. In addition, government authorities should put their efforts in promotions consumers' awareness and positive perceptions towards green products.

NEED OF THE STUDY

The need of this study defines that it would help the researcher to understand the consumer's mindset and opinion towards the eco-friendly products available in the market place.

OBJECTIVES

1. To study the awareness level of public towards eco-friendly products.
2. To identify whether public are preferring to use eco-friendly products and are willing to buy more of it.
3. To study the customers ideas and opinions towards eco-friendly products.
4. To know the extent of influence of these factors on the purchase of eco-friendly products.

HYPOTHESIS

H1: Gender has no significant influence on the type of eco-friendly products used by the respondents.

H2: Age group has no significant influence on the type of eco-friendly products used by the respondents

H3: Income has no significant influence on the purchase frequency of eco-friendly products by the respondents

RESEARCH METHODOLOGY

RESEARCH DESIGN: The research design used in this study is descriptive research. Descriptive research is also called statistical research. The main goal of this type of research is to describe the data and characteristics about what is being studied.

SOURCES OF DATA: The data were collected through primary and secondary sources. Primary data has been collected through well - structured questionnaire, while secondary data has been collected from journals, articles, reports etc.

SAMPLE SIZE: The research was conducted among 90 respondents in the Coimbatore city.

SAMPLING TECHNIQUE: Convenience Sampling has been applied.

STATISTICAL TOOLS: Percentage analysis is used to analyse data; chi-square test is also applied.

RESULTS & DISCUSSIONS

TABLE 1: GENDER ANALYSIS

S.No	Gender	No. of Respondents	Percent
a	Male	38	42.22%
b	Female	52	57.78%
	Total	90	100.00%

Source: Primary data

TABLE 2: AGE ANALYSIS

S.No	Age	No. of Respondents	Percent
a	Less than 20	3	3.33%
b	21-30	60	66.67%
c	31-40	21	23.33%
d	41-50	6	6.67%
e	Above 50	0	0.00%
	Total	90	100.00%

Source: Primary data

TABLE 3: NATIONALITY

S.No	Nationality	No. of Respondents	Percent
a	Indian	90	100.00%
b	Others, please specify	0	0.00%
	Total	90	100.00%

Source: Primary data

TABLE 4: LEVEL OF EDUCATION

S.No	Level of education	No. of Respondents	Percent
a	Primary school	0	0.00%
b	Secondary school	2	2.22%
c	Under-graduate	66	73.33%
d	Post-graduate	21	23.33%
e	Others, please specify	1	1.11%
	Total	90	100.00%

Source: Primary data

TABLE 5: MONTHLY INCOME

S.No	Income level	No. of Respondents	Percent
a	Below Rs.10,000	1	1.11%
b	Rs.10,001- Rs.20,000	0	0.00%
c	Rs.20,001- Rs.30,000	2	2.22%
d	Rs.30,001- Rs.40,000	24	26.67%
e	Above Rs.40,000	63	70.00%
	Total		100.00%

Source: Primary data

TABLE 6: MARITAL STATUS

S.No	Marital status	No. of Respondents	Percent
a	Single	51	56.67%
b	Married	39	43.33%
	Total	90	100.00%

Source: Primary data

TABLE 7: OPINION TOWARDS ECO-FRIENDLY PRODUCTS

S.No	Opinion towards environmental friendly is important or not	No. of Respondents	Percent
a	Yes	90	100.00%
b	No	0	0.00%
	Total	90	100.00%

Source: Primary data.

TABLE 8: AWARENESS LEVEL

S.No	Awareness of the environmental friendly products are available in the market	No. of Respondents	Percent
a	Yes	87	96.67%
b	No	3	3.33%
	Total	90	100.00%

Source: Primary data

TABLE 9: LEVEL OF AGREEABILITY

S.No	Level of agreeability towards Eco-friendly products should be advertised	No. of Respondents	Percent
a	Strongly agree	44	48.89%
b	Agree	44	48.89%
c	Neutral	2	2.22%
d	Disagree	0	0.00%
e	Strongly disagree	0	0.00%
	Total	90	100.00%

Source: Primary data.

TABLE 10: STATEMENT TOWARDS PURCHASE OF ECO-FRIENDLY PRODUCTS

S.No	Statement towards purchase of eco- friendly products	No. of Respondents	Percent
a	Yes	29	32.22%
b	No	61	67.78%
	Total	90	100.00%

Source: Primary data.

TABLE 11: CONSUMERS PREFERENCE TOWARDS BUYING PRODUCTS OF ECO-FRIENDLY NATURE

S.No	Preference towards buying products should be environmentally designed	No. of Respondents	Percent
a	Always	1	1.11%
b	Often	20	22.22%
c	Sometimes	63	70.00%
d	Rarely	6	6.67%
e	Never	0	0.00%
	Total	90	100.00%

Source: Primary data.

TABLE 12: PREFERENCE TOWARDS ECO-FRIENDLY PRODUCTS

S.No	Preference towards eco-friendly products	No. of Respondents	Percent
a	Always	5	5.56%
b	Sometimes	75	83.33%
c	Never	10	11.11%
	Total	90	100.00%

Source: Primary data

TABLE 13: FREQUENCY OF PURCHASE OF ECO-FRIENDLY PRODUCT DURING LAST 3 MONTHS

S.No	Frequency of purchase an eco- friendly product	No. of Respondents	Percent
a	Once a week or more often	4	4.44%
b	At least once a month	58	64.44%
c	Less than once a month	28	31.11%
	Total	90	100.00%

Source: Primary data

TABLE 14: TYPES OF ECO-FRIENDLY PRODUCTS PURCHASED

S.No	Type of eco-friendly product purchased	No. of Respondents	Percent
a	Clothes and Bags	25	27.78%
b	Organic food	40	44.44%
c	Electrical Appliances	5	5.56%
d	Furniture	3	3.33%
e	Cosmetics and health care	16	17.78%
f	Cleaning products	1	1.11%
g	Others, please specify	0	0.00%
	Total	90	100.00%

Source: Primary data

TABLE 15: AGREEABILITY TOWARDS ALWAYS AVAILABILITY OF ECO- FRIENDLY PRODUCTS

S.No	Level of agreeability	No. of Respondents	Percent
a	Strongly agree	2	2.22%
b	Agree	7	7.78%
c	Neutral	31	34.44%
d	Disagree	48	53.33%
e	Strongly disagree	2	2.22%
	Total	90	100.00%

Source: Primary data

TABLE 16: IMPRESSED FACTOR TO PURCHASE AN ECO-FRIENDLY PRODUCT

S.No	Impressed factor to purchase an Eco- friendly product	No. of Respondents	Percent
a	Health conscious	59	65.56%
b	Acceptable price	2	2.22%
c	Designer/company image	0	0.00%
d	Actual Eco-friendly impact	8	8.89%
e	Appearance	1	1.11%
f	Packaging/Promotion	0	0.00%
g	Durable	2	2.22%
h	Quality	18	20.00%
i	Others, please specify	0	0.00%
	Total	90	100.00%

Source: Primary data

TABLE 17: LEVEL OF AGREEABILITY TOWARDS ECO-FRIENDLY PRODUCTS IS BENEFICIAL TO USE

S.No	Level of agreeability	No. of Respondents	Percent
a	Strongly agree	8	8.89%
b	Agree	79	87.78%
c	Neutral	3	3.33%
d	Disagree	0	0.00%
e	Strongly disagree	0	0.00%
	Total	90	100.00%

Source: Primary data

TABLE 18: BIGGEST RESTRICTION ON CHOOSING ECO-FRIENDLY PRODUCTS

S.No	Restriction Factor	No. of Respondents	Percent
a	Eco-friendly assurance	19	21.11%
b	Not easy to find	43	47.78%
c	Relatively expensive	25	27.78%
d	Wrong usage	3	3.33%
e	Others, please specify	0	0.00%
	Total	90	100.00%

Source: Primary data

TABLE 19: REASONS FOR PURCHASING A PRODUCT OTHER THAN ECO-FRIENDLY PRODUCT

S.No	Reason	No. of Respondents	Percent
a	Acceptable price	64	71.11%
b	Designer /Company Image	10	11.11%
c	Actual Eco-friendly impact	2	2.22%
d	Appearance	1	1.11%
e	Packaging/Promotion	9	10.00%
f	Durable	4	4.44%
g	Others, please specify	0	0.00%
	Total	90	100.00%

Source: Primary data

TABLE 20: ECO-FRIENDLY PRODUCTS ARE GOOD FOR THE ENVIRONMENT

S. No.	Are good for the environment	No. of Respondents	Percent
a	Strongly Agree	4	4.44%
b	Agree	74	82.22%
c	Neutral	9	10.00%
d	Disagree	3	3.33%
e	Strongly Disagree	0	0.00%
	Total	90	100.00%

Source: Primary Data

TABLE 21: ECO-FRIENDLY PRODUCTS ARE HEALTHY

S.No.	Are healthy	No. of Respondents	Percent
a	Strongly Agree	39	43.33%
b	Agree	46	51.11%
c	Neutral	5	5.56%
d	Disagree	0	0.00%
e	Strongly Disagree	0	0.00%
	Total	90	100.00%

Source: Primary data

TABLE 22: QUALITY OF ECO-FRIENDLY PRODUCTS:

S.No.	Have a good quality / performance	No. of Respondents	Percent
a	Strongly Agree	50	55.56%
b	Agree	33	36.67%
c	Neutral	7	7.78%
d	Disagree	0	0.00%
e	Strongly Disagree	0	0.00%
	Total	90	100.00%

Source: Primary data

TABLE 23: ECO-FRIENDLY PRODUCTS ARE OF GOOD TASTE

S.No.	Have a good taste and / or good and smell	No. of Respondents	Percent
a	Strongly Agree	14	15.56%
b	Agree	32	35.56%
c	Neutral	43	47.78%
d	Disagree	1	1.11%
e	Strongly Disagree	0	0.00%
	Total	90	100.00%

Source: Primary data

TABLE 24: ECO-FRIENDLY PRODUCTS PRICE

S.No.	Have a reasonable price	No. of Respondents	Percent
a	Strongly Agree	1	1.11%
b	Agree	0	0.00%
c	Neutral	7	7.78%
d	Disagree	37	41.11%
e	Strongly Disagree	45	50.00%
	Total	90	100.00%

Source: Primary data

TABLE 25: ECO-FRIENDLY PRODUCTS ARE WELL PROMOTED

S.No.	Are well promoted	No. of Respondents	Percent
a	Strongly Agree	0	0.00%
b	Agree	0	0.00%
c	Neutral	1	1.11%
d	Disagree	34	37.78%
e	Strongly Disagree	55	61.11%
	Total	90	100.00%

Source: Primary data

TABLE 26: ACCESSIBILITY OF ECO-FRIENDLY PRODUCTS

Sno.	Are accessible from every where	No. of Respondents	Percent
a	Strongly Agree	0	0.00%
b	Agree	0	0.00%
c	Neutral	59	65.56%
d	Disagree	27	30.00%
e	Strongly Disagree	4	4.44%
	Total	90	100.00%

Source: Primary data

TABLE 27: WHETHER THE RESPONDENTS WILL RECOMMEND TO OTHERS

S.No	Recommend to Others	No. of Respondents	Percent
a	Yes	32	35.56%
b	No	58	64.44%
	Total	90	100.00%

Source; Primary data

HYPOTHESIS TESTING

Hypothesis: Gender has no significant influence on the type of eco-friendly products used by the respondents.

TABLE 28: GENDER VS TYPE OF ECO-FRIENDLY PRODUCTS USED

Gender Eco-Products used	Male	Female	Total
Clothes and Bags	19	6	25
Organic Food	10	30	40
Electrical Appliances	3	2	5
Furniture	2	1	3
Cosmetics and Healthcare	4	13	17
Total	38	52	90

Source: Primary data

Chi-Square Value	df	Critical Value
20.350	5	11.070

Hypothesis: Age group has no significant influence on the type of eco-friendly products used by the respondents

TABLE 29: AGE Vs. TYPE OF ECO-FRIENDLY PRODUCTS USED

Age	Below 20 yrs	21 - 30 yrs	31 - 40 yrs	41-50 yrs	Total
Clothes and Bags	0	22	2	1	25
Organic Food	1	20	14	5	40
Electrical Appliances	0	4	1	0	5
Furniture	0	2	1	0	3
Cosmetics and Healthcare	2	13	2	0	17
Total	3	61	20	6	90

Source: Primary data

Chi-Square Value	df	Critical Value
18.223	15	24.996

Hypothesis: Income has no significant influence on the purchase frequency of eco-friendly products by the respondents.

TABLE 30: INCOME VS. PURCHASE FREQUENCY OF ECO-FRIENDLY PRODUCTS

Pur. Freq. Income	Weekly	Monthly	Rarely	Total
Rs.20001-30000	0	2	0	2
Rs.30001-40000	2	13	9	24
Above Rs.40000	2	43	19	64
Total	4	58	28	90

Source: Primary data

Chi-Square Value	df	Critical Value
2.900	6	12.592

FINDINGS

- Majority (57.78%) of the respondents are female.
- Majority (66.67%) of the respondents are belongs to 21-30 years of age group.
- Majority (100%) of the respondents are Indians.
- Majority (73.33%) of the respondents are under graduates.
- Majority (70.00%) of the respondents are earning above Rs. 40,000 per month.
- Majority (56.67%) of the respondents are single.
- Majority (100.00%)of the respondents are opined towards environmental friendly is important.
- Majority (96.67%) of the respondents are aware of environmental friendly products are available in the market.
- Most (48.89%) of the respondents are strongly agreed and agreed towards the factor of eco- friendly products should be advertised and promoted more to increase their awareness among the customers.
- Majority (67.78%) of the respondents are stated as they were not made purchase always of eco-friendly products.
- Majority (70.00%) of the respondents are sometimes considered while purchasing products, which are to be designed with environmental issues in their mind.

