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Research Papers

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EMERGING HR TRENDS IN COMMERCIAL BANKING IN INDIA

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ABSTRACT
This paper explores the development of Human Resource in the Commercial Banking. It briefly discusses the rise of Human Resource Management in the banks. An overview of HR is given to set the scene for the developments in the commercial Bank. The commercial Bank shows how the combination of product market change, and increasing recognition of the inadequacy of the old style approach to the management of employee led to the embracing of a more pro-active role to managing human resources in commercial banking in India.

Keywards: Commercial Banking-Hr Training-Changing Strategy-Employee Relegations- Labor Cost-Remuneration-Performance

1: INTRODUCTION

Human Resource Development is a process through which employees in an organization are assisted to realize their full potential for their present and future jobs. It involves long term perspective which visualizes change through involvement and ownership of such change by the participants. HRD believes that individual in an organization have unlimited potential for growth and development and that their potential can be built through appropriate and systematic efforts. HRD is a process undertaken to promote the intellectual, moral, psychological, cultural, social and economical development of the person so that he contributes his best to the community and the nation through effective application of HR system in commercial banking in India.

2: OBJECTIVES OF THE STUDY

The proposed research study is centered on fulfilling the following objectives

1. To find out the exact need of HR role and practice in terms of Knowledge, skills and attitude in the commercial banks.
2. To know up to what extent, the HR effort can help to commercial banks in meeting their objectives.
3. To know exact contents of HR practice for each target group of the employees to get maximum advantage of the efforts.
4. An ideal HR role and practice most suitable to the current needs of the Employees would work hard when they feel that they are “wanted” in the organization.
5. Employees would work better when they are “clear” about what they are expected to do and when they have some say periodically in modifying these expectations.
6. HR can be instruments to provide an opportunity for employee for self reflection and individual goal setting so that individually planned and monitored development takes place.

3: REVIEW OF LITERATURE

Sumalata B (2004) examined outsourcing of HR training and development in various organizations is expected that firms will gain considerable competitive advantage. Training BPO has proven a powerful strategy that can help companies create this competitive advantage. Advantages of out sourcing training are that it allows a company to focus on its core business or core competencies, it benefits the company in accessing the world class solutions, a good BPO has many cost effective characteristics the basis of which are efficiency and cost management and the ability to vary service level with customer demand.

Kodwani Amitabh (2004) in his study on training and return on investment thereof, focuses that constant up-gradation of new skill; knowledge and technology are essential weapons in the competitive struggle. New technology cannot be acquired and implemented successfully without training. The value-added by giving proper training and the losses incurred due to inadequate training are too high, which cannot be ignored. The net value of training increases with wider dissemination throughout the organization.

4: METHODOLOGY OF STUDY

Research Methodology is a tool of systematically solving the research problem. It may be understood as a science of studying how research is done scientifically. This study is generally adopted by researcher in studying his research problem along with the logic behind them. It is necessary for the researcher to know not

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only the research methods, techniques but also the Methodology. The researcher tries to explore the present condition of HR role and practice to find out the means to enhance HR practice and system under investigation. The methodology involves mostly quantitative and qualitative in nature with observable behaviors. The Data taken from the literature, annual reports and manuals, journals, internet, newspapers, articles, magazines published at national and international level are also referred for the purpose. The research design used by the researcher is in accordance with the empirical requirements. This research work is in the form of 'ex-post-facto" study in which the researcher tried to study the existing perception of employees regarding the HR role, practice, concept, philosophy, and measures etc. without manipulating in any way the scenario as it stands presently. Thus, the study is largely empirical in approach.

5: RATIONALE & SOCIAL IMPLICATIONS OF THE STUDY

This proposed study will generate insight into better understanding of the dynamics in manufacturing industries. Such insight will be helpful developing employee's interrelationship with special focus on organization-specific programmes. This could make organizations more and more socially responsible. The proposed study will facilitate such thinking and efforts among researchers in the area of subjects. The purpose is to develop a scientific basis for choice of strategies to introduce or maintain evidence based practices (implementation strategies) with in selected manufacturing Industry.

6: HR IN COMMERCIAL BANKING–CHANGING SCENARIO

The changes staring in the face of bankers relate to the fundamental way of banking – which is undergoing a rapid transformation in the world of today in response to the forces of competition, productivity and efficiency of operations, reduced operating margins, better asset / liability management, risk management, anytime and anywhere banking. The bankers are increasingly aware of the importance of technology for their operations and adapting to technological tools to further their businesses.

The Followings are the Reforms and Changing Scenario

Changing Nature of the Banking Industry

With the increasing pressure of financial innovation and the trends towards financial integration, the banking industry is facing many changes in its nature and the roles of various players in this industry.

Contribution of HR Development in Bank Reform

HR managers today became more involved in partnering with their top managers in both designing and implementing their strategies that will be achieved through people.

Talent & Recruitment

People are the key factor to organizational success, innovation, and profitability. Thus the recruitment process is considered a crucial step in framing the organizational structure for future of the organization. Managing Human Resources accordingly plays a vital role in shaping the behaviors and attitudes towards the organization.

Training and Development

The training system will emerge as an important tool of intervention. The training system in the banking industry has a strong structural base. However, in the past the training activities have been more ritualistic due to absence of a strategic link between training and human resources development.

Creating Strategic Leadership

There has been an extraordinary surge of concern in business leadership in recent years, particularly in the qualities that should be possessed by the effective leaders now and in the future. Recent competencies, values, and characteristics that leaders and potential leaders must develop should be identified in order to meet present and future challenges in developing the next generation of global leaders.

7: EMPLOYEE RELATIONS IN COMMERCIAL BANKING

The banking sector has been characterized by apparently harmonious industrial relations and has not suffered from the diseases of industrial action and demarcation issues associated with parts of manufacturing industry (e.g. Batstone, 1984). Banks have promoted unitarism (Fox, 1966) encouraging an ethos of teamwork, shared interest and loyalty, wanting commitment beyond the cash nexus.

8: HR IN CHANGING STRATEGIES

There was little point in producing corporate plans with major strategic changes envisaged unless the staff was committed to achieving these. The entire bank culture needed to be changed to a more performance orientated culture, a view which fitted in with the popular trend towards emphasizing the so-called "soft" aspects of management exemplified by "In Search of Excellence" (Peters and Waterman, 1982). The need to manage human resources more effectively was formally recognized to change the attitude of staff towards customers, create profit awareness and to encourage a greater identification with the organization.

9: HR TRAINING IN COMMERCIAL BANKS

The training system in the banking industry has a strong structural base. The training activities have been more ritualistic due to absence of a strategic link between training and human resources development. Today, it is important that the training function is made an effective organizational intervention by establishing a clear policy of training and development within the framework of total human resource development. The training establishments need to be actively involved in the total training process starting from the identification of training needs, evaluation of training effectiveness, and the benefits of training to the end-users, viz., and the internal and external customers.

10: CHANGING HR PARADIGMS IN COMMERCIAL BANKS

Liberalization has not only triggered changes in the whole economy, including the banking space, but has also thrown up challenges for banks, in general, and public sector banks, in particular. Whether Human Resource Management (HRM), an important element in the business process evolution, post-liberalization, has been given a strategic telescopic focus is subject to debate. The urgent need for organizational transformation, post-liberalization, basically stems from two important factors - changed business positioning to align with the global players and technology positioning to implement the business positioning. But the most critical element in this exercise is the repositioning of the people in the organization to affect the changing cooperative banking paradigm.

11: LABOUR AND COST CONTROL IN COMMERCIAL BANKS

Attention focused on the reduction of unit labour costs. Unit labour costs can be reduced in two main ways: firstly, an increase in labour productivity, secondly, a reduction in total labour costs. The first method could be achieved by measures like better recruitment and training, a new payment system, an improved organizational structure, a different management style and culture. However, these are essentially long-term measures and the more obvious and immediately effective method to reduce unit costs is simply reducing the size of the workforce.

12: REMUNERATION AND PERFORMANCE IN COMMERCIAL BANKS

The remuneration review took place separately from the pay round already discussed; this enabled the Bank to set the scene for change and maintain the initiative. The Bank insisted upon a separate bargaining unit for managers and then extended this to the whole management group including assistant managers and branch administrators in order to keep the whole management team together. The Bank also insisted on freezing salaries for staff whose jobs fell above the grade boundaries and no increases of salary for those operating below an acceptable performance level. It was only then that the Bank would enter into negotiation on the composition of the scheme including salary ranges to apply to each grade.

13: CHALLENGES AND PROBLEMS OF STUDY

The challenges and problems thwarting the commercial banking sector. For a strong banking system it is necessary to go beyond the existing issues and benchmark against the best in the world. The HR policies have not been conducive for continuity and long term planning in the commercial banks. The time has come to follow approach of rehabilitation of weak banking system to start a reconstruction mode. They are facing intense competitive pressures like other sectors of industry and services. The challenge for the commercial banking is not only to come on top of the competition, but also at internationally competitive qualities and rates.

14: SUGGESTIONS

1. HR functions to be linked to commercial banking goals.
2. Team work is another important and essential soft skill that is necessary in this bank.
3. The HR Professionals have to introduce & improve the adaptability of their structure that will be able to absorb, draw and retain the best.
4. As people are primary asset, it is essential not only to invest in them, but also to ensure that the supporting elements for this asset are such that it can provide the maximum value on a sustainable basis.
5. HR is to be regularly reviewed against business outcomes as part of strategic and operational planning.
6. To overcome the sector’s hierarchical structure, which gives preference to seniority over performance, is not the best environment to attract the best talent from among the young.

7. Continuous up gradations of human resources management strategies with a view to enhancing the level of knowledge, sharpening skills are and also to important the necessary and work culture must be installed.
8. There is a pressing need to develop work practices which encourage efficiency in the banks.
9. Incentive structures need to be conceived, supported by appropriate training and motivations, which aligns the employee’s goals and orientations with the core competencies and strategic advantages of the organization.
10. It has to explore the feasibility of entering into collaborative arrangements with universities and other institutions in to identify and provide specialized training program in the banks.

16: CONCLUSION

The study of the Commercial Bank sheds light on the issues of human resource management discussed in the management literature. It was suggested that a shift from an administrative to a market driven organization would lead to a greater priority for the management of human resources. The Bank case provides examples of greater attention to this subject at top level management, including the appointment of a specialist human resources manager and shows a broader range of issues being considered with an emphasis on management-employee relations rather and a more pro-active and strategic role for the Personnel department with operational issues being devolved to line management. These are in line with the alleged change from personnel management to human resource management. Thus this study critically examining the development of HR trends in commercial banks.

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ROLE OF HRM IN INTERNATIONAL BUSINESS: ISSUES AND CHALLENGE

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ABSTRACT

The success of an enterprise depends largely upon the quality of its people, whether it operates at local, national or international level. When business becomes international it brings some unique problems in human resource management. It needs global managers of very high caliber to play multiple role-integrating and coordinating activities taking place in different cultural environments by people with diverse cultural orientations, formulating strategy in a highly competitive market, identifying opportunities and risks and managing assets world-wide. For its foreign subsidiaries, MNEs need managers to play the role of boundary or middle man between two sets cultural patterns. They are the company to their subordinates and customers, and local managers to their headquarters which expect them to act as their ambassadors. The recruitment development and retention of high quality managerial personnel require strategic planning or the part of MNE management so that the human resource could match its global business objectives and strategies. The recruitment of manpower involves a choice among various nationalities involved and examination of cross cultural perspectives. It raises questions concerning desirable qualities, characteristics, aptitude, skills, knowledge, experience and ability to communicate and adapt to different cultures and life styles in international business.

Keywords: Recruitment-Selection-Training,-Transfer,-Promotion-Compensation-Managing Labour-HR Practice.

1: INTRODUCTION

The development of human resources calls for assessing the training needs, chalking out training programmes in cross-cultural setting, transferring knowledge and skills, understanding company goals and implementing them successfully in an environment full of challenges and risks. The retention of top technical am managerial personnel is no easy job due to growing demand for such personnel. The transfer, promotion and compensation policies have to be comparable and favorable to retain them. Michael Deurr has rightly said that having the right type of people in the right place at the right time emerges as the key to a company's international growth. This study examines the various aspects and issues related to human resource management in the context of international business.

2: OBJECTIVES OF THE STUDY

1. To find out the exact need of HRM role and practice in terms of Knowledge, skills and attitude and also the enhancement of HRM need due to change in technology.
2. To know up to what extent, the HRM effort can help to international business in meeting their objectives.
3. To know the HRM needs in function of international business.
4. To know the capability of the industries to cope-up with the current and increasing the needs of HRM role and practice in international business.
5. To know the role of newer technology in influencing the HR needs in international business.
6. To know exact contents of HR practice for each target group of the employees to get maximum advantage of the efforts.

3: REVIEW OF LITERATURE

AL Tung (1981,"Selection and Training of Personnel for Overseas Assignments." Columbia Journal of World Business Vol 16 No 1 pp 68-78) has proposed a comprehensive approach to expatriate selection. It has been suggested that selection decision should be based on answers to important questions asked in relation to expatriate adjustment. The issues of interacting with host nationals, technical competence, culture novelty, family situation, and communication skills are all considered in this decision making framework. This framework also takes into consideration the fact that overseas jobs differ, and that some Jobs may require more interaction with host nationals than others. Thus, the criteria need not be the same for all overseas assignments

Roback (1989), in his study the HRD is based on an analysis of some of the major research perspectives existing in the public sector Human Resource Management (HRM) and Human Resource Development (HRD) environment, confirmed that it is clear that there have been key links between individual learning and Organizational Effectiveness.

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4: METHODOLOGY OF STUDY

The researcher tries to explore the present condition of HR role and practice to find out the means to enhance HR practice and system under investigation. The methodology involves mostly quantitative and qualitative in nature with observable behaviors. The Data taken from the literature, annual reports and manuals, journals, internet, newspapers, articles, magazines published at national and international level are also referred for the purpose.

5: RECRUITMENT: SOURCES AND STAGES IN IB

MNEs meet their manpower requirements from three sources

(1) Home country nationals

(2) Host country nationals

(3) Third country nationals.

The home country nationals are those who belong to the place of origin of the company. The host country nationals are the citizens of the place of location of subsidiaries and third country nationals come from other than the home and host countries of MNEs. In the early phase of internationalization of business most companies recruited from home office or home country. As the business expanded and activities diversified, managers were recruited from the host country, and if needed, from the third countries. An MNE which starts with export of goods in overseas markets relies heavily on local managers and sales personnel in the first stage of operations When it starts manufacturing aboard the top and senior managerial and technical personnel's are sent form the head office. It may recruit some managers from the host country who may be helpful in obtaining licenses, doing liaison work with local politicians, government officials, industry associations, banks and financial institutions.

When entering into manufacturing operations abroad, an MNE may bring technical experts from home. The locals may be recruited for junior managerial supervisory or operative jobs Their familiarity with local language, culture and environment is helpful in starting and controlling the operations When the MNE diversifies introduces new technology or wants to penetrate into new markets, it may like to recruit third country nationals with relevant expertise and experience. On top managerial and technical posts MNEs may prefer to place home nationals. Studies show that 75% of the chief executives in American multinationals are from U.S.A., 92% in European multinationals are from Europe and almost 100% in Japanese multinationals are from Japan. The practice to send large number of expatiate managers overseas to manage the operations of subsidiaries has declined over the years. Host country nationals are preferred for managerial and technical jobs by many companies. American MNEs in Europe for instance have around 70% senior management personnel from Europe. US companies were also the first to allow more locals in their subsidiaries in developing countries. Japanese MNEs, however, prefer their own nationals to fill up senior and in many cases even supervisory positions in their subsidiaries overseas.

6: SELECTION CRITERIA AND TECHNIQUES IN IB

The professional capability, knowledge, attitude, communication skills and experience of an executive can be measured easily through past records, personal interviews and psychological tests, etc, The standard of educational institutions from which an executive has obtained degrees. His academic achievements, the companies in which he has served, positions he has held, and performance records often speak about his credentials. For assessing the adaptability of the executives, companies are increasingly using adaptability screening which take into account such factors as its success in handling similar transfers within the home country in measuring suitability for life abroad and its reaction to discussion of the stresses that life in foreign country will entail.

7: MANAGEMENT DEVELOPMENT AND TRAINING IN IB

MNEs need managers with a global outlook. Inbreeding and narrowness at the top are harmful in the long run. All those managers who have the potential to work for cross national experience. The headquarters should maintain a central inventory of international executives and monitor a continuous career development programmes. There is a no substitute to training in MNEs. The usual objectives of a training programme for international executives may be summed up as: transfer of knowledge, improvement in communication, understanding company's goals and way of operating, increasing sensitivity to cultural patterns that may be foreign to their own experience and values, improving adaptability to new environment. The training programmes should have cross national focus. Though training cannot be a substitute for actual foreign living experience, it may, however minimize the painful experience of adjusting to alien culture and avoid the damage

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that may be caused by the culture shock. The training programme should be chalked out keeping in view the training needs. In one study Marry Johnston found that the human relations skills, understanding of other cultures and ability of adapt were the most pressing training needs for overseas manager.

8: CRESS-NATIONAL TRANSFER AND PROMOTIONS IN IB

All MNEs transfer managers across national and cultural boundaries. In some cases the transfers may be in the nature of permanent postings, in other cases they may be meant to meet some temporary need or they may be designed as a part of the career development scheme of the company The transfer decisions are important as the managers who are sent to work in a different environment, culture, language, life and work patterns alien to them must be able to adapt to the new situations. This is besides the requisite technical, managerial and leadership skills in their new jobs. The factors which are normally taken into consideration in a transfer decision are: performance in previous jobs, local prejudices, technical competence, addictiveness and capacity to face repatriation problems. The transferee must have technical competence superior to those who would be required to work under him, as otherwise there may be resentment against his posting. Job ability is a very crucial factor in success of all foreign assignments. The manager should also be able to adapt to variations in facilities and technologies due to different levels of economic and industrial development at the place of posting.

9: COMPENSATION POLICY IN IB

MNEs have to develop reward policies commensurate with national cultures and managerial expectations. It may be difficult to have the same salary levels for similar jobs in all countries. This is because of diversities in the productivity levels, cost of living, tax rates, supply and demand of certain skills, products and services. The requirements in terms of fringe benefits such as insurance and pension plan etc. may also differ When a person is posted overseas, he may have to duplicate his environment as habits are difficult to change. In many developed countries husbands and wives have separate cars, convenience goods and other facilities When posted abroad they may like to have these at the place of posting where they may cost heavily. Children may have to be sent to very expensive private schools. Food of the type required and housing may also be costlier than the country of origin. In such cases the executive expects a substantial rise in the pay packet and fringe benefits. Most firms use cost-of-living index prepared by U.N. and other known agencies to compute the pay packet for employees going on overseas assignments. But the differences in inflation rates and fluctuations in currency rates pose problems as adjustments may have to be made sometimes too frequently.

Executive posted overseas feel treated inequitably when local employees with similar skills are getting higher emoluments. This needs to be corrected at the time of posting itself. Hardship allowances are also paid by many firms to make the employee and his family feels at home in the new environment. The possibility of harsh climate, political unrest, incidence of kidnapping and resultant insecurity and loss of any family member, loss of income of family members accompanying the executives are some of the factors which may call for special allowances. But not a foreign assignments constitute such hardships.

10: MANAGING MANAGERS OF FOREIGN SUBSIDIARIES IN IB

Managers working In foreign subsidiaries play the pivotal role in meeting local customer needs and satisfying the local government's requirements. They have to defend their company’s market position against local and international competition. The flexibility required on the part of local managers may sometimes bring them in conflict with global managers at the headquarters. The policy of most MNEs in this regard is not to permit local manager to defend periodical interest as King of the entrepreneurship and innovation as put by Professor Christopher of Harvard Business School The foreign subsidiary managers in his view play three vital roles:

a) As sensors and interpreters of local opportunities and threats:

b) As builders of local resources and capabilities and.

c) As contributors to and active participants in the global strategy.

As sensors the managers must be good at gathering and shifting information, interpreting the implications and predicting a range of feasible outcomes. They have also to perform the difficult task of conveying the importance of such intelligence to people higher up, especially those whose perceptions may be dimmed by distance or even by ethnocentric bias. As builders the burden of identifying, developing and leveraging national resources and capabilities falls on subsidiary company's managers, and this include human and financial resources. While historic position of managers in subsidiaries has been the implementation of headquarters strategy, they are now welding greater influence over the way their organization make important strategic and operational decisions. They may get a place in product development committees, product marketing task forces and global strategy conferences.

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The functional specialists and technical personnel in subsidiaries have yet to gain recognition due to them. They are not considered as part of the corporate mainstream's global activity. There have been cases of corporate misfits or managerial has been to be shifted to functional specialists positions. In an age of information revolution, knowledge explosion and growing expertise the functional speclali5ts can form a world wide network of technical, manufacturing, marketing, financial and HRD expertise.

11: MANAGING LABOUR FORCE IN SUBSIDIARIES IN IB

Most MNEs subsidiaries recruit labor locally and the labor management practices are not standardized, in world wide operation. The local labor laws, prevailing wage rates, the extent of unionization and socio-economic and political factors influence labor management polices and practices. Over-supply and high rate of unemployment in developing countries make labour an object of exploitation not only by the local entrepreneurs but also by the subsidiaries of MNEs which leave labor force at the mercy of local managers in most cases. MNEs pay much higher emoluments to the labor force in industrially developed countries than in the developing countries. In one study of Indian workers, Oscar Omati (1935) observed that Indian workers were not interested in factory work, they resisted adjustment to the type of life which went with industrial employment. Clark Kerr (1960) concluded on the basis of research studies In some underdeveloped countries that the cultural factors (such as religious and ethical values, the family system, class and race) all had a bearing on commitment of labour to industrial life. The greater the influence of extended family, the slower the commitment. Gunnar Myrdal (1968) in his 'Asian Drams' observed that in the absence of simultaneous changes in institutions and attitudes, the effect on labour utilization and productivity throughout the economy might be still less consequential. Scholars studying the Latin American countries also argued that workers in these countries were less interested in productivity improvement than maintaining and enhancing their family status and fulfilling obligations to their friends and relatives.McMillan's conclusion about Brazil and Fillol's observations about Argentina show that productivity of labour, motivation and cooperation are primarily determined by the management. Negandhi's enquiry (1971) based on cross cultural study of six developing countries concluded that the employees in these countries were like their counterparts in industrialized countries in regard to their desire for higher wages, opportunity for advancement, job security, fair treatment, better working conditions and welfare and higher standard of living for their children.

12: HUMAN RESOURCE MANAGEMENT PRACTICES IN IB

1. Cummins Engine has set up its highly skilled but low cost Indian engineering group as a world wide drafting resource.

2. NEC headquartered at Tokyo trained engineers working in US subsidiary for development of next generation switches. The US team was allowed to work with original designer and to verify designer's judgment. The US units morale rose considerably

3. BP established a new European Finance Centre in Brussels with 40 staff of 13 different internationals from BP finance centers throughout the world. An innovative training intervention was developed to deal with communicating across cultures and team working in multi-cultural environment within a climate of major culture change throughout the company.

4. Volkswagen attempts to ensure that the salaries of its expatriates fit into the social structure. This often obliges the company to offer promotions to expatriate (along with higher corresponding salary classification) to balance off generally lower local salary levels.

5. Lockheed Aircraft has set up its own television broadcasting station in Saudi Arabia for its 4,000 expatriates there.

6. INCO has built schools, hospitals, churches, super markets, a golf course, club, motel and restaurant for its 2,000 expatriates in Indonesia.

7. In Europe a French and German joint enterprise adopted a collectively agreed system of board representation has been set up which aims to be a compromise between the statutory provisions applying to its French and German operations.

13: CHALLENGES AND PROBLEMS OF IB

The challenges and problems thwarting the international business segment. For a strong international business system it is necessary to go beyond the existing issues and benchmark against the best in the world. The HR policies, have not been conducive for continuity and long term planning in international business. On the positive side, technological changes have had immense influence in the recent past. It has brought a change in the service paradigm, with several new products to suit customer choice. International business ready to adopt

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international norms, much depends on the legal reforms and inculcate better borrower ethics. The time has come to follow approach of rehabilitation of weak international business to start a reconstruction mode..They are facing intense competitive pressures like other sectors of industry and services. The challenge for the international business is not only to come on top of the competition, but also at internationally competitive qualities and rates.

14: DISCUSSION

The major challenge faced by international business is to protect the impact of competition. This will be best achieved by exploiting the advantages of technology, which facilitates handling increased volumes at higher levels of efficiency and enhancing customer relationships. The real challenge of the international business sector is how to transform into global corporations without losing the positive values and culture that they have developed. The HRD Department has to empower, engage and energies employees to create effectiveness & efficiency through motivation organizational structures, systems & procedures and there is a need to focus greater attention on these aspects by the industry. However, the emergence of a core and peripheral workforce in many organization has presented new challenges for HR managers in international organizations which are fast becoming diverse communities for core workers, flexibly employed casual and part-time workers, consultants, contractors & business partners. How well Challenges are met in the context of the changing economic & business environment in international business by effective role of HRM.

15: SUGGESTIONS

1. HR functions to be linked to international business goals.
2. Team work is another important and essential soft skill that is necessary in this industry.
3. The HR Professionals have to introduce & improve the adaptability of their structure that will be able to absorb, draw and retain the best.
4. As people are primary asset, it is essential not only to invest in them, but also to ensure that the supporting elements for this asset are such that it can provide the maximum value on a sustainable basis.
5. HR is to be regularly reviewed against business outcomes as part of strategic and operational planning.
6. To overcome the sector's hierarchical structure, which gives preference to seniority over performance, is not the best environment to attract the best talent from among the young.
7. It is worthwhile to consider broad-basing the courses conducted in these institutions among other higher level educational institutions, so that specializations in the area of international business becomes an option in higher education curricular.
8. There is a need to adopt global best practices in regulation and supervision and adapt them to the international environment.
9. This largely depends on the functioning and policies of public institutions, as it is increasingly subject to public discussion and debate.
10. This calls for greater transparency more effective communication, and a high degree of professionalism in the international business staff.
11. Continuous up gradations of human resources management strategies with a view to enhancing the level of knowledge, sharpening skills are and also to important the necessary and work culture must be installed.
12. There is a pressing need to develop work practices which encourage efficiency in the international business.
13. Incentive structures need to be conceived, supported by appropriate training and motivations, which aligns the employee's goals and orientations with the core competencies and strategic advantages of the organization.
14. The international business has to explore the feasibility of entering into collaborative arrangements with universities and other institutions in to identify and provide specialized training in the international business with an ongoing flow of emerging training packages.
15. Information technology is an area where human resources development is critical fortunately, the world leaders in this area and spirit of co –operation and partnership between them in the international business will result in a strong and modern system to the best in the world.