- Majority (83.33%) of the respondents sometimes prefer to purchase eco-friendly products while doing purchase.
- Majority (64.44%) of the respondents do purchase of an eco-friendly product at least once a month.
- Most (44.44%) of the respondents were made purchase eco-friendly products of organic food.
- Majority (53.33%) of the respondents disagreed towards the factor of always availability of eco- friendly products in the market.
- Majority (65.56%) of the respondents are attracted by health conscious to purchase an Eco- friendly product.
- Majority (87.78%) of the respondents are agreed towards the factor of Eco-friendly products is beneficial to use.
- Most (47.78%) of the respondents' opinion states with the intention of non-availability of Eco-friendly products are the biggest restriction on choosing the Eco-friendly products.
- Majority (71.11%) of the respondents opined due to reasonable price they are purchasing a product other than Eco-friendly product.
- Majority (82.22%) of the respondents agreed with eco-friendly products are good for environment.
- Majority (51.11%) of the respondents agreed with eco-friendly products are healthy.
- Majority (55.6%) of the respondents were strongly agreed with eco-friendly products are in good quality.
- Most (47.78%) of the respondents were neutrally agreed with eco-friendly products are in good taste.
- Majority (50%) of the respondents were strongly disagreed with eco-friendly products are available at reasonable price.
- Majority (61.11%) of the respondents were strongly disagreed with eco-friendly products are well promoted.
- Majority (65.56%) of the respondents were neutrally agreed with eco-friendly products widely accessible.
- Majority (64.44%) of the respondents says they will not recommend other to purchase Eco- friendly products.
- Gender has found significant influence on the type of eco-friendly products used by the respondents.
- Age group has no significant influence on the type of eco-friendly products used by the respondents.
- Income has no significant influence on the purchase frequency of eco-friendly products used by the respondents.

SUGGESTION/ RECOMMENDATIONS

- Awareness should be created about the eco-friendly products in the newspapers and magazines so as to increase the usage of eco-friendly products among the consumers.
- It is found from the study that consumers agree that eco-friendly products are important for the environment but are not always willing to buy them when compared to non-eco-friendly products. The best way to increase the purchase of eco-friendly products is by creating a demand for the products through promotion of these eco-friendly products.
- The consumers found the prices of eco-friendly products higher than the other products. Reduction in the prices of the eco-friendly products will increase the sales of the products.
- The main factors that influence the purchase of eco-friendly products are quality and reliability. The companies should increase the availability of these products in the market so as to create a demand and increase their sales.

CONCLUSION

There is a need for green marketing in order to bring a shift in the consumer's behaviour and attitude towards more environmental friendly life styles. Public are beginning to realize their role and responsibilities towards the environment. Although the change is not happening quickly, it is happening. Business is looking towards gaining an edge in the green market industry by trying to re- design and re-packages their products into more environmental friendly products. The factors influencing their purchase are benefit for health, quality and reliability, Variety and quantity, environment and ambience, customer services and friendship advice. Consumers will be ready to pay a higher price for eco-friendly products only if the products are of good quality and are free from any pollution. Consumers also prefer promotional campaign which protects the environment, and distribution channels which are not causing environmental pollution. But they are not ready to compromise the quality of the product for the sake of the environment. The marketers should include consumer's attitude measurement program me in their marketing plan and adopt all aspects of green marketing, then only they can achieve their goal and fulfil the social responsibility of a business concern.

LIMITATIONS OF THE STUDY

Some of the limitations of this study are:

- Time constraints has to be accounted for the study as it was conducted for 6 months.
- The market survey was limited only to Coimbatore City.
- The level of awareness about this study was a great hindrance.
- Due to the busy nature of the respondents collecting questionnaire for the study was a difficult task.

SCOPE FOR FURTHER RESEARCH

The research conducted suggests that the consumers are not fully aware of the eco-friendly products that are available in the market. Hence awareness should be increased about these products among the consumers through advertisements, free samples, direct marketing. It is also found that some of the consumers are not aware of such products. Moreover, those who have known and understood about these products are not totally convinced about the quality or realness of the products. Hence there should be separate certification or standards for eco-friendly products which would drive the consumers to buy the products.

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AN EVALUATION OF SERVICES BY DOCTORS PROVIDED BY PHARMACEUTICAL COMPANIES

MENKA TRIPATHI
FACULTY
SOS IN MBA (CSMM)
JIWAJI UNIVERSITY
GWALIOR

DR. PRATIBHA JAIN
FACULTY
SOS IN MBA (CSMM)
JIWAJI UNIVERSITY
GWALIOR

ABSTRACT

The healthcare delivery in India includes the interaction between physicians and the pharmaceutical companies. The physicians rely on drug firms for information on appropriate prescribing. The relationships between the drug industry and medical community have resulted in delivering important benefits for patient care. The interaction extends from providing different commercial and non-commercial promotional sources. Between the two sources of promotion commercial sources include detailing, drug samples, gifts tours and travel and have lots of ethical problems, on other hand non-commercial sources do not address a certain drug but rather tackle a general health problem. The non-commercial sources of promotion included in this study are patient information system, training programs, seminars, conferences on healthcare technologies, sponsorships on medical journals, new drug development and market updates, hospital management. So in present study researcher is trying to find out how the physicians evaluate these non-commercial promotional methods, services and these can be used to benefit the patient as well as industry. Although promotion acts as primary informational and educational source of valuable drug information for physician consequently the pharmaceutical promotion should be focused on making the physician a better managed one and capable to making rational prescription choices.

KEYWORDS

detailing, patient information system new drug development, hospital management.

INTRODUCTION

Jnamdar & Kolhatkar, 2011) state that relationship of physicians with pharmaceutical companies is receiving a good attention since last few years. The reason being quite simple that pharmaceutical marketing begins and ends up at the doctor's place. Most of the time, personal selling is used as the one of the most important part of pharmaceutical marketing. Although there is a unique feature of pharmaceutical marketing that here customer and consumer are totally different, decision about consumption and purchase of medicine is taken by doctor. So physician being in focus, all the marketing efforts of companies are directed in maintaining good relationship with them. In pharmaceutical marketing communication main objective is to create impression. In today's competitive environment the national and multinational companies have developed fine marketing strategies for relationship building by providing different services. Relationship cannot be maintained until we understand the customer. If company will understand how a doctor will receive and what is the evaluation for particular service, half battle is already won. The bonding between industry and doctors will come by fulfilling the customer's desire by giving exactly what he wants in terms of knowledge, communication, and updates on recent innovations. In this study we have made an effort to understand the same. If industry understands how to satisfy their customer, we are confident that it will helpful for developing a long lasting relationship with their customer and patient benefit as well.

OBJECTIVE OF THE STUDY

To evaluate services which are offered to the doctors from the pharmaceutical companies.

RESEARCH METHODOLOGY

Research design: Exploratory research design is used.

Sampling: convenient

Methods of data collection: survey

Instrument used: questionnaire

Sample size: 118 doctors

Technique: personal interview

LITERATURE REVIEW

(Manchanda & Honka, 2015) Say that pharmaceutical industry is a large and important industry worldwide, where its practices have direct impact on the welfare of patients in specific and the society in general.

(World Health Organization, 1988) defines pharmaceutical promotion as "all information and persuasive activities executed by pharmaceutical manufacturers and distributors, attempting to affect the prescription, supply, purchase, and/or use of medical drugs". (Spiller & Wymer, 2001)

(Williams.J.R, 1991)explained that, pharmaceutical promotional push elements can be further classified into commercial and non-commercial informational channels. Commercial sources are informational channels initiated by pharmaceutical companies and the focus is on delivering direct promotional messages on a certain drug and this is known as marketer controlled sources of influence. The commercial informational sources mainly used are detailing, drug samples, gift premiums, journal advertising, and direct mail. Non-commercial sources, on contrast, are usually initiated by clinical researchers, public health critics, academic physicians, and pharmaceutical companies. Non-commercial sources do not necessary promote a certain drug but rather focuses general health problem or medical condition. Non-commercial sources are known as non-marketer controlled sources of influence because they are not directly under the authorization of pharmaceutical managers. The commonly used non-commercial promotional sources are journal articles, clinical trials, colleagues' recommendations, conferences and medical meetings

(Alssageeri & Kowalski, 2012) say that pharmaceutical companies maintaining relationships and promotional activities involve a large proportion of the budgets and employees in pharmaceutical companies are engaged in marketing and creating good will activities. To establish or maintain their relationship with prescribers, PCRs employ many techniques like promotional printed material, Simple gifts, Drug samples, Sponsored items. many of respondents in their study acknowledged that they had received sponsored items (travel, luggage, assistance with conference attendance or provision of meals.

(Ingole & Yegnanarayan, 2011)studied the attitudes of medical students towards relationship with pharmaceutical companies and drug promotion by them.

As the industry and medical profession both are dependent on each other with a common objective. The very first objective of this joint effort is to rule out pain and suffering. The second objective is to be getting rewarded for this effort. The drug industry expectation is for profit making and the physician expectation is to get recognized through a suitable reward. There is nothing improper in these objectives.

(Anderson S E, 2002) say that Implementation of a single drug prescribing sheet, used by physicians to write all medication orders and by nurses during dispensing and administration of medications, may improve the quality of health care primarily by reducing the number of drug prescribing errors. So need arises for a patient record system.

(Morgan, Dana, Loewenstein, Zinberg, & Schulkin, 2006) Studied the opinions and practice patterns of obstetrician-gynecologists on acceptance and use of free drug samples and other incentive items from pharmaceutical representative. The study shows that most respondents thought it proper to accept drug samples, an informational lunch, an anatomical model or a well-paid consultant ship from pharmaceutical representatives. A third (34%) of respondents agreed that interactions with industry should be more strictly regulated.

(Rodwin, 2010) say that in past, physicians often relied particularly on drug firm advertising for information on drug use. Today, physicians rely on drug firms for continuing medical education (CME). Reveals connections between these two different ways commercial interests have influenced the information that physicians receive and points the way to needed reforms.

DATA ANALYSIS AND FINDINGS

1. Summary of demographic profile of respondents:

FREQUENCY

GENDER

S, No	Frequency	Percentage
Male	83	70.3
Female	35	29.7
Total	118	100

AGE GROUP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 - 40	29	24.6	24.6	24.6
	40 - 60	62	52.5	52.5	77.1
	60 and Above	27	22.9	22.9	100.0
	Total	118	100.0	100.0	

EDUCATION

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Graduate	55	46.6	46.6
	Post Graduate	63	53.4	100.0
	Total	118	100.0	100.0

PROFESSION

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Self Employed	56	47.5	47.5
	Government Job	37	31.4	78.8
	Private Job	25	21.2	100.0
	Total	118	100.0	100.0

HOSPITAL TYPE

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Multispecialty Hospital	14	11.9	11.9
	Nursing Home	45	38.1	50.0
	Clinic	59	50.0	100.0
	Total	118	100.0	100.0

HOSPITAL LOCALITY

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High Income Group	10	8.5	8.5
	Middle Income Group	75	63.6	72.0
	Low Income Group	33	28.0	100.0
	Total	118	100.0	100.0

NO OF PATIENT ATTENDED PER DAY

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 20	30	25.4	25.4
	20 - 50	32	27.1	52.5
	50 and Above	56	47.5	100.0
	Total	118	100.0	100.0

Q.2 EVALUATION OF SERVICES

A. ASSISTANCE TO DOCTORS TO DEVELOP PATIENT INFORMATION SYSTEM

Patient Information System Awareness		Frequency	Percent
Valid	Yes	59	50.0
	No	58	49.2
	Total	117	99.2
Total 118		118	100.0

Patient Information System rating		Frequency	Percent
Valid	Neutral	7	5.9
	Quite Use full	82	69.5
	Very Use full	29	24.6
	Total	118	100.0

The above graph shows that 50% of doctors are aware about the patient information system services provided by companies, 50% of doctors used the services and 24.6% doctors found the services to be very useful.

B. PARAMEDICAL STAFF TRAINING

Paramedical Staff Training Awareness		Frequency	Percent
Valid	Yes	18	15.3
	No	100	84.7
	Total	118	100.0

Paramedical Staff Training Use		Frequency	Percent
Valid	Yes	4	3.4
	No	114	96.6
	Total	118	100.0

Paramedical Staff Training Rating		Frequency	Percent
Valid	Not Useful at All	33	28.0
	Some What Useful	9	7.6
	Neutral	26	22.0
	Quite Useful	21	17.8
	Very Useful	29	24.6
	Total	118	100.0

The above analysis states that awareness is only 15.3%, usage of the service is 3.4% and 24% say that this is very useful.

C. PROVIDING DIAGNOSTIC AND OFFICE SUPPORT EQUIPMENTS TO DOCTORS

Diagnostic and Office Equipment Awareness		Frequency	Percent
Valid	Yes	93	78.8
	No	25	21.2
	Total	118	100.0

Diagnostic and Office Equipment Use		Frequency	Percent
Valid	Yes	59	50.0
	No	59	50.0
	Total	118	100.0

Diagnostic and Office Equipment Rating		Frequency	Percent	Valid Percent
Valid	Not Useful at All	5	4.2	4.2
	Some What Useful	20	16.9	16.9
	Neutral	26	22.0	22.0
	Quite Usef ul	25	21.2	21.2
	Very Use full	42	35.6	35.6
	Total	118	100.0	100.0

78% of respondents were aware about the service of providing diagnostic and office support equipment, 50% respondents are using the service and 35.6% say that this service is very useful.

D. CONDUCTING SEMINARS ON NEW DEVELOPMENT IN HEALTH CARE TECHNOLOGIES

Seminar on Healthcare Technology Awareness		Frequency	Percent	Valid Percent
Valid	Yes	92	78.0	78.0
	No	26	22.0	22.0
	Total	118	100.0	100.0

Seminar on Healthcare Technology Use		Frequency	Percent
Valid	Yes	57	48.3
	No	61	51.7
	Total	118	100.0

Sponsorship for Conferences Awareness		Frequency	Percent
Valid	Yes	105	89.0
	No	13	11.0
	Total	118	100.0

Seminar on Healthcare Technology Rating		Frequency	Percent
Valid	Neutral	29	24.6
	Quite Use full	29	24.6
	Very Use full	60	50.8
	Total	118	100.0

The above tables show that 78% of respondents are aware about the conduction of seminar on new healthcare technologies, 48.3% have used this service and 50.8% say that this can be very use full.

E. SPONSORSHIPS FOR CONFERENCES AND MEDICAL JOURNALS

Sponsorship for Conferences Use		Frequency	Percent
Valid	Yes	54	45.8
	No	64	54.2
	Total	118	100.0

Sponsorship for Conferences Rating		Frequency	Percent
Valid	Not Use full at All	13	11.0
	Some What Use full	19	16.1
	Neutral	27	22.9
	Quite Use full	29	24.6
	Very Use full	30	25.4
	Total	118	100.0

89% of respondents are aware about the sponsorship provided for medical conferences, 54.2% are using the sponsorships, and 25.4% rate it as a useful service.