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16: CONCLUSION

The core function of HRM in the international business is to facilitate performance improvement, measured not only in terms of operational efficiency but also in terms of the quality of services provided. Factors like skills, attitudes and knowledge of the human capital play a crucial role in determining the competitiveness of the international business. The quality of human resources indicates the ability of international business to deliver value to customers. Capital and technology are replicable but not the human capital which needs to be valued as a highly valuable resource for achieving that competitive edge in the world. The primary emphasis needs to be on integrating human resource management strategies with the business strategy at global level. HRM strategies include managing change, creating commitment, achieving flexibility and improving teamwork. The other processes representing the overt aspects of HRM, viz. recruitment, selection, training, compensation, transfer, performance management are complementary to success of international business.

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ROLE OF NEGOTIATIONS IN INTERNATIONAL BUSINESS: A CHALLENGE FOR MNC

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ABSTRACT
This study deals with all relevant aspects of international negotiations. Cross-cultural negotiation may be seen as cross-cultural communication. The barriers in cross-cultural communication are briefly explained. The various steps in cross-cultural negotiations are discussed, with relevant underplaying cross-cultural beliefs and philosophies. The role of planning and preparation and managing negotiations effectively is underscored The study concludes with a discussion about comparative cross-cultural negotiating styles. Negotiations involves discussions and presentation of the viewpoints by two or more parties in an attempt to reach a mutually acceptable or beneficial relationship. Discussions may range from a couple of hours to a couple of years, or even more in some cases. Though the objective in all negotiations is to reach an agreement, perceived to be beneficial by the parties Negotiation is a process for resolving conflict between two or more parties whereby both or all modify their demands to achieve a mutually acceptable compromise. Negotiation is a process of adjusting both parties view of their ideal outcome to an attainable outcome. Negotiations have increasingly been used as a means to decide the terms on which a company may begin or terminate its operations in a foreign country. Negotiations may relate to (foreign) direct investments, licensing agreements, strategic alliances, establishment of joint ventures, exporting etc. Negotiations may be conducted with a host country firm, a group of firms, or a host country government (through its officials), or all of them simultaneously or in a phased manner in international business.

Keywords: Negotiation and Communication, Cross-Cultural Negotiation Process, Planning and Preparation for Negotiations, Comparative Cross-Cultural Negotiating Styles Negotiation skills

1: INTRODUCTION

With increasing globalization, the ability to conduct successful cross-cultural negotiations cannot be overemphasized. Failure to negotiation productively will result in lost potential alliances and lost business at worst, and confusion and delays at best. Negotiation is not a one time activity, rather it is an ongoing activity. New problems may emerge in MNE relations with different governments. Hence, specific information about the environment is to be gathered in order to better understand and forecast emerging government priorities. This enable the management to position itself to take advantage of the opportunities or to mitigate threats. It may be felt necessary by an MNE to generate support for its actions from key decision makers in the host country. The firm has to demonstrate that it is promoting the board public interest. Sometimes the firm may have to dispel false impressions about how it is conducting its international business activities. All these activities call for negotiations.

2: NEGOTIATION AND COMMNICATION

Business Communications

All business communications, whether domestic or international, should be seen in the context of human communication. The process by which verbal and non-verbal language is shared is communication. Communication has no determinate beginning or end; it is an ongoing exchange of messages between two or more people. Communication travels through a variety of signals, not just words, and depends on the context for its meaning. Context means the degree to which the communicator and listener share a common background of knowledge and experience. Communication depends on the competence of the communicators. If a person is able to send or express messages clearly and receive and interpret them clearly, communication is enhanced.

Human Communication

This dimension of human communication assume particular importance in the cross-cultural context. To communicate with someone from a different culture, one must learn not only the language but also the rules regarding how the languages are used in different context and situations. Culture is a factor that influences to a large degree how people do what they do. Culture influences hand gestures, tones of speech, clothing and so on. A negotiator must understand the barriers so that effective communications can take place with someone from a different culture. He should have a fairly good understanding of the gestures, facial expressions, body movement’s relation to communication. Perceptual biases and mind sets based on those biases may adversely affect the ability of a negotiator to effectively interact with people from other cultures.

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3: CROSS-CULTURAL NEGOTIATION PROCESS

Whether business would or would not occur depends on whether negotiations have or have not been successful. The negotiations would be on a firm group if the negotiators understand and appreciate the barriers to and complexities of cross-cultural communication.Cross-cultural communication indicates that within any culture, people go through four stages in the negotiation process:

Relationship Building

The first step in negotiations involves building interpersonal relationships between the negotiating parties. This step is crucial in the negotiation process. Japanese realize the importance of this step and, therefore, spend considerable time in building relationships with the other party. On the other hand, Americans in general consider this aspect of the negotiating process as less important and thus spend much less time on it than do the Japanese. Japanese spend considerable time in informal interaction with the members of the other party in going round the town, eating and drinking. In this way formal barriers are broken down between the parties and a sense of trust and respect slowly develops which becomes the basis for negotiating contracts. In fact, looking from Asian angle, developing a mutually trusting relationship is the cornerstone of negotiated agreements. While Americans tend to get down to business in their very first meeting, Japanese like to talk in general, having in their minds that the preliminary sessions are meant simply to know each other well. Japanese thus desire to build a trusting relationship before doing business so that frustration and failure do not occur later.

Information Exchange

The second phase of the cross-cultural negotiations involves information exchange. In this phase the parties make presentations and state their positions. A question-and-answer session usually ensues, and alternatives are discussed. It is often difficult to understand the other party's situation, intents and needs even if the latter belongs to one's own culture, but understanding these matters is even more difficult when the other party is from another culture. People from differing cultures may view problems, realities, and business operations in different ways. It takes a more sincere and sustained effort to clearly articulate one's own situation and understand other party's situation.

Japanese rate this step as important and spend a fair amount of time on the issues involved. Americans, on the other hand, rate this as a moderate importance and spend relatively little time on this phase. Therefore, misunderstandings and problems may occur based on different ways these cultures value this phase. From an American viewpoint, this stage is one which is straight forward objective and efficient. However one study' points out that negotiators from other countries continue to take a more indirect approach at this stage.

Persuasion

Persuasion involves influencing the other party to adopt one's viewpoint position, or beliefs. Outcome in any negotiation very much depends upon the persuasive abilities of the parties. It is during this stage that the hard bargaining starts. Typically, both parties try to persuade the other to accept more of their position and to give up some of their own. Americans view this phase as the most important part of the negotiation process and spend quite a bit of time in the use of persuasive tactics. American take up the persuasive part rather too early in the process and expect the party to agree to their offer, bit, contract, etc. The Japanese also rate this phase as important and spend a fair amount of time on it as well. However,for the Japanese, persuasion should take place only after mutual trust has been built up. For Americans, persuasion can take place quickly with appeals to logic and rationality. They do not consider the need for warmth in personal relationships as a prerequisite for fruitful negotiations. International managers usually find that this phase of bargaining fraught in with difficulties because of the different uses and interpretations of verbal and non-verbal behaviors. Studies of the negotiating behavior have revealed the use of certain recognizable tactics, which skilled negotiations should take note of. The results of a study comparing the use of various tactics (promises, threats, and so forth) by the Japanese, Americans and Brazilians The results indicate that the Japanese and Americans tend to be more alike in the use of these behaviors, whereas the Japanese and Brazilians are less alike. In a survey of 18 U.S. Korean joint ventures, U.S. executives reported that the behavior of the Koreans during the course of negotiations was often abusive resulting in shouting matches, desk pounding, and chest beating. In some South American countries, far example, it is common to start negotiations with misleading or false information. The messages emanating from non-verbal behavior are often most difficult to deal with the use of voice intonation facial and body expressions, eye contact, etc. Non-verbal behaviors are ingrained aspect of culture used by people in their daily lives; they are not specifically changed for the purposes of negotiation.

Concessions and Agreement

Giving concessions and arriving at an agreement is, in fact, a logical consequence of persuasion process and rests on the principle of mutual give and take. The Japanese value this phase lesser than the Americans do (in

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relation to other phases), though they spend about the same amount of time as Americans do. Americans in general negotiate sequentially i e they discuss and attempt to agree on one issue at a time. They attempt to separate the issues into pragmatic parts. Throughout the bargaining process they make many small concessions, and expect the opposite party to reciprocate. They then finalize the list of concessions to be incorporated into the overall agreement. The Japanese do not like to spend a lot of time and energy in making small concessions in reciprocation to the opposite party's concessions. Instead, they like to view the process holistically, trying to accept each others' views and needs, build trust and then make concessions, if any, at the end as a form or warping up the negotiations. As far as concessions are concerned, tactics vary greatly across cultures. Well-prepared negotiators are usually aware of the various concession strategies of the other country's negotiators, and therefore, decided ahead of time what their own concession strategy should be.

4: PLANNING AND PREPARATION FOR NEGOTIATIONS

The importance of careful preparation for cross-cultural negotiations cannot be overstated. The managers in any negotiation need to familiarize themselves with the cultural background and underlying motivations of the negotiators and the tactics and procedures they use to control the process. By doing this they can make progress, and therefore maximize company goals. For long-term positive relations, the goal should be to set up win-win situation that is, to bring about a settlement beneficial to all parties concerned.

The Successful Negotiations Depend On Thorough Understanding Of Each Other's Position.

The First Step

The first step in that direction is that each party should assess not only its own strengths but also weaknesses i.e. self analysis. Each party to the negotiation should consider: what options it has available. Should negotiations fail, what is the fall back positions? How many concessions it is willing to make for the negotiations to succeed? What is the cost of failure? What are the benefits of the possible alternatives?

The Second Step

The second step in the preparations for negotiations is to analyze the positions of anticipated counterpart i.e. analysis of the other party. What the other party (government or a company) is likely to seek? What are its strengths and weaknesses? What are the options that will be sought and what are the disadvantages that it will try to avoid? The analysis also includes determining the other party's alternative options. If one party is unwilling to accede to the other's demand, how readily can the latter find an attractive alternative? Traditionally, this is an area where investing companies practically have done their home work better than the host countries.

The Third Logical Step

The third logical step by which both the prospective investors and the prospective host country government or company can prepare themselves is the setting of realistic or reasonable goals. The company must certainly identify what it wants to get out of an investment. It should also decide what can be the least acceptable condition. Similarly the host country should evaluate the proposed relationship from the same perspective that is what is the least acceptable condition under which the country would be interested in the investment. Both the parties must determine their zones of acceptance and non-acceptance. If the acceptance zones overlap, there is a possibility of coming to an agreement; if they do not, there is little hope of agreement. The stating of goals must be realistic. It must take into account the goals that the other party is likely to set for itself, otherwise a lot of time can easily be wasted in fruitless discussions. Besides, opportunities for potential attractive partnership may be lost.

The Fourth Logical Step

The fourth logical step is to understand cultural differences in negotiating styles. The managers first need to know their own styles and then determine how their styles differ from the norms in other countries. Keeping in mind the nature of the negotiations and all other relevant factors the top management must decide about the size and composition of the negotiation team. The age, experience, expertise and mastery on human relationship are important qualities that the members are expected to possess. For instance, patience, respect and experience are necessary prerequisites for anyone negotiating in China. For best outcomes older (or more) experienced people are more acceptable to the Chinese in cross-cultural negotiations. Studying these differences in negotiating behaviors’ can help the managers in recognizing what is happening in the negotiation process. Adept negotiators do some research to develop a profile of counterparts so that they know in most situations what to expect, how to prepare and how to react. After developing thoughtful profile of the other party or parties, managers can plan for actual negotiation meetings.

5: BARGAINING AND COMPROMISE IN NEGOTIATION

Bargaining is a process of give and take. Negotiations, therefore, are seldom a one-way street. Negotiations take place in the context of goals and are a function of the personalities involved. Neither party will get everything it

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wants. And no bargaining opportunity can offer each party its maximum goals. Therefore, compromise in many situations is inevitable. In any positive sum relationship there is likely to be a wide variety of combinations of the distribution of both the gains and disadvantages resulting from relationship. If the expectations of each party have been realistic and if the bargaining has been carried out with careful awareness of the mutual advantages and disadvantages, then a successful conclusion to the negotiations may often be possible. Even under these circumstances, some negotiations may fail. This is to be expected. Neither party' should therefore make the mistake of relaying excessively on the successful outcome of a particular negotiation, especially where both or even one of the parties have options available.

6: MANAGING NEGOTIATIONS:

The objective in any negotiation is to reach an agreement which is seen as advantageous by both the parties. On a conceptual plane, the negotiation process can be said to be occurring within the **Context of Four C's:**

1) Common Interest,
2) Interest Conflicting,
3) Compromise
4) Criteria or Objectives

Any developing country would be interested in the setting up of a new enterprises. Both the parties have a common interest in the establishment of the enterprise is concerned. However, the extent of import duties imposed on the technology and material brought in by the foreign venture may create a situation of conflicting interests. This aspect involves reaching a decision which is advantageous to both parties even though it may not be ideal to both. The criteria or objectives for the foreign investor may be satisfactory profits with low risk and few restrictions. The objective for the host country is attractive net social benefits. Thus, international business negotiations are concerned with the balancing of freedom and restrictions, benefits and costs, and profits and risks between the host country and the foreign investor. In a particular situation, many other characteristics may become important. For instance, in a joint venture, apart from the foreign investor and the Government, a local business firm may be involved as a third party in the negotiation.