F. PERIODIC INFORMATION ON NEW DRUG DEVELOPMENT AND MARKET UPDATES

Periodic Information About Market Updates Awareness		Frequency	Percent
Valid	Yes	54	45.8
	No	64	54.2
	Total	118	100.0

Periodic Information About Market Updates Use		Frequency	Percent
Valid	Yes	31	26.3
	No	87	73.7
	Total	118	100.0

Periodic Information About Market Updates Rating		Frequency	Percent
Valid	Not Use full at All	1	.8
	Some What Use full	4	3.4
	Neutral	30	25.4
	Quite Use full	56	47.5
	Very Use full	27	22.9
	Total	118	100.0

48.8% are aware about the services 26.3% are using the periodicals and 47.5% term it as useful services.

G. CONDUCTING SEMINAR ON HOSPITAL MANAGEMENT

Seminar on Hospital Management Awareness		Frequency	Percent
Valid	Yes	49	41.5
	No	69	58.5
	Total	118	100.0

Seminar on Hospital Management Use		Frequency	Percent
Valid	Yes	22	18.6
	No	96	81.4
	Total	118	100.0

Seminar on Hospital Management Rating		Frequency	Percent
Valid	Not Use full at All	1	.8
	Some What Use full	3	2.5
	Neutral	33	28.0
	Quite Use full	47	39.8
	Very Use full	34	28.8
	Total	118	100.0

Awareness level for seminars on hospital management is about 41.5%, 18% have used the service and 30% rate it as useful service.

H. INVOLVEMENT IN CLINICAL RESEARCH PROJECTS

Involvement in Clinical Research Awareness		Frequency	Percent
Valid	Yes	102	86.4
	No	16	13.6
	Total	118	100.0

Involvement in Clinical Research Use		Frequency	Percent
Valid	Yes	15	12.7
	No	103	87.3
	Total	118	100.0

Involvement in Clinical Research Rating		Frequency	Percent
Valid	Not Use full at All	11	9.3
	Some What Use full	35	29.7
	Neutral	54	45.8
	Quite Use full	15	12.7
	Very Use full	3	2.5
Total		118	100.0

About 86.4% are aware about clinical research projects only 12.7% are using the services and 12% rated as it as very useful.

I. ASSURANCE OF PRODUCT AVAILABILITY

Assurance of Product Availability Awareness		Frequency	Percent
Valid	Yes	112	94.9
	No	6	5.1
	Total	118	100.0

Assurance of Product Availability Use		Frequency	Percent	Valid Percent
Valid	Yes	111	94.1	94.9
	No	6	5.1	5.1
	Total	117	99.2	100.0
Missing	System	1	.8	
Total		118	100.0	

Assurance of Product Availability Rating		Frequency	Percent
Valid	Some What Use full	1	.8
	Neutral	4	3.4
	quite Use full	25	21.2
	Very Use full	88	74.6
	Total	118	100.0

94.9% are aware about the services, about 94% are using the services 74.6% term it as very useful.

FINDINGS AND CONCLUSIONS

1. The awareness for the patient record system is due to less focus of the company towards the doctors who have less no patients attended per day. The service was rated useful because of Ease towards handling patients.
2. Paramedical staff training given by companies are used by less number of respondents. Although some respondents rate it as useful service as it can save time of both patients as well as doctors.
3. Providing diagnostic and office support equipment is promotional scheme used by companies since long time that's why awareness and use level is high. The doctors rate this service this as useful one.
4. Majority of respondents are aware and use about seminars on healthcare technologies, and the service is rated very useful by half the percentage of respondent because it updates them with use of new technologies.
5. Awareness level is very high for the sponsorships for conferences and medical journal, use is not at very high level and there is mixed response about the rating.
6. Periodic information and market updates are less provided by the companies so use level is low, but response say that that it can be prove to be quite useful it companies focus on this.
7. Seminars on hospital management is rated to be mixed response as respondents say they prefer their own way about the management of their hospitals.
8. Majority of respondents stay neutral about the involvement in clinical research and their use due to strict legal interventions.
9. Majority of respondents are using the service assurance of product availability and rate it as very useful because they want their prescriptions to be honored. The executive assures the product availability by showing the medicine and naming the chemist to the doctor.

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OPPORTUNITIES AND CHALLENGES TO TOURISM INDUSTRY: A CASE STUDY OF JAMMU AND KASHMIR

MUNEER A KHAN
RESEARCH SCHOLAR
VIKRAM UNIVERSITY
UJJAIN

SHAHNEYAZ A BHAT
RESEARCH SCHOLAR
VIKRAM UNIVERSITY
UJJAIN

SUHAIL A BHAT
RESEARCH SCHOLAR
UNIVERSITY OF KASHMIR
KASHMIR

MUDASIR AHMAD WAR
RESEARCH SCHOLAR
VIKRAM UNIVERSITY
UJJAIN

ABSTRACT

This paper analyzed the different challenges and opportunities available for the tourism industry in the present global competitive environment apart from giving brief introduction to the tourism and tourism industry of Jammu and Kashmir. The data used for this research work is secondary data. This paper is compiled into two parts. The first part of the paper provides a brief introduction about the tourism industry of Jammu and Kashmir and tries to put light on different areas of the tourism industry in Jammu and Kashmir (leisure tourism, pilgrimage tourism, adventure tourism, trekking, skiing, winter sports etc.). The second part of the paper tries to find various challenges and opportunities available to the tourism industry of Jammu and Kashmir and give proper suggestions in order to utilized these challenges and opportunities in the positive manner for the betterment of the tourism industry, by making brief review of the various research papers and research work done by the researchers in the field of tourism industry.

KEYWORDS

tourism industry, global competitive environment, adventure tourism, pilgrimage tourism.

INTRODUCTION

Tourism is concerned with pleasure, holidays, travel and going and arriving somewhere. Tourism consists of the activities undertaken during travel from home or workplace for the pleasure and enjoyment of certain destinations, and the facilities that cater to the needs of the tourists. Tourism involves a journey and services like transport, accommodation, catering and viewing etc., the journey to and stay at a site outside the normal place of work and residence for a short period. The tourism industry has significant environmental, cultural, social and economic effects, both positive and negative. Travel and tourism have been important social activities of human beings from time immemorial. Tourism has outshined traditional industries to become one of the world's largest and fastest growing economic activities. According to the estimates from the World Travel and Tourism council (WTTC) in 2015, tourism generates around 277 million jobs worldwide and amounts 7.6 trillion of Gross Domestic Product (GDP) and accounts 10% of global Gross Domestic Product (GDP). Apart from economic benefits, tourism plays a vital role in cross-cultural exchange of the two cultures. It provides opportunities to adapt the qualities of different cultures, as tourists are also bound to cause tension among the local population by introducing new life styles and progressively promoting social, cultural and religious disruptions. Tourism provides opportunities to local people to raise their living standards by increasing employment opportunities. Tourism services as a means of conserving the cultural heritage of the local area which otherwise might be lost due to development.

Tourism is the most vibrant tertiary activity and a multi-billion-dollar industry in Jammu and Kashmir. Tourism is the right vehicle for a developing the state's economy. The value added effect of tourism is increasing. The role of tourism is essential in the economic development of the state. Tourism industry employee's a large number of people, both skilled and unskilled. Hotels travel agencies, transport benefit a lot from this industry.

Jammu and Kashmir presents the distinction of multifaceted variegated and unique cultural blend. The mountainous state is blessed with lofty snow clad peaks, deep gorges, glaciers, lush green meadows and verdant valleys full of Chinar trees, beautiful silky lakes charming flora and fauna, making it a "Paradise on Earth". It is an excellent base for leisure and adventurous holidays amidst breath taking scenery.

Jammu and Kashmir has a very rich history and a distinct culture where people of all faiths live in perfect harmony. It houses some of the most sacred temples, mosques, monasteries and caves. Kashmiri handicrafts are well known all over the world. The ancient tradition of crafting a paper machine, wood carving, carpet and shawl making etc. generates substantial amount of foreign exchange.

Jammu and Kashmir is mainstream tourist destination in view of its vast tourism potential. The state is endowed with world class tourism potential ranging from the historical and natural sites to its scenic beauty. The other important aspects of tourism potential are the existence of Shrines, monasteries, temples and cave temples. Various places of the state attract tourists from across the world. Expenditure by tourists has multiplier effect. Tourism sustains many sectors like trade, hotels, and restaurants, transporters etc., and is considered as a key for economic development of the state. The state has the potential for all types of tourism like leisure tourism, adventure tourism, pilgrimage tourism, sports tourism, winter sports tourism, water sports tourism etc.

The natural beauty of the valley of Kashmir is well known widely and has deservedly won high praise from travelers, since time immemorial. There are three divisions of the state (a) Jammu, (b) Kashmir, and (c) Ladakh region. Ladakh is included in Kashmir division for administration purposes. However, the three divisions of the state viz., Jammu, Kashmir and Ladakh have different climatic conditions from each other. Due to the climatic differences among the three divisions the Jammu and Kashmir state provides all round tourist destinations for visitors. The state experiences extreme climates in the summer and winter. The weather is pleasant from October onwards. However, the best time to enjoy Kashmir and the adventures of Ladakh region is between May and September. (Beigh 1987).

The state has some of the best tourist spots and owing to its high altitude, it is home to a lot of Himalayan glaciers and rivers. Jhelum, Indus, Tawi, Ravi and Chenab are the major rivers flowing through the state. Major tourist attractions in the state are: Kashmir division: - Gulmarg, Pahalgam, Sonmarg, Dal Lake, Manasbal Lake, Wallur Lake, Shalimar Garden, Nishat Bagh, Achabal, Kokernag, Chashmi Shahi, Harwan, Dachigam National Park, Aharbal, Yusmarg, Daksum, Shrine like Dargah Hazratbal, Peer Dastegeer Sahib, Sheikh-ul-Alam (RA) Charari Sharif, Baba Reshi Tangmarg, Shankar Acharya, Shri Amarnath. Jammu Division: Patnitop, Mansar, Sanasar, Amar Mahal Palace, Akhnour, Surinsar, Bhadarwah, Batote, Akhnour, Bahu Fort, Mata Vaishno Devi, Raghunath Temple, Dogra Art Gallery, Buda Amarnath, etc. Ladakh Division: Zoji La, Dargil, Lamayuru, Lakir and Basgo, Leh, Kardungla Pass, Hamis Gumpa, Thinksy Gompa, Shey Palace and Gompa, Spituk Gompa, Phyang Gompa, Pangong Lake etc. (Vishal Pub. 2015).

POTENTIAL OF TOURISM INDUSTRY OF JAMMU AND KASHMIR

Jammu and Kashmir is known for its scenic landscape all over the world. Tourism forms and integral part of the state's economy. The tourism industry of Jammu and Kashmir has a tremendous potential from both domestic and international tourists visiting in large numbers every year. Tourism being the state's largest and major industries has and will play an important role in improving and maintaining the sustainable development of the state's economy.

The Jammu and Kashmir has a lot to provide to attract the tourists from all over the world. The three regions of the Jammu and Kashmir provide a wide range of products to the tourists. Kashmir valley is known for its scenic beauty, water bodies, mountainous landscapes, snow covered mountains, beautiful Gardens, lush green meadows has a lot to provide to attract the tourists. The Jammu division is known as the City of temples has lot potential in the form of pilgrimage tourism which attracts millions of Hindu devotees every year, tourists apart from other hill resorts and historical monuments. The Ladakh known as the "Moon on Earth" is part of Grater Himalayas and has emerged as a major place for adventure tourism. Ladakh is comprising of high naked peaks and deep gorges and was once known for the Silk route to Asia from subcontinent. (Bhat 2013).

Tourism industry being a labor intensive industry provides a vast scope for employment opportunities for Jammu and Kashmir, which is currently struggling with the immense growth of unemployment. The employment opportunities provided by this industry are comparatively higher than other industries. Tourism industry is the multichannel industry and hence involves proper involvement and participation of different sub industries; therefore, it provides different types of jobs like Hotel managers, receptionists, accountants, clerks, guides, travel agents, chefs, transport operators, drivers, labors, pony walas etc. The industry also contributes to the economy of Jammu and Kashmir in various ways which include: (Gani & Mir 2013)

- I. Contribution to state's income generations
- II. Expansion of employment opportunities in the state
- III. Tax revenue
- IV. Generation of Foreign exchange
- V. Transfer of regional economy
- VI. Social and cultural effect
- VII. Up-gradation and expansion of basic infrastructure.
- VIII. Development of backward areas.
- IX. Political relations
- X. Peace and progress

CHALLENGES AND OPPORTUNITIES

CHALLENGES

The history of Jammu and Kashmir is full of ups and downs and has seen large number of political and social changes from past thousands of years. The history of Jammu and Kashmir reveals both destructive periods as well as the golden era. From the time of its emergence it has always remained first choice for all rulers, when it comes to travel for leisure for them. It was the beauty of Kashmir the Mughal emperor Shahjahan cited the famous words that if "*there is haven of earth, it is here, it is here, it is here*". Once it was the first choice for film industry of India for making films here eve a large number of films have been casted here. But last three decades have changed the whole scenario of the tourism industry of Jammu and Kashmir. The turmoil left just black dots on the tourism history of the Jammu and Kashmir. Every corner of the state has seen the destructive period. (Zameer, 2013).

The various challenges that the tourism industry of Jammu and Kashmir is currently facing are the major hurdles in the way of overall tourism industry of Jammu and Kashmir. The major challenges that are faced by the tourism industry of Jammu and Kashmir include:

1. TERRORISM

Terrorism is one of the biggest challenges that every sector of the state is facing, particularly from the last two and half decades. The state has seen a vest era of its history. During this period the most affected area was tourism. The perception of tourists regarding Jammu and Kashmir as a tourist destination has challenged and they scare to travel to Jammu and Kashmir in general and Kashmir valley in particular. So the biggest challenge at present is to change the perception of tourists around the world, motivate and attract them to visit the Jammu and Kashmir and enjoy the glory of nature at its best.