The negotiation may create significant precedents for either party. The outcome to negotiations reflected in a particular agreement may have important implications for other agreements which the foreign investor might be thinking of entering into with governments in other countries. There may also be linkage effect if the project results in encouraging new local industries that become supplier of material or distributor of the finished product. An astute negotiators can use' these linkage effects to improve the investor's bargaining position. Many of managing complex international business negotiations is to list the major mistakes commonly made. One study has identified at least 19 major mistakes which are organized in four broad and interrelated categories, namely, empathy, role of governments, decision making characteristics and organizing for negotiations. The list includes such mistakes as failure to put yourself in the other person's shoes, insufficient understanding of different ways of thinking, insufficient recognition of or the perceptions of the host country about the role of multinational home government in negotiations, insufficient allocation of time for negotiations, and insufficient recognition of decision making authority

7: NEGOTIATION SKILL

1. The understanding of psychology and sociology of negotiations is therefore extremely important. The question: how people perceive each other, how they interact, how the ambience of interaction can be altered, how confidence and trust can be established are relevant and determine the outcome of negotiations. The psychological and social dimensions mentioned above affect all types of business negotiations.

2. It is in this background that for effective negotiations one author has laid stress on understanding the underlying social, cultural, political, anti economic systems as well as expertise in technical, financial, accounting and legal analyses. Any international firm can enhance its leverage in negotiations with host governments by altering the organization and behavior of the firm in specific ways.

3. Before becoming involved in overseas negotiations, a manager should have some experience of handling bargaining process which is somewhat similar to the future experiences in the foreign sphere. For example, experience obtained in the process of acquiring over a domestic company would prove to be a source of strength while acquiring a local firm in a foreign country.

4. The development of negotiating skills require instructions, training and guided experience in actual negotiation situation. There has been a widespread belief in the Third World that host countries are at a sharp

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disadvantage as to the negotiation skills in dealing with multinationals. However, the learning experience of host countries, on the whole, has improved over time. Besides, several international agencies have been providing technical assistance to the developing countries in their negotiations with foreign governments.

5.8: RE-NEGOTIATION

Normally in commercial relations a contract between two parties is a legally binding agreement for the duration of the contract. However it is not unusual for the parties to renegotiate or rebar gain contracts even before their expiry. Renegotiations may take place when market conditions shift substantially against one of the parties to the contract Investment contracts with a host government are sometimes renegotiated. The changes in the objectives or goals of the government or the objectives of the new government that comes into power in the host country may necessitate retrospective changes in the contract. One of the most common cases of demand for renegotiations may relate to the governmental perception that the foreign investment is no longer making significant marginal contributions to the host country. What the government likes to see is that the foreign investment continues to make marginal contribution over and above what domestically owned company can make.

9: ARBITRATION OF DISPUTES

Despite all the efforts of the parties, disputes may sometimes arise. The differences can occur even when two parties otherwise wish to continue working together. The contracts entered into as a result of negotiations often provide for legal alternatives which would be open to the parties. The local courts may be accepted by a foreign company as having the appropriate jurisdiction. However, the legal system in the other country may be considered by the investing company as not being sufficiently independent of governmental influences, or may be viewed, philosophically, biased against the company. Accordingly, the investing company may not deem it as an appropriate avenue for setting its dispute with the country. The company may insist on the legal system of its home country if the same is acceptable to the other party. However, it is also possible to select a neutral jurisdiction, noted for its efficiency and independence In addition to the use of usual legal channels there are three multinational channels that might also be of assistance. One is to seek the intermediation of some third party or agency, including one of the several organizations available for international arbitration, such as the Geneva Arbitration Tribunal. In 1969 the World Bank created the International Centre for Settlements of Investment Disputes (ICSID) to provide a channel for binding arbitration between an investor and a host country. The host country must be a member of ICSID (only Governments can be members). One final legal avenue is the International Court of Justice in The Hague in Netherlands. Only governments can represent cases to the International Court. Therefore, a company could only utilize this channel if its host government is willing to present its case.

10: COMPARATIVE CROSS-CULTURAL NEGOTIATING STYLES

The cross-cultural negotiation styles and behaviors' of negotiators from different cultural backgrounds. It is, important for a negotiator to understand the underlying beliefs, values and philosophies of different cultures. The understanding of the cultural norms would enable him to manage the negotiator appropriately.

United Sates of America

A successful American negotiator knows when to compromise. He takes a firm stand at the beginning of the negotiation and refuses to make concessions before hand. He often keeps his cards close to his/her chest and accepts compromises only when the negotiation is deadlocked. He sets up he general principles and delegates the detailed work to his associates. An American negotiator keeps maximum options before negotiations. He operates in good faith and respects the opponent and states his position as clearly as possible. He is usually briefed about the issues of negotiation. He has a good sense of timing and is consistent. He attempts to make the other party reveal his position while he keeps his own position hidden as long as possible. Americans often plunge straight to the matter on hand, whereas negotiators particularly from the East want instead personal rapport to develop over a period of time. Americans are business like in negotiations. Their factual appeals are based on what they believe in objective information. Presented with the assumption that it is understood by the other side on logical basis.

Arabian Countries

Arabian Countries, following Islamic tradition use mediators to settle disputes. The Arab negotiators are very much concerned about their honor, self-respect and dignity. They try to avoid jutting themselves into situations where they have to show weakness or admit defeat. They like to void direct confrontation and attempt to come up with honorable solutions for all parties They try to resist all kinds of pressure that the opposite party might try to exercise on them. In their conversation, they would often refer to people who are highly respected by the opposite party with view to persuade them to change their minds on the issues.

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China

In the initial stages of negotiations Chinese negotiators prefer to seek agreement on generalities with the other party. They try to avoid dealing with specific details altogether and prefer to leave them for later meetings. It is perhaps due to the Chinese cultural values. The approach of agreeing on general principles allows the Chinese to adopt a mantel framework for the negotiation process from which to work. Many Westerners are not able to appreciate this approach of the Chinese After the Chinese establish a cordial relationship with foreign negotiators; they use this relationship as a basis for give-and-take in business discussions. The Chinese expect Western firms to sacrifice corporate goals to Chinese national goals and principles, such as meaningful friendship, Chinese national development, and the growth and enhancement of Chinese people. Misunderstandings occur when Americans show polite acceptance of these general principles without understanding their significance. The experience shows that the Chinese put pressures on Americans by shamming them, thereby implying that the Americans are trying to renege on the friendship the basis of implicit contract. Chinese put much greater emphasis than American on respect and friendship, on saving face, and on group or national goals. Their emphasis on social obligations and their belief in the interconnection of work, family and friendship underlies their strong orientation toward collective goals.

Japan

Much of the Japanese culture and the basis of Japanese working relationships can be explained by the principle of meaning "Peace and harmony". This principle is one aspect of the value they attribute to amaze meaning "indulgent love", a concept probably originating in the Shinto religion which focuses on spiritual and physical harmony. The Japanese identify strongly with their working groups, where the emphasis is on cooperation, participative management, consensus on problem-solving and decision making based on patient and long-term perspective. The culture of collectivism and shared responsibility underlines the Japanese ring system of decision making. The Japanese are calm, quiet, patient negotiators and are accustomed to long detailed negotiating sessions. They want to get to know those on the other side and spend sometime in non-task sounding i.e. general polite conversation and informal communication before meeting. Because of Japanese culture of politeness and hiding of emotions, they are unable to get straightforward eye contact but maintain smiling faces even is serious situations. The persons negotiating with the Japanese should avoid anything that resembles boasting because the Japanese value humility and like to avoid physical contact. They would like to leave the room rather than give a direct negative answer. They view decisions carefully in the light of long-term consequences, and are objective and analytic and take time for reflection.

India

Indian negotiators generally exhibit firmness for a good cause. This approach combines with strength with the love for truth. Successful Indian negotiators look for and say truth and are not afraid of speaking up. They generally exercise self-control, seek solutions which will please all the parties involved. They respect the other party and do not use any violence or insult. They are ready to change their minds and may even differ with themselves at the risk of being seen inconsistent and unpredictable. They are generally humble and trust the opposite party, and are tenacious, patient and persistent.

Italy

Italian negotiators, in general, have a sense of drama and do not hide their emotions. They read facial expressions and gestures very well and usually do not trust anybody. They believe in the individual initiative and not so much in team work. They feel good when they have to oblige. They generally do not have definite opinions. They are quite capable of giving up with new ways to immobilize and eventually destroy the opposite party. They in general have flair for intrigue and flattery.

Russia

Russia is a country where negotiating style has been considered confrontational by Westerners. Historically Russian negotiators have been secretive about themselves, their motives and their goals for negotiations. This could be attributed to the type of economic and social system that prevailed in the Russia which kept them isolated from the international business community. They have a general distrust of foreigners. The negotiating behavior of the Russian has been variously described by Westerners as rigid, stubborn, inflexible, confrontational and competitive. Within the Western ethical systems, it is considered positive to seek compromises in order to resolve conflicts and come to an agreement. However, within Russian ethical system the very word "deal" has negative connotations, and any one seeking compromise is considered cowardly, week and unworthy. Because of historical reasons, the word "profit" has a negative connotation and implies exploitation.

Sweden

Swedish negotiators are very quiet, thoughtful, punctual and extremely polite. They are straight-forward and get straight down to business, and tend to be productive and efficient. They adopt down-to-earth approach, and are quite good at holding emotions and feelings. They are informal and afraid of confrontation. However, they are quite slow at reacting to new (unexpected) proposals.

11: CONCLUSION

Negotiations have increasingly been used as a means to arrive at important agreement which become the basis from starting a new business activity. The managers therefore must prepare themselves for certain cultural variables, including the relative emphasis on task versus interpersonal relationships, the use of general principles versus specific details, the number of people present and the extent of their influence. The negotiation process typically progresses through the stages of preparation, relationship building, the exchange of task related information, persuasion, and concessions and agreement. The process of building trusting relationships is a pre-requisite for doing bossiness in many parts of the world. The culturally based differences in verbal and non-verbal behavior and tactics influence negotiation process at every stage. Such tactics and actions include promises, threats, initial concessions, silent periods, interruptions, facial gazing, etc. Some parties may even resort to various dirty tricks.The effective management of negotiations requires an understanding of the perspectives, values and agenda of the other party and the use of problem solving approach. It is in the interest of multinationals to adopt policies which are seemed to be contributing to the national welfare of the host country. They may sometimes have to dispel false impressions created by the media regarding their international business activities. In the concluding of this studies we attempted a comparative review of the cross-cultural negotiation styles with a view to familiars rise the prospective negotiators with the typical traits of the negotiators from different countries so that they could plan and prepare themselves well before undertaking negotiations.

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RECENT TRENDS IN HUMAN RESOURCE MANAGEMENT: A NEW WAY OF JOURNEY IN 21 CENTURY

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ABSTRACT
Human resource management is a process of bringing people and organizations together so that the goals of each other are met. The role of HR manager is shifting from that of a protector and screener to the role of a planner and change agent. HR directors are the new corporate heroes. The name of the game today in business is personnel .Over the years, highly skilled and knowledge based jobs are increasing while low skilled jobs are decreasing. This calls for future skill mapping through proper HRM initiatives. Indian organizations are also witnessing a change in systems, management cultures and philosophy due to the global alignment of Indian organizations. There is a need for multi skill development. Role of HRM is becoming all the more important for organizational excellence.

Keywords: HR Innovation, knowledge sharing and Creativity, Talent management, Training and Development, E- HR and Future Trends.

1. INTRODUCTION
The trends in human resource industry are dynamic in nature which contributes towards to achievement of organization goals. Over the years, highly skilled and knowledge based jobs have increased while low skilled jobs are decreasing. This calls for skill mapping through proper HRM initiatives. Managing and attracting the human resource in today's time is very difficult task. The role of HR manager has changed a lot (Dancing differently on changing tunes of life) from being protector and screener to the role of Savior who acts as planner and change agent affecting bottom of the pyramid where it is blue collar workers & at the Top & Middle level executives. Change is inevitable as said and that's what Indian organizations are witnessing in management cultures, systems and working style. Alignment with global companies has forced Indian organization accept and incorporate change in everyday life which makes role of HRM all the more important in the changing scenario of industry.

2. OBJECTIVES OF THE STUDY
1. To find out the exact need of HRD trends and practice in terms of Knowledge, skills and attitude and also the enhancement of HRD need due to change in technology.
2. To know up to what extent, the HRD effort can help to industry in meeting their objectives.
3. To know the HRD needs in function of Indian industries.
4. To know the capability of the industries to cope-up with the current and increasing the needs of HRD trends and practice in industry.
5. To know the role of newer technology in influencing the HRD needs in industries.
6. To know exact contents of HRD practice for each target group of the employees to get maximum advantage of the efforts.

3. REVIEW OF LITERATURE
Roback (1989), in his study the HRD is based on an analysis of some of the major research perspectives existing in the public sector Human Resource Management (HRM) and Human Resource Development (HRD) environment, confirmed that it is clear that there have been key links between individual learning and Organizational Effectiveness.

Sumar Ramesh (2005) in his study, he says that HR training is needed when the factors such as potential triggers, negative indicators and external indicators are in routine. Therefore, training is required- as top-level managers, senior managers of various functional areas and supervisors of other grades would otherwise be seriously affected. Hence there is a need to explore new ways and methods to determine the exact training needs to provide the right training to the right person.

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4. METHODOLOGY OF STUDY

The researcher tries to explore the present condition of HRD trends and practice to find out the means to enhance HRD trends, practices and systems under investigation. The Data taken from the literature, annual reports and manuals, journals, internet, newspapers, articles, magazines published at national and international level are also referred for the purpose.

5. RECENT TRENDS IN HRM INNOVATION & KNOWLEDGE MANAGEMENT

Knowledge itself is not of any value to an organization unless these contextual aspects are clearly understood. Much of the knowledge, both tacit and explicit remains largely untapped in most organizations; without a thorough understanding of context, it will not be possible for HRM or KM to support the development of management and leadership capabilities to support innovation and creativity. Much work in HRM has focused on identifying facilitators and inhibitors of innovation, such as people (e.g. effective leadership behaviors associated with particular innovation phases), structure (e.g. the impact of centralization, formalization, complexity, stratification, lateral communications, matrix structures, requisite variety, double-loop learning) and organizational size or resource availability. Other approaches have found that strategic type, organizational climate and culture, and organizational environment are also important facilitators or inhibitors of innovation. For example, Taylor et al (2000) using a large-scale survey have shown that the significance of inter-firm networking for innovation differs markedly between industry sectors, and that high innovating organizations often seek long-term, secure relationships with employees. Organizations also seem to adopt very different strategies towards staff directly involved in innovation as compared with staff in general, with less use of flexible employment policies for this group.

6. RECENT TRENDS IN HRM & KNOWLEDGE CREATION

In developing a general framework for understanding KM, we refer to perhaps the most influential framework for knowledge creation developed by Nonaka and Takeuchi (1995) in their studies of knowledge creation and use in Japanese companies. Nonaka and Takeuchi (1995) distinguish between two types of knowledge, explicit and tacit. Tacit knowledge is basically experiential, whilst explicit knowledge is expressed, and often seen as transferable in one way or another; it includes cognitive and technical elements. Cognitive elements operate through mental models, working worldviews that develop through the creation and manipulation of mental analogies. Mental models (like schemata, paradigms, perspectives, beliefs and viewpoints), according to Nonaka and Takeuchi, help individuals perceive and define their world. The technical element of tacit knowledge includes concrete know-how, crafts, and skills. Explicit knowledge is about past events or objects “there and then”, and is seen to be created sequentially by “digital” activity that is theory progressive. An alternative perspective on the distinction between explicit and tacit knowledge. One difference is that the top row appears to be positivist in its orientation through its adherence to objectivity, whilst the bottom row is critical in nature. Nonaka and Takeuchi (1995) offer a SECI model of knowledge creation. At its core are conversion processes between tacit and explicit knowledge that result in a cycle of knowledge creation. Conversion involves four processes: socialization, externalization, combination, and internalization, all of which convert between tacit and/or explicit knowledge. Socialization is the process by which synthesized knowledge is created through the sharing of experiences between people as they develop shared mental models and technical skills. Since it is fundamentally experiential, it connects people through their tacit knowledge. Externalization comes next, as tacit knowledge is made explicit. Here, the creation of conceptual knowledge occurs through knowledge articulation in a communication process that uses language in dialogue and collective reflection.. The next process is combination, where explicit knowledge is transformed through its integration by adding, combining and categorizing knowledge. This integration of knowledge is also seen as a systemizing process. Finally, in the next process explicit knowledge is made tacit by its internalization. This is a learning process, which occurs through the behavioral development of operational knowledge.

7. RECENT TRENDS IN HRM AND KNOWLEDGE SHARING

HRM must integrate effective knowledge sharing and usage into daily life. That is, knowledge sharing must be expected, recognized, and rewarded. For many individuals and organizations, this reverses the conventional relationship between knowledge and power. Often, the common pattern was to hoard knowledge because it made the individual more valuable and more difficult to replace. Effective knowledge management requires this trend to be overturned and requires those with information to become teachers and mentors who ensure that others in the firm know what they know. Teaching must become part of everyone's job. Clearly, for such a cultural shift to take place, HRM must overhaul selection, appraisal, and compensation practices. Human resource management has the capabilities for creating, measuring, and reinforcing a knowledge-sharing expectation.

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8. RECENT TRENDS IN HRM AND TALENT MANAGEMENT

Talent Management with a focus on soft skills, leadership development and succession planning is the defining trend in HR. In India, technically qualified people are easier to find. But what companies require is a domain expert with managerial skills to leverage that expertise in the interest of the company. Selections are increasingly based on soft skills such as attitude, ethics, or people skills. Today one's educational qualification is just not enough to get a job. This becomes even more important as we go up the pyramid to middle, senior and top level managers. One of the scarcest capabilities is leadership.

As organizations, their customers, employees and their environment become more global and competitive, the competency requirements for successful leadership are increasing exponentially. Leadership comes with empowerment and changing work-cultures across the levels through continuous learning, skill development and change management. We now live in a world where the job and job requirements are constantly changing. Many of us are in jobs that didn't exist three years back and three years from now many of us will be in jobs that don't exist now. In this context, succession planning needs to be re-engineered, to focus on competencies rather than positions. Thus succession planning will evolve into something broader talent management, regardless of organization structure.

9. RECENT TRENDS IN SIX- SIGMA AND HR OUTSOURCEING

The recent quality management standards focus more on people centric organizations. Organizations now need to prepare themselves in order to address people centered issues with commitment from the top management, with renewed thrust on HR issues, more particularly on training.

Six- sigma practices

To leapfrog ahead of competition in this world of uncertainty, organizations have introduced six- sigma practices. Six- sigma uses rigorous analytical tools with leadership from the top and develops a method for sustainable improvement. These practices improve organizational values and helps in creating defect free product or services at minimum cost.

Human resource outsourcing

Human resource outsourcing is a new accession that makes a traditional HR department redundant in an organization. Exult, the international pioneer in HR BPO already roped in Bank of America, international players BP Amoco & over the years plan to spread their business to most of the Fortune 500 companies. With the increase of global job mobility, recruiting competent people is also increasingly becoming difficult, especially in India. Therefore by creating an enabling culture, organizations are also required to work out a retention strategy for the existing skilled manpower.

HR outsourcing is a growing trend. Today HR professionals are hardly hired for their ability

10. RECENT TRENDS IN E-HR

In today's business environment, Human Resource [HR] functions are facing tremendous pressure to focus their efforts on re-positioning their services to deliver enhanced people performance. With ambitious objectives to shed time-consuming administrative tasks, reduce costs and focus HR resources on partnering with the rest of the business, it is becoming clearer that new technology will play a significant role in enabling this change.It is an attempt to finding out what human resources practitioners in India are actually doing in the ar**ea** of e-HR and how its use expected to change in the coming year.

Approach

Pay roll - for managing pay records and payment runs

HR information system (HRIS) - used for routine personnel administration and more developmental tasks: employee records; appraisal; training; and succession planning

Intranet - typically used for internal communications, recruitment and induction and employee benefits

Internet - providing access to the world-wide web's almost infinite resources (distractions).

11. LATEST CONTRIBUTION IN HR CAPTIAL

Globalization of business

Creating a global mind-set within the HR group, creating practices that will be consistently applied in different locations/offices while also maintaining the various local cultures and practices, and communicating a consistent corporate culture across the entire organization.

Business alignment

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considering the HR functions not as just an administrative service but as a strategic business partner. Companies are involving the human resources department in developing and implementing both business and people strategies.

Mobile culture
Communicate to all locations about a common corporate culture. Allow local cultures to maintain their identity in the context of the corporate culture. Establish common systems (e.g., accounting, marketing, MIS). Provide management with education outlining how the company does business. Create an organizational mission with input from all locations. Create a written strategy outlining the corporate culture.

Technology-related skills
- Skills in identifying new applications of technologies
- Skills in developing new technologies, or advancing existing technologies
- Skills in identifying technological solutions to problems

Operative/Technical skills
- Skills in operating new tools or equipment, or applying new methods/processes
- Skills in applying new processes or tools to existing work
- Skills in installing and maintaining new products, and
- Skills in manufacturing new products.

Management skills
- Skills in identifying which innovation outcomes are appropriate for commercialization
- Skills in knowing when and how to market a new product, tool or process (or other innovation outcome) successfully
- Skills in securing intellectual property rights over innovation outcomes
- Skills in setting up efficient manufacturing processes for new products
- Skills in negotiating appropriate training provision with education and training providers

Building an educated and highly skilled workforce
*Becoming a leader in knowledge creation and innovation.

*Developing linkages clusters and networks to become a more integrated and networked local economy.

*Fostering high levels of enterprise formation and business growth.

*Becoming a globally focused and internationally integrated economy.

It technology development
More systems / more software for the business mean different methods of working, which affect the working human resources. HRM have to face / meet/ manage the human resources to deliver the results.

Outsourcing opportunities
The demand for cheaper labor forced the companies to seek more destinations in the underdeveloped countries. This created an enormous challenge to the HRM to seek/develop/manage overseas HR.

Developing economies growth rate -major economic reforms
The rapid development of underdeveloped countries forced many companies to shift their production base overseas. This created an enormous challenge to the HRM to seek/develop/manage overseas

12. CHALLENGES AND PROBLEMS OF STUDY
The challenges and problems thwarting the industrial segment. For a strong HR system it is necessary to go beyond the existing issues and benchmark against the best in the world. The problem starts with slow progress of advanced HR system in public and private sector in the country. The HR policies have not been conducive for continuity and long term planning in industries.On the positive side, technological changes have had immense influence in the recent past. It has brought a change in the service paradigm, with several new products to suit customer choice. Industries are gearing to become a one-stop shop for industrial products in the future to adopt international norms. The time has come to follow approach of rehabilitation of weak industries to start a reconstruction mode. Industries are facing intense competitive pressures at global standrd. The

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challenge for the industrial sector is not only to come on top of the competition, but also provide at internationally competitive rates. The recent initiatives of the Industrial and HRD ministry have largely accelerated the reform process.

13. DISCUSSION

The major challenge faced by industries are to protect the falling of competition. The real challenge of the indian companies, how to transform into global corporations without losing the positive values and culture that they have developed. As most part of the jobs in this industry is monotonous/repetitive and routine, the HRD Department has to empower, engage and energies employees to create effectiveness & efficiency through motivation. Organizational structures, systems & procedures are facilitators of these, and there is a need to focus greater attention on these aspects by the industry. However, the emergence of a core and peripheral workforce in many organizations has presented new challenges for HR managers in public & private sector organizations are fast becoming diverse communities for core workers, flexibly employed casual and part-time workers, consultants, contractors & business partners. How well Challenges are met will mainly depend on the extent to which the industrial leverage their primary assets i.e., HR in the context of the changing economic & business environment in the country.

14. SUGGESTIONS

1. Recent HR functions to be linked to corporate goals.
2. Shift from Traditional manager to Modern HR manager or Business Manager
3. Team work is another important and essential soft skill that is necessary in the industry.
4. The HR Professionals have to introduce & improve the adaptability of their structure that will be able to absorb, draw and retain the best.
5. As people are primary asset, it is essential not only to invest in them, but also to ensure that the supporting elements for this asset are such that it can provide the maximum value on a sustainable basis.
6. HRD is to be regularly reviewed against business outcomes as part of strategic and operational planning.
7. To overcome the public sector's hierarchical structure, which gives preference to seniority over performance, is not the best environment to attract the best talent from among the young.
8. It is worthwhile to consider broad-basing the courses conducted in these institutions among other higher level educational institutions, so that specializations in the area of industrial needs becomes an option in higher education curricular.
9. There is a need to adopt global best practices in industrial sector regulation and supervision and adapt them to the domestic environment.
10. This largely depends on the functioning and policies of public institutions, subject to public discussion and debate.
11. This calls for greater transparency more effective communication, and a high degree of professionalism in the industrial staff.
12. Continuous up gradations of human resources management strategies with a view to enhancing the level of knowledge, sharpening skills are and also to important the necessary and work culture must be installed.
13. There is a pressing need to develop work practices which encourage efficiency in this industrial sector.
14. Incentive structures need to be conceived, supported by appropriate training and motivations, which aligns the employee's goals and orientations with the core competencies and strategic advantages of the industries.
15. The service and industrial sector has to explore the feasibility of entering into collaborative arrangements with universities and other institutions in India and abroad to identify and provide specialized training in the industrirs with an ongoing flow of emerging training packages.
16. Information technology is an area where human resources development is critical fortunately, Indian professionals are world leaders in this area and spirit of co –operation and partnership between them in industries will result in a strong and modern industrial system comparable to the best in the world.

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15. CONCLUSION

HR may play a major enabling role in helping and identify the potential trends of HRM in innovation, knowledge sharing, creativity, talent management, training and development reward system, future trends and so on. HR managers today are focusing on policies (trust, openness & equality), Motivation and Relations. Due to new trends in HR the manager should treat people as resources, reward them equitably and integrate their goals with that of the organizational goals through suitable HR policies. Trends in Human resource management have changed the way we work, as organizations are more depended on HRM to increase the success ratio in today's competitive global environment. This paper has increasing importance of recent trends to organizations challenges, role and boundaries of HRM in significant ways. In addition to discussing the challenges posed to HRM in general, this paper has specific and recent trends in the areas of HRM which can respond to these challenges in organizational development.

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ROLE OF HRD IN SERVICE INDUSTRY WITH SPECIAL FOCUS ON HEALTH SECTOR

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ABSTRACT
The service sector is an important link between the production and beneficiary segments of society. It growth indicates a change in social structures. The service industry being more directly in touch with the consumer, HRD in service organizations is essential to their proper functioning. The experiences and issues relating to HRD in four major service sector segments. Substantial progress has been made with respect to HRD in public sector banks and in the Life Insurance Corporation. In the areas of education and health, the introduction and implementation of systematic HRD has still a long way to go in meeting the challenge of providing more efficient and human -oriented services to society.