2. INFRASTRUCTURE

Travel and Tourism industry up to a greater extent depends on a wide range of infrastructure services like- airports, roads, railways and ports, as well as basic infrastructure services required by Hotels, Restaurants, Shops and recreation facilities (e.g. telecommunications and other utilities) (Mir, Gani 2013). It is the combined effort of tourism and infrastructure that unpin and strengthen the economic, environmental and social benefits for the sustainable and overall development of economy and people. To develop any new scenic tourist place or to further develop an existing tourist destination, good infrastructure is essential to sustain the quality, economic viability and growth of travel and tourism. Good infrastructure will also be a key factor in the tourism industry's ability to manage visitors flow in ways that do not affect the natural or built heritage, nor contradict against local interest. The available infrastructure in the state of Jammu and Kashmir is not appropriate enough to accommodate the ever increasing flow of tourists. So the Tourism infrastructure development is among the major challenges, that the state administration is currently facing, particular under the present circumstances when state government is already facing the heavy financial crises. The challenge before tourism authorities and allied agencies is to manage the industry and its necessary infrastructure in order to maintain the future growth of the industry and explore the benefits of the industry for the sustainable development of the state.

3. ENVIRONMENTAL CHALLENGES

The growth of tourism and increased number of tourists is a positive sign for sustainable development of the tourism industry and economy of Jammu and Kashmir. But as we now that Jammu and Kashmir falls in Himalayan mountain ranges and is bestowed by the nature itself with his immense natural beauty. Every were in Jammu and Kashmir the natural beauty at its best. Therefore, environmentally the Jammu and Kashmir is very sensitive and anything will harm its environmental balance. So to develop infrastructure of the state allow the increasing flow of tourists with taking harming or unbalancing the ecological and environmental state of Jammu and Kashmir is a major challenge for the government of state and the allied agencies associated with the tourism industry. The tourists visiting the tourist sports and the local public doing business in these areas are always in direct contact with environment and are major contributors of environmental pollution in these areas hence are major threat to ecological and environmental balance in Jammu and Kashmir. (Sharma, Raina 2014). The policy makers both at regional level and at national level, non-governmental organizations, and other stake holders must therefore, work in coordination to create opportunities that center on local communities, promote conservation efforts to protect the ecological and environmental balance of Jammu and Kashmir and link conservation with enterprise development. (Naseem, Mir 2013).

4. CHALLENGES BEFORE PILGRIMAGE TOURISM

The state of Jammu and Kashmir has been a seat of reference to all major religions of the world. The state is full of holy sites and most of these sites are located in between the scenic surroundings of great Himalayas. This aspect is responsible for attracting a large number of pilgrim tourists every year, and the number of tourists is increasing with good growth. The pilgrimage destinations of Muslims, Hindus, Buddhists and Sikhs of Jammu and Kashmir have lot of potential for

attracting the tourists from various parts of the country and from abroad. But the problem with state government is to the lack of proper facilities available for the visitors. There is lack of boarding, lodging, transportation, communication, inconvenient roads, unhygienic conditions, pollution and other number of issues that have become a big challenge for the authorities to cope up with.

Apart from the above the tourism industry of Jammu and Kashmir is facing other several problems and challenges in many other ways which include (Bhat 2013).

- Lack of basic hygienic amenities and halting points.
- Non-standardization of rates and fares
- Lack of sound marketing and promotion strategies
- Poor maintenance of heritage sites
- Issues regarding security and harassment
- Lack of passionate and trained professionals
- Inadequate capacity
- Costly travel-soaring fuel surcharge, poor flight management etc.

OPPORTUNITIES

The Tourism industry of Jammu and Kashmir is definitely facing a large number of challenges in different ways from different sources but still this industry has a greater number of benefits and opportunities for state both in economic and non-economic terms. The various opportunities available for overall sustainable development of Jammu and Kashmir include:

1. EMPLOYMENT OPPORTUNITIES

Tourism industry being a labor intensive industry provides a vast scope for employment opportunities for Jammu and Kashmir, which is currently struggling with the immense growth of unemployment. Tourism has played an important role in the employment generation from past with great potential to increase it further in the coming future (Hilal 2014). The employment opportunities provided by this industry are comparatively higher than other industries. Tourism industry is the multichannel industry and hence involves proper involvement and participation of different sub industries; therefore, it provides different types of jobs like Hotel managers, receptionists, accountants, clerks, guides, travel agents, chefs, transport operators, drivers, labors, pony wala etc. Therefore, the policy makers at regional level and central level and the allied agencies should work in coordination with each other and draw the policies which are capable to explore the hidden employment opportunities of the Tourism industry for the state of Jammu and Kashmir (Bhat 2013).

2. ECONOMIC DEVELOPMENT OPPORTUNITIES

Tourism has outshined traditional industries to become one of the world's largest and fastest growing economic activities of the present era. Tourism industry in Jammu and Kashmir is also considered as a major tool for economic development. Apart from agriculture and horticulture tourism is the main and most important source of income for the people of Jammu and Kashmir. (Dube, 1987) confirmed in his study that tourism contributes to better income generation. As per the estimates the amount of revenue generated by tourism industry mainly in the form of taxes, export earnings, Foreign exchange is more than 3000 crores to the State Gross Domestic Product (SGDP) (Choudhary, 2002) which is highly expected to raise in future times in multi fold. Tourism industry has a greater economic impact on the financial conditions of a large population which is directly or indirectly associated with the tourism industry, whether it will be a Hotel owner or water working in the hotel, a tour operator or a driver, a pony wala or a labor everyone in Jammu and Kashmir is economically dependent on the tourism industry. Studies confirm that tourist spending has a positive relation with income, revenue generation and savings i.e. increase in tourist spending will result in an expansion of income, taxes and savings, speeding up the developmental process (Mir, 2014).

3. INFRASTRUCTURE AND REGIONAL DEVELOPMENT OPPORTUNITIES

Tourism and development of infrastructure are interrelated sectors in the sense that better infrastructure will provide the way for more tourism related activities. Lack of infrastructure is among the main causes of underdevelopment of tourism (Bhatia, 1997). The infrastructure development includes better road connectivity, better sanitary conditions, telecommunication, rest houses, restaurants, better electricity facilities etc. The tourism industry can act as a catalyst in the development of backward and far flung areas of the state (Smith- Stephen, 1989). Development of tourism will lead to the progress in rural as well as in urban areas. Developed tourism infrastructure can lead to the development in social life of people and lead to overall development of the region. Apart from developing new tourist spots and the required infrastructure, it is more important to put stress on the maintenance of existing tourist spots and the infrastructure available at these spots, because tourists attract towards a tourist destination only if they feel that the arrangements and facilities at that destination are sufficient to satisfy them (Mir, 2014)

4. SOCIO-CULTURAL EXCHANGE

Tourism is travelling of people from the place of their normal living to any other place for the purpose of leisure, business, pilgrimage, research etc. Promoting tourism means attracting more and more tourists from different parts of world with varied cultural, social and religious beliefs and life styles will visit Jammu and Kashmir. This will be an excellent opportunity for Jammu and Kashmir people to exchange the different cultures, and social beliefs and thoughts with each other. Through this people of the state will be able to know the world. This socio-cultural exchange can bring revolutionary changes and allow the people to live new, improved and better life.

DISCUSSIONS AND CONCLUSION

The tourism industry is globally recognized as one of the fastest growing industry, so is the case with Jammu and Kashmir. Tourism industry is no doubt the life line of Jammu and Kashmir and is among the major contributors to economic development of the state. This industry is full of challenges and opportunities as discussed above which needs proper attention and comprehensive policy making from administrative side. Tourism can play essential and effective role in integrating the entire universe. Tourism industry can open new avenues of resources both for income/ revenue generation and investment which leads to more employment opportunities and socio-cultural and socio-economic development of people of Jammu and Kashmir. The development, jobs, income generation and investment did not come automatically, therefore, it is important for administration at central and state level, local investors, businessmen and other stakeholders to actively participate in tourism activities and formulate effective policies for the better exploitation of the opportunities hidden in the Industry. Better infrastructure, road connectivity, communication, identification of new tourist spots, up gradation of existing tourist sites in Jammu and Kashmir is need of the hour. New and effective promotional channels should be utilized to change the bad perception among certain visitors, due which they are not ready to visit the place. More efforts need to be taken to strengthen the security of the state, in order to make tourists feel safe while travelling Jammu and Kashmir.

Tourism has the potential to increase public appreciation of the environment and to spread awareness of environmental problems when it brings people into closer contact with nature and the environment. This confrontation may heighten awareness of the value of nature and lead to environmentally conscious behavior and activities to preserve the environment. All stake holders whether at state government or central government must work in a coordinated manner and take effective measures should be taken to explore the resourceful opportunities of Tourism industry of Jammu and Kashmir in order to become world class tourist destination as first choice for tourists all over the world.

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PERCEPTION OF STUDENT TOWARDS FATE AND LOCUS OF CONTROL AT HIGHER SECONDARY LEVEL: A STUDY IN PERCEPTION

P. THANGARAJU
RESEARCH SCHOLAR
DEPARTMENT OF EDUCATIONAL PSYCHOLOGY
TAMIL NADU TEACHERS EDUCATION UNIVERSITY
KARAPAKKAM

ABSTRACT

The foremost objective of the study is the analyse the attitude of the students towards fate and locus of control in developing favourable attitude towards fate. The normative method is the most appropriate method employed in this study. The present study is synchronism in nature in which data has been collected from 312 students from the Chennai cit. The two standardized tool name perception towards fate and locus of control has been applied to these selected students in the city of Madras. The systematic random sampling technique was applied to collect necessary data from the students. The study is limited collect data from higher secondary school students of both boys and girls whose age is range between 15 to 19 years. The study is limited to students to studying in Government and Private school only. The following are the findings of the study; Boys perceive the fate positive than girls, Girls perceive fate moderately than the boys, Girls developed negative perception towards fate, the students belong to English medium perceive fate in better way than the student's Tamil medium, the student belong to private school perceive fate than the students belong to Government school.

KEYWORDS

fate and locus of control, perception of students.

INTRODUCTION

Perception refers to the awareness of man in his natural is environment. Perception influence cognitive development. Our mental perception starts after coming out from womb of the mother and in stilly develops confidence till our death. Fate is the active concept of brain perceived by the human either positively or negatively. Locus of control plays an important role in perception of fate. External and Internal locus of control influences the occurrences of things. If the individual perceives the fate in a positive approach the internal locus of control operates in an organized fashion to full fill the individual desires. Developing positive attitude towards fate and locus of control will help the students to successes in their academic per suits. Developing positive attitude towards fate will give thumbing energy to the individual to excel in his per suits. Analyzing the students' perception and locus of control is important to compare the student's mental and physical behaviour indeed a good locus of control influence student's academic behaviour.

BACKGROUND OF THE STUDY

Most of the students aim to achieve their goals in fate and locus control and teaching competency concern to comprehension, concentration, task, orientation, interaction, drilling, supports, recoding language and planning, instruction evaluations and managements. The investigator interests to find out the students fate and locus of control and their academic achievement. To make better achievement the student should have good locus of control. Hence the investigator likes to explore the possibility to find out the students fate and locus of control towards their academic achievement.

STATEMENT OF THE PROBLEM

The problem of the study is to analyse the perception of students towards fate and influence of locus of control in activating positive attitude towards fate.

OBJECTIVES

1. To analyse perception of boys and girls towards fate and locus of control.
2. To analyse perception of government and private school student towards fate and locus of control.
3. To study the fate and locus of control of the students with regards to their age group.
4. To analyse the perception of students toward fate and locus of control regards to parental education.

OPERATIONAL TERM OF THE STUDY

Locus of control refers to the perception of a situation as controlled by chance. Luck, fate or powerful others versus by one own behaviour. It is the power of individual to critically analyse the chance differences due to internal and external control.

INTERNALS

Internals are those students who believe in their own efforts. Internals are ready to postpone their immediate pleasure for the attainment of their desired goals in the future. Characteristics assigned to internals are 'clever, efficient, egoistical, enthusiastic, independent, self-confident, ambitions assertive, boastful, conceited, conscientious, ingenious, insightful, organized, reasonable and stubborn.

EXTERNAL

Externals perform better under presumed chance conditions. Externals are those students who believe in luck or fate. Externals don't make full use of their attention systems until stimuli are made more salient or prominent, i.e., externals possess a less active perceptual attentive system.

RELIABILITY

The split – half reliability (odd – even method) was 0.99 and the test – retest reliability 0.95.

VALIDITY

The validity coefficient obtained by the correlation (believers and non-believers) was 0.97.

SAMPLE

The investigator used quota sampling technique for selecting the sample. The sample of the study is 312 school students studying in government and private School. The samples were selected from ten schools out of which one is government and the res two were private school. A total of 312 samples of school students in which 215 are Boys and 97 are Girls.

RESULT AND DISCUSSION**TABLE NO. 01**

Variable	Gender	N	Mean	SD	't'	LOS
Positive	Boys	57	69.00	16.45	2.04	.01
	Girls	42	65.12	15.11		
Moderate	Boys	126	64.78	15.76	2.31	.01
	Girls	34	69.83	18.73		
Negative	Boys	34	67.87	19.78	0.43	NS
	Girls	19	69.02	22.67		

SD- Standard Deviation, **LOS** – Level of Significance

The calculated 't' value is more than the table value which concludes that there is a significant difference between boys and girls towards perception of fate. From the mean score analysis, it has come to know that boys perceive fate in a positive manner than the girls. Indeed, girls developed perception moderately towards fate. Regarding negative perception towards fate both the boys and girls are in equal respects.

FINDINGS OF THE STUDY

1. Boys perceive the fate positively than the Girls.
2. Girls perceive fate moderately than the Boys.
3. The students belong to English medium perceive fate in better way than the students Tamil medium.
4. The students belong to Science group perceive fate than the students belong to students Arts group.
5. The students belong to Private school perceive fate than the students belong to Government school.

CONCLUSION

The present study on identity of fate the students, in relation to locus of control is pioneer one. On study has been under taken to identifying fate with regarding locus of control of the students. This study is an eye opener to the academic community and the public, especially parents for the development of fate in their students. Developing of locus control students is important of face the challenge situation of the society.