Keywards: HRD-Service Industry-Health Sector

1. INTRODUCTION

The service sector has a crucial economic role to play in society. Services create value by providing a bridge between the producers of goods and the beneficiaries, or between the production and consumption segments of society. This is why the growth of the service sector in modem society is linked with the increased productivity of the manufacturing sector.[1] The value which the service sector provides consumers may be private benefits which are paid for, or they may be public benefits which are free or subsidized, like health, education, information, etc.

A major characteristic of modern socio-economic development has been the increasingly dominant role of the service sector. As an economy develops, the relative contribution of the primary and secondary sectors to the total economy decreases, whereas that of the service sector increases. For instance, data show that from 1950-51 up to 1979-80, the share of the primary sector in India's net domestic product (NDP) decreased from 56% to 35%, whereas that of the service sector during the same period increased from about 27% to 39%. While the contribution of the industrial or manufacturing sector did increase in absolute terms from 17% to 26%, during the same period, its relative contribution vis-a-vis the service sector decreased.

The range of services in India have increased in both breadth and depth. In financial services, we have gone far beyond deposit banking and life assurance. We now have hire purchase and leasing. Banks are entering into project lending, merchant banking, foreign exchange etc. Various personal and business risks can be insured. In the tourism industries, there has' been an increase in a variety of services. Health services include government hospitals, community health centers, private clinics, etc. One of the fastest growing service sectors in India has been the education sector.

2. IMPORTANCE OF HRD IN THE SERVICE SECTOR

Unlike goods manufactured in the agricultural and industrial sectors, a service is intangible and perishable in the sense that a consumer cannot store a service. This implies that the service organizations are responsible not only for producing products but also for immediately transmitting these to the consumer. In other words, in the service sector the production and delivery of goods are carried out simultaneously. The consumer therefore is an integral part of the whole service delivery system. The services of a doctor or teacher involve the consumer. The characteristic of the service industry has important implications for the kind of human resources and human competences required for the service sector. The emergence of the service sector has brought about a fundamental transformation in the social and economic structures of modern society. When compared with the secondary or industrial sector, the service sector may be less labour intensive but probably requires more human related skills and competences. While technology has advanced considerably, the technical and operational skills which characterized earlier agrarian or industrial societies, have given way to an emphasis on human and managerial competences at the macro economic level as well as the organizational level.

The service sector organizations also play a very important social role. By extending benefits to people of all social and economic segments, provide opportunities for development and for reduction of socio-economic disparities. They enable the weaker sections have access to the benefits of modernization. By providing common service to all sector they reduce social and psychological distances. For instance, government services such as administration and judicial services are available to all without discrimination. The professionalization of the service industry has made services, such as hospital, legal-aid, rehabilitation etc., available to all those who can pay the prescribed fee regardless of social background. Thus, as M. B. Athreya points out, the services

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themselves have an HRD effect - first by developing individuals and deprived groups, and secondly by gradually changing societal culture towards a more egalitarian, democratic direction.

3. ROLE OF HRD IN THE SERVICE SECTOR

HRD has aspects which are universal to all organizations as well as some which are specific to the nature of the service industry.

Universal Aspects

1. HRD is relevant to all sectors. It is at the base of all development. Other resources, like physical and financial resources, can only be activated through the agency of human resources. HRD is such an all pervasive concept that there are bound to be common aspects relevant to many sectors.
2. HRD aims at developing the individual, matching him to roles. Both by developing him and the role, and catalyzing individual and organizational self-renewal.
3. A generalized model of HRD will include the following sub-systems: role analysis, selection and placement, transfer and rotation, reward and punishment, performance and potential appraisal, feedback and counseling, training and development, career planning, succession planning, participative devices, and HRD data bank. Of these systems, some are essential to all organizations in any sector: selection and placement, transfer, rotation, and reward and punishment. At least these sub-systems need to be designed well.
4. If one wants to go beyond a status-quo bureaucracy, at which stage many service institutions get stuck up, performance appraisal, potential appraisal and training and development are particularly relevant.
5. If high levels of performance is a goal, then the relevant additional sub-systems are feedback and counseling, and of participative devices.
6. If one is concerned about the long term vitality of any institution including a service institution, the remaining sub-systems become essential, namely role analysis, career planning, succession planning, and development of an HRD data base.

Unique aspects

Service industry has some special features, which call for particular emphasis in the design and implementation of HRD systems. These are:

Intangibility of product: Service is the provision of value to a customer, without a physical product. This could create lack of clarity about the tasks and erosion of self-confidence. So HRD has to create appreciation of client needs, and pride in the potency of the service to meet those needs.

High public exposure: The service institution is much more exposed to its clientele. Even if the institution does not proactively promote its service, the clients may take the initiative and beat at its doors. The staff needs relationship skills and tolerance of customer reactions. In the case of subsidized on free services, some customers may be arrogant in their demands and misuse the service, while some others may be less literate, gullible and timid.

Size constraints: To be effective, the service institution should be perceived as a huge, slow, monolith, in the face of which the customer is anonymous and insignificant. Conceptualization of roles is especially important. The roles at the environment I customer interference need to be so designed as to enhance service. Examples are the bank teller and the 'single window' concept used recently by state industrial development corporations.

Back-room technology: At the customer end, a service has to be simple to understand. For example, air travel should be made easy, but behind it may be complex aeronautics and computerized, real-time reservation systems. HRD has to ensure that those at the delivery end of a service institution understand the power and limitations of this back-up technology, while at the same time the technicians understand customer needs, abilities and limitations. User-friendly computer peripherals, for example, enhance the utilization of an information service.

Specialized knowledge: The level of general and specialized education tends to be relatively high in a service institution. In fact, a service institution like a consultancy, has to be intellectually a few' steps ahead of its clients to be of real value to them. So, a research and learning orientation is needed. The service institute tends to have a preponderance of white collar workers and executive manpower. Their motivation is more complex. Besides monetary rewards, they look more for ego satisfaction and quality of work life.

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Propensity for disintegration: Service institutions seem to have a higher tendency to disintegrate. Depending upon personal ambitions, bruised egos, inequity, etc., rebel groups break away from the mother organization and form new ones. This may be partly due to low capital cost, low barrier to entry and the preference of the customer for specific resource persons. Therefore, HRD needs to provide 'for more participation in planning and control of the projects, as well as sharing of rewards, whether psychic satisfaction, fame, visibility; profits or upward mobility.

4. HRD IN THE HEALTH SECTOR

All efforts in human resource development (HRD) have to culminate in ensuring the health of the individual, the family and the society. Health, family and social welfare are systematically interdependent, for, growth and development of an individual is dependent not only on his health, but the health of his family and the society. Similarly, societies and families do not develop without the healthy development of their individual members.HRD programmes ensuring health and family welfare should result in social: welfare. They must provide not only social services to ensure physical health of the citizens but also to ensure their psychological development whereby they learn to appreciate their relationship with the society.

Philosophy for HRD Programmes

HRD action programmes in the health sector assume that:

1. A human being is more than just a bundle of physical and psychological needs. He is a spiritual force.
2. As a resource, a human being is not an end in him self.
3. Since there is a limit to physical needs, growth of the human being lies mainly in his psycho-spiritual development towards self actualization
4. Development in teams of need means unfolding. It therefore refers to growth from within.
5. Development means self direction, becoming aware of one's different resources, and utilizing these resources.

Strategy parameters for HRD Programmes

The acceptance of the concept of social welfare, In order to ensure the success of the programmes to be carried out, it will, in addition, be necessary to

1. locate the responsibility for specifying the goals to be achieved,
2. identify the authorities who will be responsible for devising and harmonising the optimum use of resources for achieving these goals,
3. identify agencies who will assess the feasibility of proposed programmes within the context of national development, and
4. Who will evaluate the results in terms of the objectives.

Action Approach in HRD Programmes

1. Involvement of the Target Group:
2. HRD programmes involve the target group in formulating programmes within an overall framework for:
3. Identification of key health and family problems of the community
4. Discussion of the remedies
5. Assessment of both human and material, required from outside
6. Assessing training needs to develop local human resources
7. Drawing up local action plans with local consensus.

Assessment of local Systems Functioning

In order to ensure success of HRD programmes, it is necessary to assess local channels of communication, locate the influence leaders. Identify value orientations and traditional methods of dealing with health and family problems.

Imparting Health Education

HRD programmes should aim at giving the external health agent (social worker/doctor) proper welfare orientation. The career needs of the health agent will also need to be resolved. So far this problem has been

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attempted through provision of incentives or some kind of compulsion at the education stages. Increased individualism and career consciousness however have made this problem intractable.

Use of mass media
Programmes of mass media should aim at encouraging people to discover what knowledge and resources are available with them and help them understand their applications.

Action Programmes in Health
It will be agreed that the standards of health care provided by a society through health programmes have to be in consonance with the society's health requirements and health resources.

Assessment and utilization of indigenous Health Technologies
Every social group Inherits knowledge of indigenous medicines and methods which are cost effective and locally available. It is therefore necessary to make surveys, compile directories of technologies. and make them available to people through various media including the social worker.

Action Programmes for Psychological Health
Most health disorders have their origin in psychological disturbances. Social and family conditions in childhood contribute to a person's psychological make up. This results in emotional ill health ultimately manifesting in physical disorders. It is necessary to evolve programmes of self awareness and personal growth to enable a person to see through his defenses and free his real creative self. Self awareness programmes are educational in nature. A person learns from friends, family and school. Self awareness programmes have therefore to be taken to families, to neighborhoods, and to schools at all levels. The formal or the modern self awareness programmes have come to be established as Sensitivity Training programmes. They are conducted by management institutions and management consultants for mostly management personnel.

HRD Programme for Family
Most people will agree that family is a very important institution for both social and individual health. It is in the family and home where a person is normally most comfortable and is his real self. Family is a very important buffer against a lot of onslaughts of the environment on the individual. Especially in our kind of socio-economic environment, family tends to absorb a lot of social and economic problems. Hence until we develop alternative equivalent institutions, our HRD programmes have to, in every way encourage the existence and survival of family. Such programmes would cover:

Family Counseling Services: Family is the first environment shaping the value and behavior patterns of the individual. It is therefore of utmost importance to provide family counseling services which can be supportive to individual growth. The rigidity in family functioning must change to enable women achieve their personal growth.

Parental Training: Family structural and cultural rigidities effect the emotional growth of children very often resulting into irresponsible and unaccountable behavior. Progammes of parental training concerning the emotional growth of children are a must in terms of HRD for family.

Technological Training to women: Shifts in labour force, mechanization of many domestic chores and women taking over jobs that were done by men earlier is resulting in non-availability of technical help for repairs. It is therefore essential to design programmers of technical training in electrical and mechanical gadgetry which is part of a normal household to women. This training should be made available to regular schools, special training schools, and neighborhoods training camps.

Supportive Family Services: In majority of the families, integrated growth of the child takes place when the attention of both parent is available to him. It is therefore necessary to design programmes to enable both parents to look after children.

5. CONCLUSION
HRD programmes for health, family and social welfare must always be conceived and designed in systems perspective. Human resource development is often equated with individual development. Individual development is certainly a worthwhile goal in itself. But man is also a social animal. We need therefore to once again bring back the concept of duty and accountability to oneself, to family to society and to nature.

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TECHNOLOGY TRENDS AND DIGITAL SOLUTIONS FOR SMART CITIES DEVELOPMENT

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ABSTRACT
Worldwide population is growing and also the overall economic condition. Improving economic conditions are now empowering people to demand for better and better facilities for living. This has automatically increased the living standard of societies and now to meet this improved standard, standard cities are rapidly transforming into Smart Cities. For providing better facilities, Smart Cities are often depending upon the advanced technology enabled solutions and deploying the smart solutions efficiently and effectively. In this paper, latest technology trends and selected solutions for development and operations of Smart Cities are explored. This paper has also discussed in detail smart solutions used in Smart Cities to tackle some of the real life practical problems.

Keywords: IoT, ITMS, SWM, Sensors, Client-Server, Data Security

I. INTRODUCTION

Cities built and operated with sophisticated technologies to make them more livable and to meet the growing demand from its citizens to deliver a better quality of life at sustainable cost are normally known as Smart Cities. This can be a generic definition of any Smart City but, Smart City has much more to offer its citizens to make their life more enjoyable, comfortable and easy going. To achieve this Smart Cities heavily depends upon latest Technologies, tools and solutions.

Worldwide population is growing, and more and more young generation of people are moving to cities from villages. So Smart Cities also needs to accommodate the growing number of population, needs to consider proper shelter for the new migrants, needs to consider their water, food, transportation, schooling, offices, vehicle parking etc. related requirements smoothly and hassle free.