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SOCIO ECONOMIC CONDITIONS OF HANDLOOM WEAVERS: A STUDY OF KARIMNAGAR DISTRICT

ANKAM SREENIVAS
RESEARCH SCHOLAR
DEPARTMENT OF COMMERCE & BUSINESS MANAGEMENT
KAKATIYA UNIVERSITY
WARANGAL

KALAKOTLA SUMAN
STUDENT
DEPARTMENT OF HUMAN RESOURCE MANAGEMENT
KAKATIYA UNIVERSITY
WARANGAL

ABSTRACT

The study finds that the majority of the respondents in the age group of 50-60 years, young generation are convert to powerloom. Because low profits, low wages and low monthly income. Handloom weavers belongs to rural and urban areas; majority of the respondents belongs to rural area because handloom industry is rural based industry. Handloom weavers are including hindus, Christians and muslims. The majority of the respondents are belonging to hindu. in hindu religion, the padmashali caste people are actively engaged in weaving. Handloom weaving only BC caste persons because handloom weaving is a hereditary. Like Padmashali and dudekula etc. The majority of respondents are illiterate and minority of weavers have very poor educational background and they force their children to join their own profession by discontinuing the studies at primary level of education. The non-studying children and even the school going children are involving pre weaving and post weaving process. Respondents are living the joint and nuclear families; the majority of respondents are leaving the nuclear family. Because urbanization, decenarlisation and globalization. The average size of the respondent's family is six members, the large number of dependents in the family has resulted in deterioration of their financial position. Respondents are occupied by hereditary and non-hereditary, the majority of respondents are occupied by the hereditary. Respondents are living in the rcc(building), shed, tiles, hut and rent houses, the majority of respondents are living in the tiles. Because handloom weavers are financially and economically very poor background. Respondents are having Anotodaya Anna Yojana (AAY) card, Below Poverty Line (BPL) card and Antodaya Poverty Line (APL) card the majority of respondents are having Anotodaya Anna Yojana (AAY) card its indicate very poor living conditions and financial status. The majority of respondents are don't have any land. That reflects respondents are economically very poor background. Respondents are using bicycle and motor cycle; the majority of respondents are using bicycle. Respondents are taking loan from bank, financial institutions, micro finance and others. The majority of respondents are taking loan from bank. The majority of respondents are earning 3,000 – 4,000 per month. This reflects the poor standard living and weak financial status of the handloom weavers. The handloom weavers are categorized into five i.e., independent weaver, co-operative society weaver, labour weaver, under middle man and master weaver. The majority of respondents are co-operative society weavers. The majority of respondents are working for 8 – 10 hours per day, the y average income is not exceeding Rs. 4,000 per month. This reflects the poor financial conditions of the handloom weavers. The majority of respondents are weaving experience 30-40 years. This reflects young generations are converting to powerloom. The respondent's entire family members involving in weaving. This is mainly due to the persistence of heavy work load on the one hand and extreme penury conditions on the other hand. Respondents are purchasing raw material into three ways such as co-operative society, local raw material dealer and direct purchased. The majority of respondents are purchasing raw material from co-operative society. Respondents are using fly shuttle pit loom and fly shuttle frame loom. The majority respondents are using fly shuttle frame loom, he respondents lack of necessary initiative to acquire improved and modern types of looms and accessories due to their illiteracy and poverty. Hence, the Government of India and state government should step in for the improvement of the situation.

KEYWORDS

Handloom weavers, Karimnagar

INTRODUCTION

Handloom weaving is an ancient industry. The textile cottage industry includes cotton, silk, and bleaching, dying, finishing, hosiery, lace embroidery, silk reeling, silk twisting. It is the chief means of livelihood to people who entirely depend upon it. Handloom sector plays an important role in state economy. Weaving is the basic process among the various manufacturing stages of handloom clothes. It is defined as a frame for weaving equipped with some wooden devices. The sound of the handloom is the music of rural home. In the process of weaving the handloom weavers achieve harmony of motion and rhythms in Karimnagar.

Telangana is one of the important States in the Handloom Industry. Handloom industry has providing employment in directly 2.41 lakhs and indirectly 6 lakhs. There are about 82,435 handloom weavers in cooperative fold and 1, 58,902 in outside cooperative fold. There are 475 Weavers Cooperative Societies in the State consisting of Cotton-253, Silk-50, and Wool-44. Besides this, there are 128-Tailor and other societies. There is one Apex society i.e. TSCO for marketing the handloom products.

OBJECTIVES OF THE STUDY

1. To study the progress of handloom industry.
2. To analyse the socio-economic condition of handloom weavers.
3. To give the suitable suggestions to develop the handloom industry

NEED OF THE STUDY

The handloom industry has facing many problems such as scarcity of raw materials, marketing, finance and the most important being high incidence of mammals offered to officials. In view of this, there is an imperative need to undertaking a comprehensive study of the "Socio economic condition of handloom weavers in Telangana" covering aspects such as, the impact of socio economic conditions of weavers, structure of handloom weavers living conditions. Karimnagar district has been chosen for an intensive and detailed study since the district stands first in production and first in respect of membership in societies in the state.

RESEARCH METHODOLOGY

SCOPE OF THE STUDY: The study broadly examines the Socio-economic conditions of handloom weaver in Karimnagar district from 2005-2015. i.e, 10 years' period.

SOURCE OF DATA: The study is based on primary data as well as secondary data.

Primary Data: The main source of the data are the weavers themselves and executive members of the society the elicit the proper information from the weavers a structured questionnaire was served to the weavers who were working in the societies. A part from this, personal interview group discussion and observation methods were used in collecting the first hand information

Secondary Data: Secondary data for the study has been collected using published reports by the government, departments, offices Centre’s consequently with the industry, published research papers in the reputed journals, books, thesis and dissertation and listing websites relating to the presented research.

SAMPLE SIZE: Sample of 200 weavers selected from the Karimnagar District.

AREA OF STUDY: This study was confined to handloom weavers of Karimnagar District

LIMITATIONS OF THE STUDY: These are the limitations of the present research study. The study is essentially a micro level study. The information through the questionnaires may not have covered correct figures social, economic condition. The opinions and expressions of weavers are based on the personal experience with the societies the secondary data are taken as reported in the records however, the primary data is added to know the present conditions of weavers.

REVIEW OF LITERATURE

Dharmaraju P. (2006) In his paper “Marketing in Handloom Co-operatives”, Dharmaraju has expressed his view that, over the decades, the experience of handloom co-operatives has been a mixed one. The arbitrary mergers, excessive control by master weavers and local power groups, politicization and bureaucratization and mismanagement of funds, are some factors that have obstructed the efficient functioning of co-operatives.

D. Narasimha Reddy (2008) Is of the opinion that, it is time that, government recognized the value of the handloom sector in achieving sustainable development of the country. Despite the adverse conditions, due to larger support from consumers and being a livelihood option for millions of weavers, Handloom sector has been surviving and has the potential to be so. Government has to ensure a ‘level playing field’ for this sector towards competition among the different sub-sector of textile industry.

Sehgal H. K. (2009) has examined that as far as the garment export sector is concerned, there have been mixed signals: continuing world economic downturn; some late recovery, however temporary and for some people; recent Rupee appreciation and with a new Government, expected to be stable, assuming charge.

Prachi (2010) has observed that Indian handloom is growing in its popularity not only among the people in India, but also among the people admiring Indian handloom and Indian handicrafts from around the globe. In spite of having distinct styles and ways of weaving, there is a lot of exchange of styles that happened among the diverse Indian handloom styles.

TNN (2011) has mentioned that the state government has taken several decisions to encourage weavers to boost handloom industry in the state. The state government with the cooperation of the Centre has formulated several schemes to ameliorate the socio-economic conditions of the weavers belonging to the handloom industry.

IANIS (2011) has noted that Indian consumers need to change the thinking; they need to think ‘swadeshi’ rather than ‘videshi’. The greatest tragedy weavers’ face is being ignored not just by people but by designers as well. The fashion industry is a very powerful platform to convey the message across the masses that fashion is more than chic dressing; there has to be an essence to it.

Dr. Srinivasa Rao Kasisomayajula (2012) presented a paper basing on field work Socio-economic analysis of handloom industry in Andhra Pradesh A Study on selected districts. he was studied in the socio economic analysis of handloom industry in Andhra Pradesh a study on Selected district (East Godavari, Prakasam, Kurnool, Nalgonda).

A. Kumudha, M.Rizwana (2013) in her paper Problems faced by handloom industry-A study with handloom weavers co-operative societies in erode district the paper focus on problems of handloom industry and problems of handloom co-operative society weavers.

Venkateswaran. A (2014) in his paper A Socio Economic Conditions of Handloom Weaving: A field study in Kallidaikurichi of Tirunelveli District this paper studied in the A Socio Economic Conditions of Handloom weavers and problem facing on handloom weavers.

DATA ANALYSIS AND INTERPRETATION

An attempt is made in this paper is to examine the socio-economic profiles of sample handloom weavers focusing on the basis of age wise, area wise, religion, caste, educational qualification, type of the family, size of family, type of the occupation, type of the house, type of the ration card, land owned, assets owned, loan, monthly income, working status, working hours, experience profile, number of family members involving in weaving, purchase of raw material and type of the loom.

The below table 3-1 shows the Age wise distribution of handloom weavers in the four selected mandals of Karimnagar district. The age groups have been categorized into four such as below 40, 40-50, 50-60 and 60 and above.

TABLE 3-1: AGE WISE DISTRIBUTION OF HANDLOOM WEAVERS

S. No	Age Groups (Years)	No. of Respondents				Total (%)
		Karimnagar	Siricilla	Thangalla Pally	Garshakurthi	
1	Below 40	0	0	0	0	0
2	40-50	8 (16.00)	10 (20.00)	5 (10.00)	9 (18.00)	32 (16.00)
3	50-60	29 (58.00)	30 (60.00)	27 (54.00)	32 (64.00)	118 (59.00)
4	60 Above	13 (26.00)	10 (20.00)	18 (36.00)	9 (18.00)	50 (25.00)
Total (%)		50 (100.00)	50 (100.00)	50 (100.00)	50 (100.00)	200 (100.00)

Source: Field survey

The above table 3-1 reveals that age wise distribution of handloom weavers from the selected mandals, of Karimnagar district. It is observed that out of the 50 respondents in the Karimnagar mandal, the highest number, 29(58.00%) respondents are under age group of 50-60 years, followed by under age group of 60 above years with 13(26.00%) respondents and 8(16.00%) respondents are under age group of 40-50 years. But no handloom weaver found under the age group of below 40 years over the study period.

It is observed that out of the 50 respondents in the Siricilla mandal, the highest number, 30(60.00%) respondents are under age group of 50-60 years, followed by under age group of 60 above years with 10(20.00%) respondents and 10(20.00%) respondents are under age group of 40-50 years. But no handloom weaver found under the age group of below 40 years over the study period.

It is observed that out of the 50 respondents in the Thangallapally mandal, the highest number, 27(54.00%) respondents are under age group of 50-60 years, followed by under age group of 60 above years with 18(36.00%) respondents and 5(10.00%) respondents are under age group of 40-50 years. But no handloom weaver found under the age group of below 40 years over the study period.

It is observed that out of the 50 respondents in the Garshakurthi mandal, the highest number, 32(64.00%) respondents are under age group of 50-60 years, followed by under age group of 60 above years with 9(18.00%) respondents and 9(18.00%) respondents are under the age group of 40-50 years. But no handloom weaver found under the age group of below 40 years over the study period.

The overall observation reveals that the majority of 118(59.00%) handloom weavers are in the age group of 50-60 years, followed by under the age group above 60 years with 50(25.00%) respondents and 32(16.00%) respondents are under the age group 40-50 years. But no respondent was found under the age group of below 40 years over the study period.

An attempt is made in the table 3-2 to understand the area wise distribution of the selected handloom weavers from the selected mandals of Karimnagar district. The area has been organized into two i.e., rural and urban.

TABLE 3-2: AREA WISE DISTRIBUTION OF HANDLOOM WEAVERS

S. No	Area	No. of Respondents				Total (%)
		Karimnagar	Siricilla	Thangalla Pally	Garshakurthi	
1	Rural	50 (100.00)	0	50 (100.00)	50 (100.00)	150 (75.00)
2	Urban	0	50 (100.00)	0	0	50 (25.00)
Total (%)		50 (100.00)	50 (100.00)	50 (25.00)	50 (100.00)	200 (100.00)

Source: Field survey

The above table 3-2 found that area wise distribution of handloom weavers from the selected mandal, of Karimnagar district. In the Karimnagar mandal, of the 50(100.00) respondents are belongs to rural area, in the Siricilla mandal, of the 50(100.00) respondents are belongs to urban area. In the Thangallapally mandal, of the 50(100.00) respondents are belongs to rural area. In the Garshakurthi mandal, of the 50(100.00) respondents are belongs to rural Area.

The overall observation found that the majority of 150(75.00%) handloom weavers belongs to rural area and 50(25.00%) respondents belongs to urban area over the study period.

RELIGION: India known as the land of spirituality and philosophy, was the birthplace of some religions, which even exist today in the world. The most dominant religion in India today is Hinduism. About 80% of Indians are Hindus. Hinduism is a colorful religion with a vast gallery of Gods and Goddesses. Hinduism is one of the ancient religions in the world. It is supposed to have developed about 5000 years ago. Later on in ancient period other religions developed in India. Around 500 BC two other religions developed in India, namely, Buddhism and Jainism. Today only about 0.5% of Indians are Jains and about 0.7% are Buddhist. In ancient times Jainism and specially Buddhism were very popular in India. Indians who accepted Buddhist philosophy spread it not only within the Indian sub-continent but also to kingdoms east and south of India. These three ancient religions, Hinduism, Buddhism and Jainism, are seen as the molders of the India philosophy.

The below table 3-3 shows the religion wise distribution of handloom weavers from the selected mandals of Karimnagar district. Religions has been categorized into four i.e., hindu, muslim, Christian and others religions.

TABLE 3-3: RELIGION WISE DISTRIBUTION OF HANDLOOM WEAVERS

S. No	Religion	No. of Respondents				Total (%)
		Karimnagar	Siricilla	ThangallaPally	Garshakurthi	
1	Hindu	47 (94.00)	48 (96.00)	49 (98.00)	48 (96.00)	192 (96.00)
2	Muslim	0	0	0	0	0
3	Christian	3 (6.00)	2 (4.00)	1 (2.00)	2 (4.00)	8 (4.00)
4	Others	0	0	0	0	0
Total (%)		50 (100.00)	50 (100.00)	50 (100.00)	50 (100.00)	200 (100.00)

Source: Field survey

The above table 3-3 reveals that religion wise distribution of handloom weavers from the selected mandals, of Karimnagar district. In the Karimnagar mandal, out of 50 respondents, the highest number 47(94.00%) respondents are belongs to hindu religion, followed by the christian religion with 3(6.00%) respondents and no handloom weavers was from muslim and other religion over the study period.