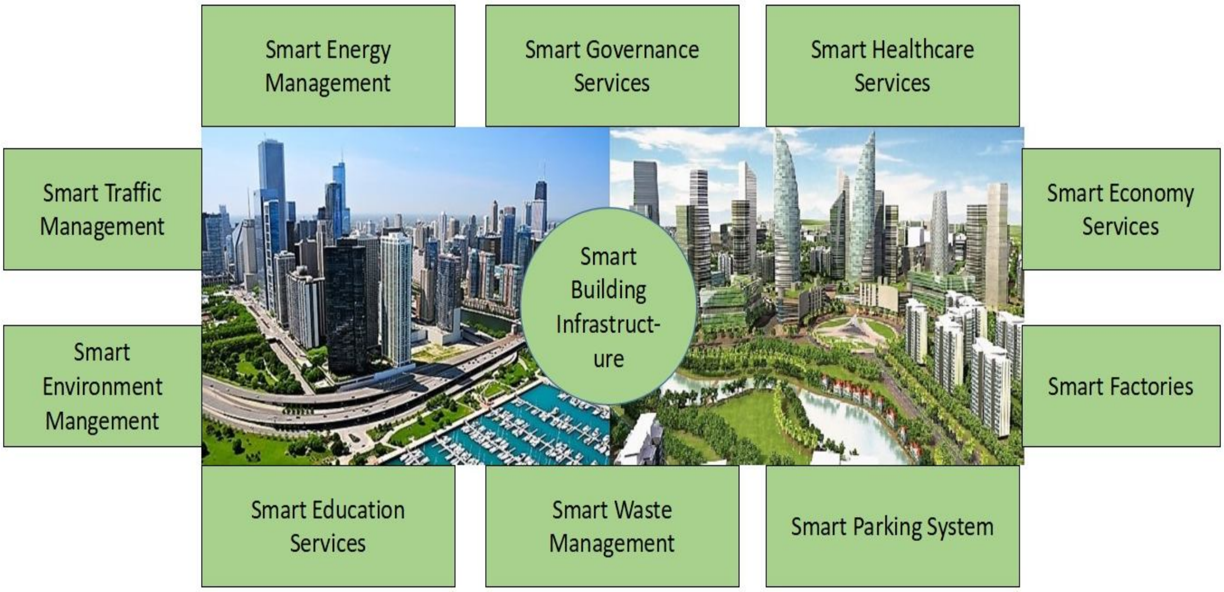

Figure-1: Smart Cities Capabilities

Thus, for any Smart City the biggest challenge is to not only manage the demands from its present citizens but also consider the future expansion, additional load of new citizens and ability to offer the services without any degradation to all its stakeholders.

Today's Smart and advance technologies comprising of IoT, Machine to Machine Communication, Data Analytics, Image and Video Processing, Digital Twins, Cyber Security, Artificial Intelligence, Digital Transformation and so on, are helping Smart Cities to meet their present and expected future challenges. Please refer figure 1 which has presented the features and capabilities of modern Smart City which needs to be fulfilled and continuously maintained throughout the sustenance period. We will now deep dive in each of these capabilities and will see how some of the advanced technologies are helping Smart Cities to meet growing demands from its citizens and facilitates better quality of life to its residents.

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II. WHAT MAKES CITY SMART?

Smart Cities operates with IT infrastructure and advance technology solutions and software, with an end objective of making its residents life better and better. Smart Cities heavily rely on data which gets generated through their stakeholders and deployed sensors. With the help of technologies like Big Data and Data Analytics, Smart Cities uses proper framework to store and analyze the huge generated data to identify meaningful information from it such as data trend, outliers, data pattern, abnormality, data predictions and so on. With the huge volume of processed and analyzed data, Smart Cities can offer an exact required service to its citizens more effectively and securely. Smart Cities also ensure to have participation of its citizens to run the processes, to form policies and regulation frameworks for better city administration. The Smart City citizens are also facilitated to access records, information, data, applications and other useful stuff including audio and video entertainment contents easily and securely using specially developed Smart City apps available on Smart Phone, Tablet and or Laptop. Users can thus access, use and participate into lot of appropriate applications from anywhere with their own comforts. Smart City also care about green environment and ensures reinforcing appropriate measures to reduce the waste and other harmful products such as dirt, poisonous gases, hazardous material etc. which can have negative impact on the overall environment. Smart Cities care about their citizens and offers better medical services using mobile apps and IoT based sensors which can be body wearable and can provide exact information about user's body condition such as present blood pressure, heart rate, glucose, burn calories etc. in real-time. Smart City focuses on three principles reduce waste, recycle material and reuse the stuff. With this approach Smart Cities always ensure to keep negative impact on the environment at minimum, optimum utilization of available resources and effective utilization of present resources without any loss.

III. TECHNOLOGY DRIVEN SOLUTIONS FOR SMART CITY

Smart Technologies are playing a very critical role in overall development of Smart Cities around the world. Today's technologies are already evolving into next generation technologies and are shaping the world into better place for living. I feel that the biggest contribution of technologies is in Smart Cities development and maintenance which directly or indirectly has touched many of the people lives making it better and better. This is possible by participating, implementing and deploying the technology enabled smart solutions for developing and maintaining Smart Cities around the world. Let us walk through some of the technical solutions which has made it possible for Smart Cities to offer the astonishing capabilities which can't be even think of in normal cities.

- **Smart Traffic Management**

Due to improved economic conditions, number of personal vehicles increased multifold. Also due to efficient business policies many of the heavy commercial vehicles started travelling across the cities and states carrying goods and raw materials. Increase in number of vehicles and the frequent movement of vehicles from one place to other has increased traffic tremendously and put up lot of pressure on traffic monitoring and control system, this in turn increase travelling time. To better deal with the situation Intelligent Traffic Management System (ITMS) is normally used by Smart Cities. ITMS with the help of client server technologies, real time data analytics and with deployed connected sensors on roads, make it possible to monitor and control the traffic in most efficient manner. The major elements in ITMS are as follows.

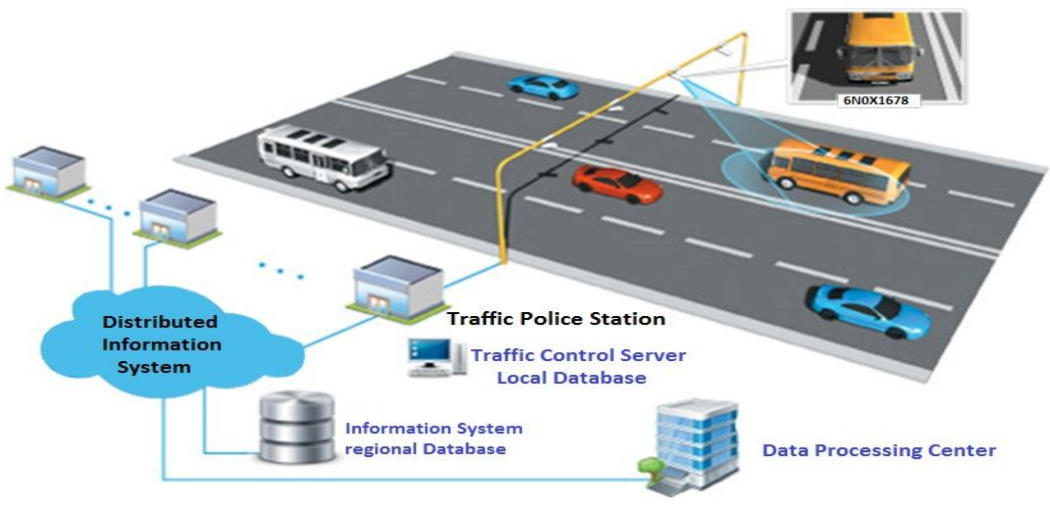

Figure-2: Intelligent Traffic Management System [1]

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- IP Cameras: These are the network connected various types of cameras, chosen based on the traffic area to be monitored. It can contain day and night vision cameras as well as thermal cameras. Some of the cameras may also have Pan, Tilt and Zoom (PTZ) capability. These cameras act as eyes of traffic monitoring controller and carries out responsibility of feeding real time live footage of the traffic at steady rate to the traffic controller Server. These cameras are typically mounted on Traffic Indicator Poles or standalone poles in such a way that it can cover maximum field of view with best resolution.

- Traffic Central Server: This is the brain of the ITMS and responsible for taking the decisions such as traffic diversion, traffic incidents handling, traffic light controls, traffic congestion predictions and corrections, data analysis and reporting. It operates with an application software responsible for taking traffic control related decisions based on the inbuilt real time data analytic engine. It also maintains the data through interfaced database maintaining the record of traffic incidents and decisions and exporting of the relevant data in the required format for offline reporting and record. Traffic Central Server receives various data from various other network devices deployed in each traffic zone such as selected IP Cameras, Traffic Monitor Server, Traffic Power Manager, Incident Management Server etc.

- Traffic Monitor Server: This is a deputy controller for an ITMS which has the main responsibility of maintaining the video footage received from various IP Cameras belonging to specific traffic region. The traffic Monitor Server is responsible to report accidents related incidents, traffic jam, traffic real time condition to Traffic Central Server which in turn reports the incidents to Incidents Management Server. There are more than one Traffic Monitor Server deployed for each specific region which is responsible for monitoring the traffic belongs to that specific region.

- Traffic Light Controller: Traffic Light Controller runs the special Traffic control algorithm and based on the specified time duration controls the on-off duration of the Green, Red and Yellow Indicators. The Traffic Light Controller also can alter the on-off duration of the specified Traffic indicators based on the recommendations from Traffic Central Server as well as Traffic Monitor Server belongs to that region.

- Traffic Light Power Manager: This is one of the most critical components of ITMS. Keeping in mind the Green Power and Green environment related policies of the Smart Cities, the Traffic Power Manager, ensure providing appropriate power to all the elements of an ITMS. It drives the power mainly from Solar Panel and or Electrical Mains or diesel generator as per the availability of power source and ensures providing uninterrupted clean and smooth power supply to all the network devices.

- Traffic Address System: Due to accidents, rallies, large convoys and other relevant incidents, sometimes the traffic gets jammed and it is not possible to remove the jam automatically. In such cases it becomes necessary to provide oral instructions to drivers to control the traffic flow. Public Address System facilitates addressing the drivers by providing relevant instructions over loud speakers installed at regular intervals along the road and or through designated Radio Channels operating at relevant frequency range kept reserved for communicating traffic related information.

- Incident Management Server: This server receives the instructions from Traffic Central Server about various incidents such as Emergency Alert Situation, Accident, Medical Emergency, special convoy movement etc. The Traffic Incident Management Server has pre-defined work instructions to react based upon the type of incident. For example, it must inform Ambulance Services in case of any accidents at a particular spot on road or in case of Fire due to accident, it must call Fire Brigade etc. In case ITMS is responsible for covering large area of City then there is a possibility of having more than one Incident Management Server as per applicable area and to share the work load.

- **Smart Education Services**

Smart Education concept came into picture to cater the modern needs of large population of students staying in Smart Cities. Since Smart Cities heavily depends upon IT Infrastructure and cloud computing platforms, it is obvious that while delivering the educational services to its students Smart Cities encourages and promotes online education using IT Infrastructure. Today's students are technology savvy and believes in practically fast education without any physical boundaries imposed by conventional schooling. Keeping in mind this prime objective, Smart Education offers online education through virtual classroom which resembles real classroom like environment facilitating students to ask queries to the teacher, participates in group discussion, notes sharing and recording of the sessions, notes storing, annotation over the boards etc. Advantage of such online education system is that instead of limited students, education can be reached to large number of students who can take up the online classes without any major infrastructure requirements and that is too at their own pace and sitting at their home with their own comfort. Refer fig.3 which has shown the high-level architecture of Smart Education Services for Smart Cities.

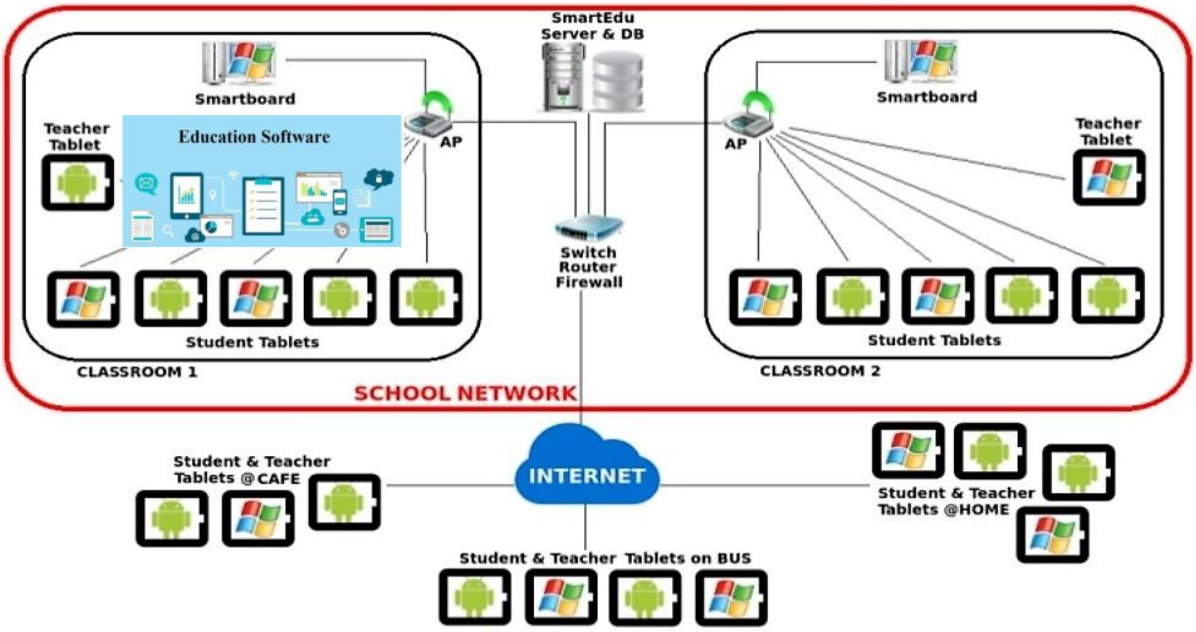

Fig-3: Smart Education Management System [3]

Figure 3: Smart Education Service High Level Architecture [2]

Smart Education Services connects students directly with teachers through internet web services, Mobile Apps and Standalone Virtual Classroom System. This has made possible for large number of students to enrol for the courses of their choice. Also, it is possible for teachers to reach to the large number of students instead of limited classroom students. Students can access the recorded class room sessions as well and appear for online examinations as per requirements. Since the answer sheet evaluation can as well possible through software, it ensures the standard evaluation and less errors in results. As shown in fig. 3, the Smart Education Services consists of major elements such as

- Smart Education Server
- Educational Material Database
- Live Video Recording Cameras
- Digital interactive boards
- Smart Phone Digital App
- Distance Education Application
- Virtual Classroom Application
- Examination Server

Students can access the teaching material, and online classes through their Smartphone, Laptops or Tablets installed with Smart Education Application Software. Smart Education Services also promotes Virtual Universities where students from any place can enrol and take education online through secured Net. It should be noted that Smart Education Services doesn't mean to avoid physical classroom teaching and or to minimize face to face interactions between students and teachers rather it is a collaborative platform which assist teachers and students to interact with each other online at larger scale and in convenient way.