In the Siricilla mandal, out of 50 respondents, the highest number 48(96.00%) respondents are belongs to hindu religion, followed by the christian religion with 2(4.00%) respondents and no handloom weavers was from muslim and other religion over the study period.

In the Thangallapally mandal, out of 50 respondents, the highest number 49(98.00%) respondents are belongs to hindu religion, followed by the christian religion with 1(2.00%) respondents and no handloom weavers was from muslim and other religion over the study period.

In the Garshakurthi mandal, out of 50 respondents, the highest number 48(96.00%) respondents are belongs to hindu religion, followed by the christian religion with 2(4.00%) respondents and no handloom weavers was from muslim and other religion over the study period.

The overall observation reveals that the majority of 192(96.00%) respondents belongs to hindu religion, followed by the christian religion with 8(4.00%) respondents and no handloom weavers was from muslim and other religion over the study period.

CASTE: In Indian caste system has been divided into four such as BC, SC, ST OC castes. There are so many sub castes under each and every caste. In the present study of taken the four categories generally, in India handloom weaving profession will be day by only BC community and especially the sub caste "padmashalis" The below table 3-4 shows the Caste wise distribution of handloom weavers from the selected mandals, of Karimnagar district. Caste can be classified into four i.e., BC, SC, ST and OC castes.

TABLE 3-4: CASTE WISE DISTRIBUTION OF HANDLOOM WEAVERS

S. No	Caste	No. of Respondents				Total (%)
		Karimnagar	Siricilla	Thangalla Pally	Garshakurthi	
1	BC	50 (100.00)	50 (100.00)	50 (100.00)	50 (100.00)	200 (100.00)
2	SC	0	0	0	0	0
3	ST	0	0	0	0	0
4	Others	0	0	0	0	0
Total (%)		50 (100.00)	50 (100.00)	50 (100.00)	50 (100.00)	200 (100.00)

Source: Field survey

The above table 3-4 clears that all the selected handloom weavers from the BC communities and no handloom weavers found from other the BCs in all the sample mandals of Karimnagar district over the period of study.

EDUCATION: Education system plays vital role in the working nature and anther of the handloom industry. Generally lower the education, higher the improvement in the handloom weaving and vice-versa.

The below table 3-5 shows the Educational Qualification of the handloom weavers from the selected mandals, of Karimnagar district. Educational qualification can be divide into five i.e., illiterate, primary level, secondary level, higher secondary, inter and degree.

TABLE 3-5: EDUCATIONAL QUALIFICATION OF THE HANDLOOM WEAVERS

S. No	Educational Qualification	No. of Respondents				Total (%)
		Karimnagar	Siricilla	Thangalla Pally	Garshakurthi	
1	Illiterate	28 (56.00)	34 (68.00)	36 (72.00)	26 (52.00)	124 (62.00)
2	Primary level (1-5)	22 (44.00)	16 (32.00)	14 (28.00)	24 (48.00)	76 (38.00)
3	Secondary level (6-10)	0	0	0	0	0
4	Inter	0	0	0	0	0
5	Degree	0	0	0	0	0
Total (%)		50 (100.00)	50 (100.00)	50 (100.00)	50 (100.00)	200 (100.00)

Source: Field survey

The above table 3-5 shows that Educational Qualification of the handloom weavers from the selected mandal, of Karimnagar district. In the Karimnagar mandal, out of 50 handloom weavers, The highest number 28(56.00%) handloom weavers were found illiterate, followed by secondary level of education with 22(44.00%) handloom weavers and no handloom weaver was found in this system those who studied beyond the secondary level of education for the study period.

In the Siricilla mandal, out of 50 handloom weavers, The highest number 34(68.00%) handloom weavers were found illiterate, followed by secondary level of education with 16(32.00%) handloom weavers and no handloom weaver was found in this system those who studied beyond the secondary level of education for the study period.

In the Thangallapally mandal, out of 50 handloom weavers, The highest number 36(72.00%) handloom weavers were found illiterate, followed by secondary level of education with 14(28.00%) handloom weavers and no handloom weaver was found in this system those who studied beyond the secondary level of education for the study period.

In the Garshakurthi mandal, out of 50 handloom weavers, The highest number 26(52.00%) handloom weavers were found illiterate, followed by secondary level of education with 24(48.00%) handloom weavers and no handloom weaver was found in this system those who studied beyond the secondary level of education for the study period.

The overall observation found that the majority of the handloom weavers are illiterates as well as under the primary education. But no handloom weavers were who completes beyond the primary education among the selected mandals, of the Karimnagar district under the study period.

FAMILY: A family is a domestic group of people, or a number of domestic groups, typically affiliated by birth or marriage, or by comparable legal relationships including domestic partnership, adoption, surname and in some cases ownership.

Family system can be divided into two types such as

1. Joint family.
2. Nuclear family.

1. JOINT FAMILY: Joint Family is recognized as a social institution from time immemorial. It is a large social group in which the father, mother, their mature and immature children, their brother and parents live together. In general, a family is called a joint family where the members in a house, taking food in a common cookery enjoy undivided landed property, participate in a common worship and united in blood relationship.

2. NUCLEAR FAMILY: The nuclear family is a term used to define a family group consisting of a pair of adults and their children. This is in contrast to a single-parent family, to the larger extended family, and to a family with more than two parents.

The following table table 3-6 shows the Type of the family of handloom weavers from the selected mandals, of Karimnagar district. Family can be divided into two i.e., joint family and nuclear family.

TABLE 3-6: TYPE OF THE FAMILY

S. No	Type of the family	No. of Respondents				Total (%)
		Karimnagar	Siricilla	Thangalla pally	Garshakurthi	
1	Joint Family	6 (12.00)	7 (14.00)	8 (16.00)	5 (10.00)	26 (13.00)
2	Nuclear Family	44 (88.00)	43 (86.00)	42 (84.00)	45 (90.00)	174 (87.00)
Total (%)		50 (100.00)	50 (100.00)	50 (100.00)	50 (100.00)	200 (100.00)

Source: Field survey

The above table 3-6 describes that Type of the family of handloom weavers from the selected mandals, of Karimnagar district. In the Karimnagar mandal, out of 50 respondents, the highest number 44(88.00%) respondents are Live in the nuclear family, the lowest number 6(12.00%) respondents are live in the Joint family under the study period.

In the Siricilla mandal, out of 50 respondents, the highest number 43(86.00%) respondents are Live in the nuclear family, the lowest number 7(14.00%) respondents are live in the Joint family under the study period.

In the Thangallapally mandal, out of 50 respondents, the highest number 42(84.00%) respondents are Live in the nuclear family, the lowest number 8(16.00%) respondents are live in the Joint family under the study period.

In the Garshakurthi mandal, out of 50 respondents, the highest number 45(90.00%) respondents are Live in the nuclear family, the lowest number 5(10.00%) respondents are live in the Joint family under the study period.

The overall observation reveals that the majority of handloom weavers are living in the Nuclear family (87.00%) under the study period.

The below table table 3-7 shows the size of the family of handloom weavers from the selected mandals, of Karimnagar district. Family size can be divide into three i.e., small, medium and large.

TABLE 3-7: SIZE OF THE FAMILY

S. No	Family Size	No. of Respondents				Total (%)
		Karimnagar	Siricilla	Thangalla Pally	Garshakurthi	
1	Small (below3)	1 (2.00)	0	1 (2.00)	2 (4.00)	4 (2.00)
2	Medium (4-6)	42 (84.00)	44 (88.00)	41 (82.00)	41 (82.00)	168 (84.00)
3	Large (6 above)	7 (14.00)	6 (12.00)	8 (16.00)	7 (14.00)	28 (14.00)
Total (%)		50 (25.00)	50 (25.00)	50 (25.00)	50 (25.00)	200 (100.00)

Source: Field survey

The above table 3-7 reveals that size of the family of handloom weavers from the selected mandals, of Karimnagar district. In the Karimnagar mandal, out of 50 respondents, the highest number 42(84.00%) respondents family size medium, followed by the family size large with 7(14.00%) respondents and 1(2.00%) respondents family size small over the period of study.

In the Siricilla mandal, out of 50 respondents, the highest number 44(88.00%) respondents family size medium, followed by the family size large with 6(12.00%) respondents and no respondents family size small over the period of study.

In the Thangallapally mandal, out of 50 respondents, the highest number 41(82.00%) respondents family size medium, followed by the family size large with 8(16.00%) respondents and 1(2.00%) respondents family size small over the period of study.

In the Garshakurthi mandal, out of 50 respondents, the highest number 41(82.00%) respondents family size medium, followed by the family size large with 7(14.00%) respondents and 2(4.00%) respondents family size small over the period of study.

The overall observation reveals that the majority of 168(84.00%) respondents family size medium, followed by the family size large with 28(14.00%) respondents and 4(8.00%) respondents family size small over the period of study.

The following table 3-8 shows the type of the occupation of handloom weavers from the selected mandals, of Karimnagar district. Occupation can be classified into two i.e., hereditary and non-hereditary.

TABLE 3-8: TYPE OF THE OCCUPATION

S. No	Occupation	No. of Respondents				Total (%)
		Karimnagar	Siricilla	Thangalla pally	Garshakurthi	
1	Hereditary	50 (100.00)	47 (94.00)	48 (96.00)	47 (94.00)	192 (96.00)
2	Non Hereditary	0	3 (6.00)	2 (4.00)	3 (6.00)	8 (4.00)
Total (%)		50 (100.00)	50 (100.00)	50 (100.00)	50 (100.00)	200 (100.00)

Source: Field survey

The above table 3-8 clears type of the occupation of handloom weavers from the selected mandals, of Karimnagar district. In the Karimnagar mandal, out of 50 respondents. The highest number 50(100.00%) respondents are occupied by hereditary and no handloom weavers from non hereditary under the period of study. In the Siricilla mandal, out of 50 respondents. The highest number 47(94.00%) respondents are occupied by hereditary, the lowest number 3(6.00%) respondents are still to be non hereditary under the period of study.

In the Thangallapally mandal, out of 50 respondents. The highest number 48(96.00%) respondents are occupied by hereditary, the lowest number 2(4.00%) respondents are still to be non hereditary under the period of study.

In the Garshakurthi mandal, out of 50 respondents. The highest number 47(94.00%) respondents are occupied by hereditary, the lowest number 3(6.00%) respondents are still to be non hereditary under the period of study.

The overall observation reveals that the majority of the respondents are occupied weaving from hereditary (96.00%) under the period of study.

The below table 3-9 shows the type of the house of handloom weavers from the selected mandals, of Karimnagar district. Houses are categorized into five i.e., rcc, shed, tiles, hut and rent.

TABLE 3-9: TYPE OF THE HOUSE

S. No	House	No. of Respondents				Total (%)
		Karimnagar	Siricilla	Thangalla pally	Garshakurthi	
1	RCC (Building)	1 (2.00)	2 (4.00)	2 (4.00)	3 (6.00)	8 (4.00)
2	Shed	7 (14.00)	9 (18.00)	4 (8.00)	10 (20.00)	30 (15.00)
3	Tiles	31 (62.00)	31 (62.00)	34 (64.00)	25 (50.00)	121 (61.50)
4	Hut	2 (2.00%)	2 (4.00)	5 (10.00)	3 (6.00)	10 (5.00)
5	Rent	9 (20.00)	6 (12.00)	5 (10.50)	9 (18.00)	29 (14.50)
Total (%)		50 (100.00)	50 (100.00)	50 (100.00)	50 (100.00)	200 (100.00)

Source: Field survey

The above table 3-9 reveals that type of the house of handloom weavers from the selected mandals, of Karimnagar district. In the Karimnagar mandal, out of 50 respondents, the highest number 31(62.00%) respondents are living in the tiles, the followed by the living in the rent with 9(18.00%) respondents, 7(14.00%) respondents are living in the shed, 2(4.00%) respondents are living in the hut and 1(2.00%) respondents are living in the rcc over the study period.

In the Siricilla mandal, out of 50 respondents, the highest number 31(62.00%) respondents are living in the tiles, the followed by the living in the shed with 9(18.00%) respondents, 6(12.00%) respondents are living in the rent, 2(4.00%) respondents are living in the hut and 2(4.00%) respondents are living in the rcc over the study period.

In the Thangallapally mandal, out of 50 respondents, the highest number 34(68.00%) respondents are living in the tiles, the followed by the living in the rent with 5(10.00%) respondents, 5(10.00%) respondents are living in the hut, 4(8.00%) respondents are living in the shed and 2(4.00%) respondents are living in the rcc over the study period.

In the Garshakurthi mandal, out of 50 respondents, the highest number 25(50.00%) respondents are living in the tiles, the followed by the living in the shed with 10(20.00%) respondents, 9(18.00%) respondents are living in the rent, 3(6.00%) respondents are living in the hut and 3(6.00%) respondents are living in the rcc over the study period.

The overall observation found that the majority of 121(60.50%) respondents are living the tiles, followed by the living in the shed with 30(15.00%) respondents, 29(14.50%) respondents are living in the rent, 10(5.00%) respondents are living in the hut and 8(4.00%) respondents are living in the rcc over the study period.

The following table 3-10 shows the type of the ration card of handloom weavers from the selected mandals, of Karimnagar district. Ration cards are categorized into three i.e., antodaya anna yojana (aay) card, below poverty line (bpl) card and above poverty line (apl) card.

TABLE 3-10: TYPE OF THE RATION CARD

S. No	Ration Card	No. of Respondents				Total (%)
		Karimnagar	Siricilla	Thangalla pally	Garshakurthi	
1	AAY Card	28 (56.00)	27 (54.00)	25 (50.00)	29 (58.00)	109 (54.50)
2	BPL Card	20 (40.00)	22 (44.00)	24 (48.00)	19 (38.00)	85 (42.50)
3	APL Card	2 (4.00)	1 (2.00)	1 (2.00)	2 (4.00)	6 (3.00)
Total (%)		50 (100.00)	50 (100.00)	50 (100.00)	50 (100.00)	200 (100.00)

Source: Field survey

The above table 3-10 describes that type of the ration card of handloom weavers from the selected mandals, of Karimnagar district. In the Karimnagar mandal, out of 50 respondents. The highest number 28(56.00%) respondents are having antodaya anna yojana (aay) card, 20(40.00%) respondents are having below poverty line (bpl) card and only 2(4.00%) respondents are having above poverty line(apl) card over the period of study.

In the Siricilla mandal, out of 50 respondents, the highest number 27(54.00%) respondents are having antodaya anna yojana (aay) card, 22(44.00%) respondents are having below poverty line (bpl) card and only 1(2.00%) respondents are having above poverty line (apl) card over the period of study.

In the Thangallapally mandal, out of 50 respondents, the highest number 25(50.00%) respondents are having antodaya anna yojana (aay) card, 24(48.00%) respondents are having below poverty line (bpl) card and only 1(2.00%) respondents are having above poverty line (apl) card over the period of study.

In the Garshakurthi mandal, out of 50 respondents, the highest number 29(58.00%) respondents are having antodaya anna yojana (aay) card, 19(38.00%) respondents are having below poverty line (bpl) card and only 2(4.00%) respondents are having above poverty line (apl) card over the period of study.

The overall observation reveals that the majority of 109(54.50%) respondents are having antodaya anna yojana (aay) card, 85(42.50.00%) respondents are having below poverty line (bpl) card and only 6(3.00%) respondents are having above poverty line (apl) card over the period of study.

The following table 3-11 shows the land owned by handloom weavers from the selected mandals, of Karimnagar district. Land can be categorized into three i.e., nil, below 1 and 1-2.

TABLE 3-11: LAND OWNED

S. No	Land (acers)	No. of Respondents				Total (%)
		Karimnagar	Siricilla	Thangalla pally	Garshakurthi	
1	Nil	38 (76.00)	34 (68.00)	41 (82.00)	31 (62.00)	144 (72.00)
2	Below 1	8 (16.00)	10 (20.00)	6 (12.00)	12 (24.00)	36 (18.00)
3	1-2	4 (8.00)	6 (12.00)	3 (6.00)	7 (14.00)	20 (10.00)
Total (%)		50 (100.00)	50 (100.00)	50 (100.00)	50 (100.00)	200 (100.00)

Source: Field survey

The above table 3-11 reveals that land owned by handloom weavers from the selected mandals, of Karimnagar district. In the Karimnagar mandal, out of 50 respondents. The highest number 38(76.00%) respondents doesn't have any land, followed by the have below 1(Acer) of land with 8(16.00%) respondents and 4(8.00%) respondents having 1-2(Acers) of land over the study period.

In the Siricilla mandal, out of 50 respondents. The highest number 34(68.00%) respondents doesn't have any land, followed by the have below 1(Acer) of land with 10(20.00%) respondents and 6(12.00%) respondents having 1-2(Acers) of land over the study period.

In the Thangallapally mandal, out of 50 respondents. The highest number 41(82.00%) respondents doesn't have any land, followed by the have below 1(Acer) of land with 6(12.00%) respondents and 3(6.00%) respondents having 1-2(Acers) of land over the study period.

In the Garshakurthi mandal, out of 50 respondents. The highest number 31(62.00%) respondents doesn't have any land, followed by the have below 1(Acer) of land with 12(24.00%) respondents and 7(14.00%) respondents having 1-2(Acers) of land over the study period.

The overall observation reveals that the majority of 144(72.00) respondents doesn't have any land, followed by the have below 1(Acer) of land with 36(18.00%) respondents and 20(10.00%) respondents having 1-2(Acers) of land over the study period.

The following table 3-12 shows the assets owned by handloom weavers from the selected mandals, of Karimnagar district. Assets can be categorized into two i.e., bicycle and motor cycle.

TABLE 3-12: ASSETS OWNED

S. No	Assets	No. of Respondents				Total (%)
		Karimnagar	Siricilla	Thangalla pally	Garshakurthi	
1	Bicycle	40 (80.00)	36 (72.00)	34 (64.00)	42 (84.00)	152 (76.00)
2	Motor Cycle	10 (20.00)	14 (28.00)	16 (32.00)	8 (16.00)	48 (24.00)
Total (%)		50 (100.00)	50 (100.00)	50 (100.00)	50 (100.00)	200 (100.00)

Source: Field survey

The above table 3-12 found that assets owned by handloom weavers from the selected mandals, of Karimnagar district. In the Karimnagar mandal, out of 50 respondents, the highest number 40(80.00%) Respondents are using bicycle and only 10(20.00%) respondents are using motor cycle over the period of study.

In the Siricilla mandal, out of 50 respondents, the highest number 36(72.00%) Respondents are using bicycle and only 14(28.00%) respondents are using motor cycle over the period of study.

In the Thangallapally mandal, out of 50 respondents, the highest number 34(68.00%) Respondents are using bicycle and only 16(32.00%) respondents are using motor cycle over the period of study.

In Garshakurthi mandal, out of 50 respondents, the highest number 42(84.00%) Respondents are using bicycle and only 8(16.00%) respondents are using motor cycle over the period of study.

The overall observation reveals that the majority of 152(76.00%) respondents are using Bicycle and only 48(24%) respondents are using motor cycle over the period of study.

The following table 3-12 shows the loan taken by handloom weavers from the selected mandals, of Karimnagar district. Loan can be categorized into three i.e., bank, micro finance and others.

TABLE 3-13: LOAN

S. No	Loan	No. of Respondents				Total (%)
		Karimnagar	Siricilla	Thangalla Pally	Garshakurthi	
1	Bank	26 (52.00)	32 (64.00)	27 (54.00)	31 (62.00)	116 (58.00)
2	Micro Finance	16 (32.00)	6 (12.00)	9 (18.00)	13 (26.00)	44 (22.00)
3	Others	8 (16.00)	12 (24.00)	14 (28.00)	6 (12.00)	40 (20.00)
Total (%)		50 (100.00)	50 (100.00)	50 (100.00)	50 (100.00)	200 (100.00)

Source: Field survey

The above table 3-13 describes that loan taken by handloom weavers from the selected mandals, of Karimnagar district. In the Karimnagar mandal, out of 50 respondents, the highest number 26(52.00%) respondents are taking loan from bank, followed by the taking loan from micro finance with 16(32.00%) respondents and 8(16.00%) respondents are taking loan from others under the study period.

In the Siricilla mandal, out of 50 respondents, the highest number 32(64.00%) respondents are taking loan from bank, followed by the taking loan from others with 12(24.00%) respondents and 6(12.00%) respondents are taking loan from micro finance under the study period.

In the Thangallapally mandal, out of 50 respondents, the highest number 27(54.00%) respondents are taking loan from bank, followed by the taking loan from others with 14(28.00%) respondents and 9(18.00%) respondents are taking loan from micro finance under the study period.

In the Garshakurthi mandal, out of 50 respondents, the highest number 31(62.00%) respondents are taking loan from bank, followed by the taking loan from micro finance with 13(26.00%) respondents and 6(12.00%) respondents are taking loan from others under the study period.

The overall observation found that the majority of 116(58.00%) respondents are taking loan from the bank, followed by the taking loan from micro finance with 44(22.00%) respondents and 40(20.00%) respondents are taking loan from others under the study period.

The below table 3-14 shows the monthly income of the handloom weavers from the selected mandals, of Karimnagar district. Monthly income has been categorized into five i.e., below 2000, 2000-3000, 3000-4000, 4000-5000 and above 5000.

TABLE 3-14: MONTHLY INCOME OF THE HANDLOOM WEAVERS

S. No	Monthly Income	No. of Respondents				Total (%)
		Karimnagar	Siricilla	Thangalla pally	Garshakurthi	
1	Below 2000	8 (16.00)	14 (28.00)	16 (32.00)	6 (12.00)	44 (22.00)
2	2000-3000	18 (36.00)	13 (26.00)	17 (34.00)	8 (16.00)	56 (28.00)
3	3000-4000	22 (44.00)	16 (32.00)	12 (24.00)	28 (56.00)	78 (39.00)
4	4000-5000	1 (2.00)	4 (8.00)	3 (6.00)	3 (6.00)	11 (5.50)
5	Above 5000	1 (2.00)	3 (6.00)	2 (4.00)	5 (10.00)	11 (5.50)
Total (%)		50 (100.00)	50 (100.00)	50 (100.00)	50 (100.00)	200 (100.00)

Source: Field survey

The above table 3-14 reveals that monthly income of the handloom weavers from the selected mandals, of Karimnagar district. In the Karimnagar mandal, out of 50 respondents, the highest number 22(44.00%) respondents are earnings 3000-4000, followed by the earnings 2000-3000 with 18(36.00%) respondents, 8(16.00%) respondents are earnings below 2000, 1(2.00%) respondents are earnings 4000-5000 and 1(2.00%) respondents are earnings above 5000 over the study period.

In the Siricilla mandal, out of 50 respondents, the highest number 16(32.00%) respondents are earnings 3000-4000, followed by the earnings below 2000 with 14(28.00%) respondents, 13(26.00%) respondents are earnings 2000-3000, 4(8.00%) respondents are earnings 4000-5000 and 3(6.00%) respondents are earnings above 5000 over the study period.

In Thangallapally mandal, out of 50 respondents, the highest number 17(34.00%) respondents are earnings 2000-3000, followed by the earnings below 2000 with 16(32.00%) respondents, 12(24.00%) respondents are earnings 3000-4000, 3(6.00%) Respondents are earnings 4000-5000 and 2(4.00%) respondents are earnings above 5000 over the study period.

In the Garshakurthi mandal, out of 50 respondents, the highest number 28(56.00%) respondents are earnings 3000-4000, followed by the earnings 2000-3000 with 8(16.00%) respondents, 6(12.00%) respondents are earnings below 2000, 5(10.00%) respondents are earnings above 5000 and 3(6.00%) respondents are earnings 4000-5000 over the study period.

The overall observation reveals that the majority of 78(39.00%) respondents are earnings 3000-4000, followed by the earnings with 2000-3000 with 56(28.00%) respondents, 44(22.00%) respondents are earnings below 2000, 11(22.00%) Respondents are earnings 4000-5000 and 11(22.00%) respondents are earnings above 5000 over the study period.

The below table 3-15 shows the working status of the handloom weavers from the selected mandals, of Karimnagar district. Working status has been categorized into four i.e., independent weaver, labour weaver, co-operative society weaver and master weaver.

TABLE 3-15: WORKING STATUS

S. No	Type Of The Weaver	No. of Respondents				Total (%)
		Karimnagar	Siricilla	Thangalla Pally	Garshakurthi	
1	Indipendent Weaver	5 (10.00)	10 (20.00)	9 (18.00)	8 (16.00)	32 (16.00)
2	Labour Weaver	2 (4.00)	15 (30.00)	6 (12.00)	5 (10.00)	28 (14.00)
3	Co-Operative Society Weaver	45 (90.00)	21 (42.00)	31 (62.00)	35 (70.00)	129 (64.50)
4	Master Weaver	1 (2.00)	4 (8.00)	4 (8.00)	2 (2.00)	11 (5.50)
Total (%)		50 (100.00)	50 (100.00)	50 (100.00)	50 (100.00)	200 (100.00)

Source: Field survey

The above table 3-15 found that working status of the handloom weavers from the selected mandals, of Karimnagar district. In the Karimnagar mandal, out of 50 respondents, the highest number 45(90.00%) respondents are co-operative society weavers, followed by the independent weaver with 5(10.00%) respondents, 2(4.00%) respondents are labour weaver and 1(2.00%) respondents are master weaver under the study period.

In the Siricilla mandal, out of 50 respondents, the highest number 21(42.00%) respondents are co-operative society weavers, followed by the labour weaver with 15(30.00%) respondents, 10(20.00%) respondents are independent weaver and 4(8.00%) respondents are master weaver under the study period.

In the Thangallapally mandal, out of 50 respondents, the highest number 31(62.00%) respondents are co-operative society weavers, followed by the independent weaver with 9(18.00%) respondents, 6(12.00%) respondents are labour weaver and 4(8.00%) respondents are master weaver under the study period.

In the Garshakurthi mandal, out of 50 respondents, the highest number 35(70.00%) respondents are co-operative society weavers, followed by the independent weaver with 8(16.00%) respondents, 5(10.00%) respondents are labour weaver and 2(4.00%) respondents are master weaver under the study period.

The overall observation found that the majority of 129(64.50%) respondents are co-operative society weavers, followed by the independent weaver with 32(16.00%) respondents, 28(14.00%) respondents are labour weaver and 11(5.50%) respondents are master weaver under the study period.

The below table 3-16 shows the working hours of the handloom weavers from the selected mandals, of Karimnagar district. Working hours has been categorized into four i.e., below 8, 8-10 and above 10.

TABLE 3-16: WORKING HOURS

S. No	Working Hour Per Day	No. of Respondents				Total (%)
		Karimnagar	Siricilla	Thangalla Pally	Garshakurthi	
1	Below 8 Hours	28 (56.00)	33 (66.00)	29 (58.0)	34 (68.00)	124 (62.00)
2	8-10 Hours	13 (26.00)	9 (18.00)	15 (30.00)	7 (14.00)	44 (22.00)
3	Above 10 Hours	9 (18.00)	8 (16.00)	6 (12.00)	9 (18.00)	32 (16.00)
Total (%)		50 (100.00)	50 (100.00)	50 (100.00)	50 (100.00)	200 (100.00)

Source: Field survey

The above table 3-16 shows the working hours of the handloom weavers from the selected mandals, of Karimnagar district. In the Karimnagar mandal, out of 50 respondents, the highest number 28(56.00%) respondents are engaged in weaving for below 8hours, followed by the engaged in weaving for 8-10hours with 13(26.00%) respondents and 9(18.00%) respondents are engaged in weaving for above 10hours under the period of study.

In the Siricilla mandal, out of 50 respondents, the highest number 33(66.00%) respondents are engaged in weaving for below 8hours, followed by the engaged in weaving for 8-10hours with 9(18.00%) respondents and 8(16.00%) respondents are engaged in weaving for above 10hours under the period of study.

In the Thangallapally mandal, out of 50 respondents, the highest number 29(58.00%) respondents are engaged in weaving for below 8hours, followed by the engaged in weaving for 8-10hours with 15(30.00%) respondents and 6(12.00%) respondents are engaged in weaving for above 10hours under the period of study.

In the Garshakurthi mandal, out of 50 respondents, the highest number 34(68.00%) respondents are engaged in weaving for below 8hours, followed by the engaged in weaving for above 10hours with 9(18.00%) respondents and 7(14.00%) respondents are engaged in weaving for 8-10hours under the period of study.

The overall observation reveals that the majority of 124(62.00%) respondents are engaged in weaving for below 8hours, followed by the engaged in weaving for 8-10hours with 44(22.00%) respondents and 32(16.00%) respondents are engaged in weaving for above 10hours under the period of study.

The below table 3-17 shows the weaving experience of handloom weavers from the selected mandals, of Karimnagar district. Weaving experience has been categorized into three i.e., 20-30 years, 30-40 years and above 40 years.

TABLE 3-17: EXPERIENCE PROFILE

S. No	Experience (Years)	No. of Respondents				Tota (%)
		Karimnagar	Siricilla	Thangalla Pally	Garshakurthi	
1	20-30	9 (18.00)	7 (14.00)	8 (16.00)	8 (16.00)	32 (16.00)
2	30-40	32 (64.00)	29 (58.00)	31 (62.00)	30 (60.00)	122 (61.00)
3	40 Above	9 (18.00)	14 (28.00)	11 (22.00)	12 (24.00)	46 (23.00)
Total (%)		50 (100.00)	50 (100.00)	50 (100.00)	50 (100.00)	200 (100.00)

Source: Field survey

The above table 3-17 describes that weaving experience of handloom weavers from the selected mandals, of Karimnagar district. In the Karimnagar mandal, out of 50 respondents, the highest number 32(64.00%) respondents are weaving experience 30-40 years, followed by the weaving experience above 40 years with 9(18.00%) respondents and 9(18.00%) respondents are weaving experience 20-30 years under the study period.

In the Siricilla mandal, out of 50 respondents, the highest number 29(58.00%) respondents are weaving experience 30-40 years, followed by the weaving experience above 40 years with 14(28.00%) respondents and 7(14.00%) respondents are weaving experience 20-30 years under the study period.

In the Thangallapally mandal, out of 50 respondents, the highest number 31(62.00%) respondents are weaving experience 30-40 years, followed by the weaving experience above 40 years with 11(22.00%) respondents and 8(16.00%) respondents are weaving experience 20-30 years under the study period.

In the Karimnagar mandal, out of 50 respondents, the highest number 30(60.00%) respondents are weaving experience 30-40 years, followed by the weaving experience above 40 years with 12(24.00%) respondents and 8(16.00%) respondents are weaving experience 20-30 years under the study period.

The overall observation reveals that the majority of 122(61.00%) respondents are weaving experience 30-40 years followed by the weaving experience above 40 years with 46(23.00%) respondents and 32(16.00%) respondents are weaving experience 20-30 years under the study period.

The below table 3-18 shows the No. of family members involving in weaving of handloom weavers from the selected mandals, of Karimnagar district. No. of family members involving in weaving categorized into four i.e., two, three, four and above four.

TABLE 3-18: NO. OF FAMILY MEMBERS INVOLVING IN WEAVING

S. No	Members	No. of Respondents				Total (%)
		Karimnagar	Siricilla	Thangalla Pally	Garshakurthi	
1	Below Three	18 (36.00)	14 (28.00)	16 (32.00)	16 (32.00)	64 (32.00)
3	Four	28 (56.00)	32 (64.00)	31 (62.00)	31 (62.00)	122 (61.00)
4	Above Four	4 (8.00)	4 (8.00)	3 (6.00)	3 (6.00)	14 (7.00)
Total (%)		50 (100.00)	50 (100.00)	50 (100.00)	50 (100.00)	200 (100.00)

Source: Field survey

The above table 3-18 shows that No. of family members involving in weaving of handloom weavers from the selected mandals, of Karimnagar district. In the Karimnagar mandal, out of 50 respondents, the highest number 28(56.00%) respondents are above four family members involving in weaving, followed by the below three family members involving in weaving with 18(36.00%) respondents and 4(8.00%) respondents are above four family members involving in weaving over the study period.

In the Siricilla mandal, out of 50 respondents, the highest number 32(64.00%) respondents are above four family members involving in weaving, followed by the below three family members involving in weaving with 14(28.00%) respondents and 4(8.00%) respondents are above four family members involving in weaving over the study period.

In the Thangallapally mandal, out of 50 respondents, the highest number 31(62.00%) respondents are above four family members involving in weaving, followed by the below three family members involving in weaving with 16(32.00%) respondents and 3(6.00%) respondents are above four family members involving in weaving over the study period.

In the Garshakurthi mandal, out of 50 respondents, the highest number 31(62.00%) respondents are above four family members involving in weaving, followed by the below three family members involving in weaving with 16(32.00%) respondents and 3(6.00%) respondents are above four family members involving in weaving over the study period.

The overall observation reveals that the majority of 122(61.00%) respondents are above four family members involving in weaving, followed by the below three family members involving in weaving with 16(32.00%) respondents and 3(6.00%) respondents are above four family members involving in weaving over the study period.

The following table 3-19 shows the purchase of raw material of the handloom weavers from the selected mandals, of Karimnagar district. Purchase of raw material has been categorized into three i.e., local raw material, direct purchased and co-operative society.

TABLE 3-19: PURCHASE OF RAW MATERIAL

S. No	Purchase Of Raw Material	No. of Respondents				Total (%)
		Karimnagar	Siricilla	Thangalla Pally	Garshakurthi	
1	Local Raw Material Dealer	5 (10.00)	10 (20.00)	9 (18.00)	8 (16.00)	32 (16.00)
2	Direct Purchased	3 (6.00)	19 (38.00)	10 (20.00)	7 (14.00)	39 (19.50)
3	Co-Operative Society	42 (84.00)	21 (42.00)	31 (62.00)	35 (70.00)	129 (64.50)
Total (%)		50 (100.00)	50 (100.00)	50 (100.00)	50 (100.00)	200 (100.00)

Source: Field survey

The above table 3-19 found that purchase of raw material of the handloom weavers from the selected mandals, of Karimnagar district. In the Karimnagar mandal, out of 50 respondents, the highest number 42(84.00%) respondents are purchased raw material from Co-operative Society, followed by the purchased raw material from local raw material dealer with 5(10.00%) respondents and 3(6.00%) respondents are purchased raw material from direct purchased over the period of study.

In the Thangallapally mandal, out of 50 respondents, the highest number 31(62.00%) respondents are purchased raw material from Co-operative Society, followed by the purchased raw material from direct purchased with 10(20.00%) respondents and 9(18.00%) respondents are purchased raw material from local raw material dealer over the period of study.

In the Garshakurthi mandal, out of 50 respondents, the highest number 35(70.00%) respondents are purchased raw material from co-operative Society, followed by the purchased raw material from local raw material dealer with 8(16.00%) respondents and 7(14.00%) respondents are purchased raw material from direct purchased over the period of study.

The overall observation found that the majority of 129(64.50) respondents are purchased raw material from co-operative Society, followed by the purchased raw material from direct purchased with 39(19.50%) respondents and 32(16.00%) respondents are purchased raw material from local raw material dealer over the period of study.

The below table 3-20 shows the type of the loom used by handloom weavers from the four selected mandals of Karimnagar district. Looms are divided into i.e., traditional, throw shuttle, fly shuttle pit, fly shuttle frame and jacquard.

TABLE 3-20: TYPE OF THE LOOM

S. No	Type Of Loom	No. of Respondents				Total (%)
		Karimnagar	Siricilla	Thangalla Pally	Garshakurthi	
1	Traditional	0	0	0	0	0
2	Throw Shuttle	0	0	0	0	0
3	Fly Shuttle Pit	6 (12.00)	10 (20.00)	9 (18.00)	7 (14.00)	32 (16.00)
4	Fly Shuttle Frame	44 (88.00)	40 (80.00)	41 (82.00)	43 (86.00)	168 (84.00)
5	Jacquard	0	0	0	0	0
Total (%)		50 (100.00)	50 (100.00)	50 (100.00)	50 (100.00)	200 (100.00)

Source: Field survey

The below table 3-20 reveals that type of the loom used by handloom weavers from the four selected mandals, of Karimnagar district. In the Karimnagar mandal, out of 50 respondents, the highest number 44(88.00%) respondents are using fly shuttle frame loom and only 6(12.00%) are using fly shuttle pit loom. But no handloom weavers are using traditional, throw shuttle and jacquard loom over the study period.

In the Siricilla mandal, out of 50 respondents, the highest number 40(80.00%) respondents are using fly shuttle frame loom and only 10(20.00%) are using fly shuttle pit loom. But no handloom weavers are using traditional, throw shuttle and jacquard loom over the study period.

In the Thangallapally mandal, out of 50 respondents, the highest number 41(82.00%) respondents are using fly shuttle frame loom and only 9(18.00%) are using fly shuttle pit loom. But no handloom weavers are using traditional, throw shuttle and jacquard loom over the study period.

In the Garshakurthi mandal, out of 50 respondents, the highest number 43(86.00%) respondents are using fly shuttle frame loom and only 7(14.00%) are using fly shuttle pit loom. But no handloom weavers are using traditional, throw shuttle and jacquard loom over the study period.

The overall observation reveals that the majority of 168(84.00%) respondents are using fly shuttle frame loom and only 32(16.00%) are using fly shuttle pit loom. But no handloom weavers are using traditional, throw shuttle and jacquard loom over the study period.

FINDINGS

1. The majority of the respondents in the age group of 50-60 years, young generation are convert to powerloom. Because low profits, low wages and low monthly income.
2. Handloom weavers belongs to rural and urban areas; majority of the respondents belongs to rural area because handloom industry is rural based industry.
3. Handloom weavers are including hindus, Christians and muslims. The majority of the respondents are belongs to hindu. in hindu religion, the padmashali caste people are actively engaged in weaving.
4. Handloom weaving only BC caste persons because handloom weaving is a hereditary. Like Padmashali and dudekula etc.
5. The majority of respondents are illiterate and minority of weavers have very poor educational background and they force their children to join their own profession by discontinuing the studies at primary level of education.
6. The non-studying children and even the school going children are involving pre weaving and post weaving process.
7. Respondents are living the joint and nuclear families; the majority of respondents are leaving the nuclear family. Because urbanization, decentalisation and globalization.
8. The average size of the respondent's family is six members, the large number of dependents in the family has resulted in deterioration of their financial position.
9. Respondents are occupied by hereditary and non-hereditary, the majority of respondents are occupied by the hereditary.
10. Respondents are living in the rcc(building), shed, tiles, hut and rent houses, the majority of respondents are living in the tiles. Because handloom weavers are financially and economically very poor background.
11. Respondents are having Anotodaya Anna Yojana (AAY) card, Below Poverty Line (BPL) card and Antodaya Poverty Line (APL) card the majority of respondents are having Anotodaya Anna Yojana (AAY) card its indicate very poor living conditions and financial status.
12. The majority of respondents are don't have any land. That reflects respondents are economically very poor background.
13. Respondents are using bicycle and motor cycle; the majority of respondents are using bicycle.
14. Respondents are taking loan from bank, financial institutions, micro finance and others. The majority of respondents are taking loan from bank.
15. The majority of respondents are earning 3,000 – 4,000 per month. This reflects the poor standard living and weak financial status of the handloom weavers.
16. The handloom weavers are categorized into five i.e., independent weaver, co-operative society weaver, labour weaver, under middle man and master weaver. The majority of respondents are co-operative society weavers.
17. The majority of respondents are working for 8 – 10 hours per day, the y average income is not exceeding Rs.4,000 per month. This reflects the poor financial conditions of the handloom weavers.
18. The majority of respondents are weaving experience 30-40 years. This reflects young generations are converting to powerloom.
19. The respondent's entire family members involving in weaving. This is mainly due to the persistence of heavy work load on the one hand and extreme penury conditions on the other hand.
20. Respondents are purchasing raw material into three ways such as co-operative society, local raw material dealer and direct purchased. The majority of respondents are purchasing raw material from co-operative society.
21. Respondents are using fly shuttle pit loom and fly shuttle frame loom. The majority respondents are using fly shuttle frame loom, he respondents lack of necessary initiative to acquire improved and modern types of looms and accessories due to their illiteracy and poverty.

SUGGESTIONS

1. Government of India and state government shall strictly implement the handloom reservation act 1985. By placing the reserved items of handloom, cannot copy the handloom reserved items by mills and powerlooms.
2. Most of the children's of handloom weavers are not studying for that government has to take some measures in order to improve the education standards of childrens like tamilnadu government implementing scholarship programme (MGR Handloom Education Fund) supporting people of handloom weavers childrens. Approximately Rs 3,000 per month paid each student.
3. The majority of the respondents are living in the tiles, shed, hut and rent houses government has to construct pucca house for them. Like indira awaas yojana scheme, double bed room house schemes.
4. Government providing 10,000 for the work sheds scheme. It needs to be increased up to 50,000.
5. Government should provide Anthyodaya Anna Yoajana (AAY) card to all the handloom weavers.
6. Government has to provide land for irrigation. Like SC and ST three acers scheme also implement handloom weavers.
7. Banks (SIDBI, IDBI, ICICI, NABARD and DCCB) giving loans very low amount 10,000. It needs to be increase up to 50,000 per year. With no interest or 0.25 paisa interest like farmers and DWACRA groups.
8. Government has to purchase the whole stock of handloom cloth in order to fixing minimum price based on the cloth.
9. Government has to ensure to see the all the schemes in efficient way.
10. Most of the schemes are benefited by master weavers and co-operative society weavers. It needs to be ensure to benefits of independent weavers, labour weavers and under with middle man.
11. Government has to be provided raw material directly to the weaver in subsidy.
12. Government has to be provided modern handlooms in subsidy and provide training in order to maintain looms.
13. Central and state government has to increase budget allocation for handloom industry.
14. Government has intuition in order to increase the handloom melas and exhibitions.
15. Government has to increase marketing facilities.
16. Government has to increase TSCO shops or stores.
17. Government has to take steps in order sale the handloom product through e-commerce like amazon, snapdeal and flipkart etc.
18. Government has to establish spinning mills in every district.
19. Government has to establish handloom clusters in every district.
20. Government has to conduct training programmes on new designs for handloom weavers.
21. Government has conduct free heath chekup camps regularly.
22. Government has to increase compensation of suicide victims.
23. Government has to provide health cards to handloom weavers. Like government employees and press.

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