- **Smart Waste Management**

Collecting and disposing the waste in rightful manner keeping in mind the impact on environment is the biggest issue of concern. Smart Cities also face this challenge and address it using the smartest technologies available, the whole solution is known as Smart Waste Management (SWM). SWM monitors, controls and effectively dispose waste as per regulatory guidelines. The whole process it manages right from the inception of waste to waste disposal.

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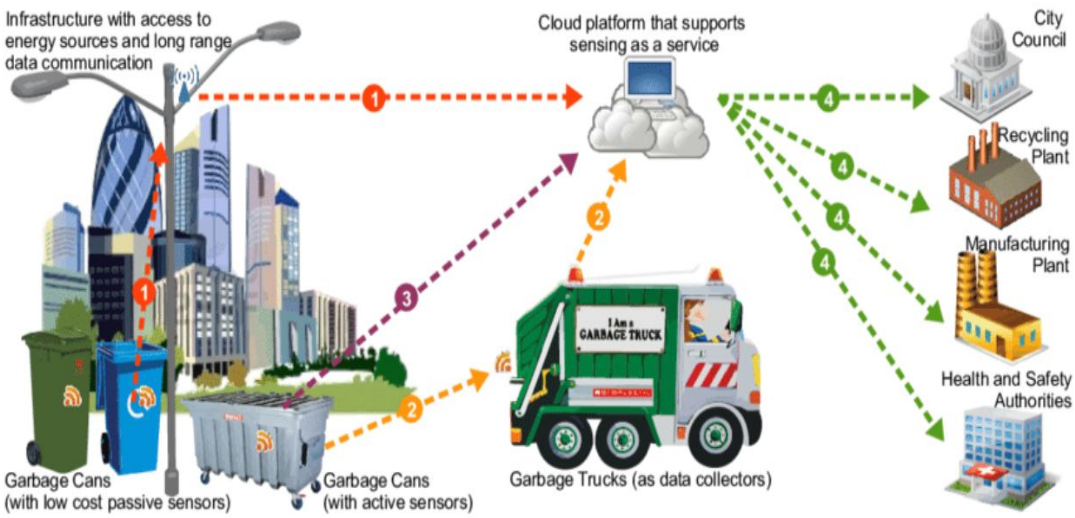

Figure-4: Smart Waste Management System [3]

SWM operates on 3 principles

- Reduce
- Recycle and
- Reuse

Waste can be in any form such as solid, liquid, gaseous and can be hard or soft. It can be generated from the household, industries, plants, constructions and can be dangerous to human beings as well as for the environment. SWM therefore is a very important process and plays a very critical role in Smart City development and operations. SWM focuses on reducing the waste and then wherever possible recycling it, that is processing the waste and transforming it into some useful form. For example, the paper waste can be recycled and can be transformed into new paper. And finally reuse the recycled material.

SWM relies upon Cloud Server Technology Platform, wireless and or networked communication Sensors including RFID, ultrasonic, PPR, CCTV Cameras, GPS etc. Even the waste Bins some time used as Smart Bins fitted with Sensors to detect if the Bin is filled or not. Refer fig. 4 above which has presented the SWM Process and its main elements.

The SWM actively uses various sensors deployed at various locations to collect the relevant data. The passive and active sensors mounted on waste bins provides information about the waste bin filling status. The CCTV camera provides the direct video footage of Waste Bin condition. The GPS provides the location coordinates of garbage collection trucks as well as the location of waste bins. The deployed active sensors can communicate via existing Smart City wi-fi network. The Cloud computing Server receives data from the deployed active sensors along with location coordinates and time stamp. The Server application collects the whole data received from various sensors, process it suitably and analyse it to identify following information

- Waste Bins which needs to be empty immediately
- Waste Bins which are about to getting full
- Waste collection Truck real time waste collection status
- Status of waste delivery to processing plants
- Amount of waste recycled
- Waste recycled material collection status
- Generation of overall waste analysis report (amount of waste generated, types of waste, days wise waste collection, days wise recycled waste, waste bin maintenance status, waste disposal status etc.)

The cloud platform Server for SWM also connects with other Servers of Smart City over the existing secured network provided by Smart City and exchanges the real time information about waste analysis as and when required by other services of Smart City.

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- **Smart Medical Services**

Availability of right Medical services (Doctor’s consultations, medicines, surgical operations etc.) at right time is a crucial need. Many times, patients could not survive due to delay in availability of medical treatment. Smart Cities are more concern about wellbeing and health of their citizens and uses Smart Healthcare Services to systematically tackle the medical issues of their citizens.

Smart Healthcare is a technology driven medical service that ensures better treatment for patients, better diagnostic tools, medical specialist consultation at right time, facility to securely maintain medical records and disease history for patients and enhance quality of lives. For providing health care support remotely a dedicated Telemedicine service is there which is basically an Electronic Health Service which offers the medical consultation, analysis the trends in medicine usage and making this information available to the authorized specialist as and when required.

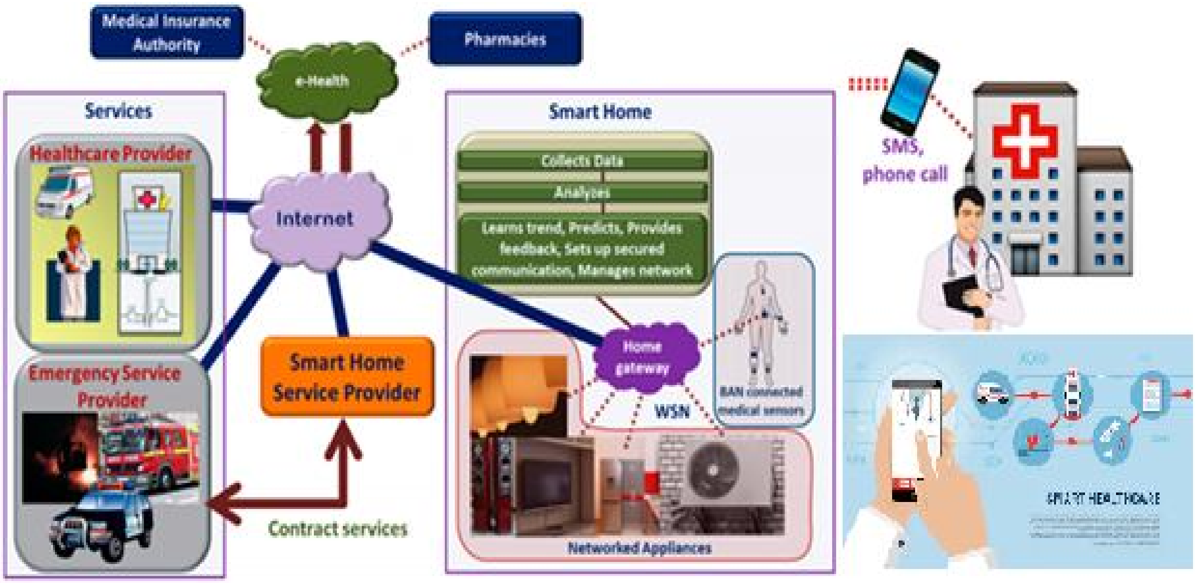

Figure-5: Smart Healthcare Services

As shown in fig.5 above, Smart Healthcare Services relies upon following some of the core technologies and components to offer the medical services to its stakeholders at full extent.

- Smart Wearable Devices/ Sensors for Health Monitoring
- Mobile Healthcare Apps
- Cloud Computing Healthcare Platform
- Data Analytics for data processing and predictive analysis of patient's medical records
- IoT Sensors and Devices for Medical Data acquisition and communication

The IoT technology is playing a crucial role here by connecting the body wearable devices and sensors with Cloud Computing Platform running with Healthcare Medical Services. The data collected from body wearable sensors is properly analyzed, processed and stored in medical record of respective patient. The Data analytics engine running with Healthcare Application Software, also carries out predictive diagnostics on patient’s data base and identifies the relevant possible diseases patient may suffered with. Such suggestions and data diagnostics report are shared with specialist and team of doctors electronically for further recommendations and decisions. Smart Healthcare Services also facilitates interaction of Patient and doctors through Video Call for discussion of firsthand information generated through Healthcare Application and to discuss the recommended actions on it. Based on the recommendations from doctors, patients may choose to take up an appointment of relevant Specialist/ Surgeon for physical treatment. Such Appointments can be booked online and necessarily follow up through SMS/WhatsApp can be possible. Since the Healthcare Application maintains the medical record of its user, sufficient capacity secured database, complying the safety and security practices related to information security management system, is typically used. The biggest advantage of Smart Healthcare Services is that the users of such system are always appraised with latest information related to their health and can get necessary medical support well in advance as per the predictive diagnostics results applicable for them. So, we can say that Smart Healthcare Systems can minimize the risk of unexpected medical emergency for its users.

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- **Smart Governance**

Smart City offers its services to its stakeholders through the IT Infrastructure where facility to be available 24x7 for the service of the stakeholders, information security and maintaining transparency is key to success. The Smart Governance operates exactly on same model and principles. Smart Governance is the process of utilizing modern technologies and ICT to create a collaborative, communication-based, transparent, and sustainable environment for the citizens and government. Traditional governance model basically suffers from restrictions on data sharing, poor data transparency, limited public involvement in policies formation which makes it ineffective in implementing and executing mutual beneficial policies and framework for governments and its stakeholders. Whereas Smart Governance backed with robust IT Infrastructure encourages and facilitates governance related data sharing to all the stakeholders in reliable and effective manner. Due to this it is possible to have more involvement of all its stakeholders in executing and implementing policies and procedures for all concerns including government bodies, societies, administration staff, corporations, municipalities and all stakeholders. This boosts people confidence in administration authorities and can create a cooperative and healthy environment for Citizens and Smart City Administration Authorities. And thus, principles of good Governance can be applied more rigorously with the help of Smart Governance.

Smart governance covers various stakeholder's expectations by having relevant policies and procedures in place. It can operate in any of the following 4 engagement models as the case may be

- Government to Citizens Engagement Model: Cater communications/interactions between Citizens and Government Authorities
- Government to Business Engagement Model: Cater communications/interactions between Business bodies and Governance Authorities
- Government to Government Engagement Model: Cater communications/interactions among Government organizations, agencies and departments
- Government to Employee Engagement Model: Cater communications/interactions among Government Authorities and its employees

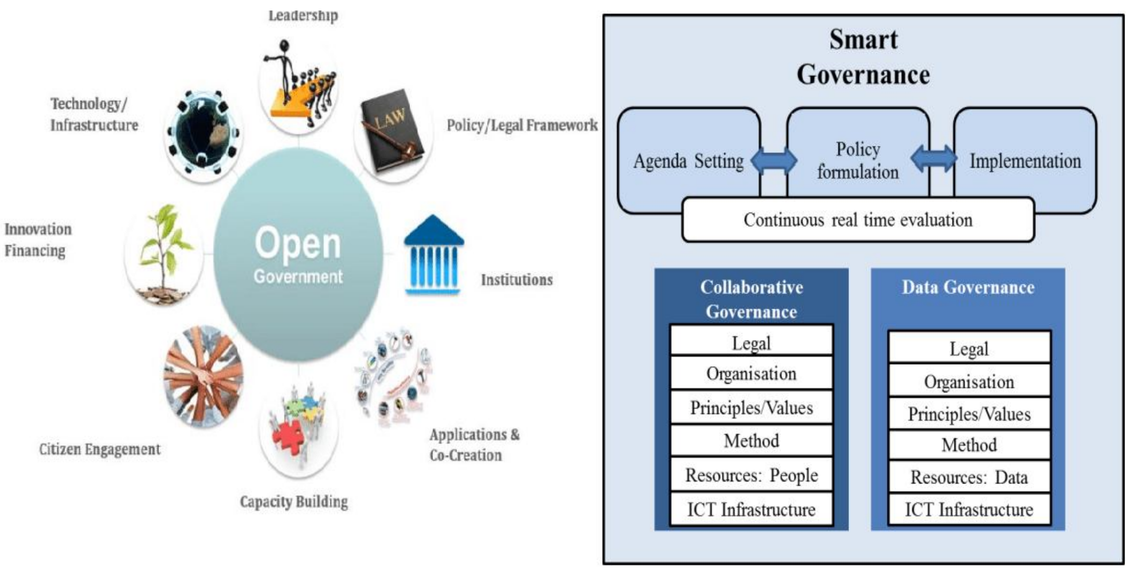

Figure-6: Smart Governance Building Blocks [4]

The Fig.6 above has presented the activities and basic building blocks of Smart Governance. As it is clear from the figure that Smart Governance is empowered to play role in overall administration of Smart City and that is too expecting a transparent process in line with the one which is jointly formed by the governance authorities and citizens. While executing its work Smart Governance fully utilizes the existing IT Infrastructure of Smart Cities as backbone to execute the governance process. The Key IT components and technologies which plays a crucial role in the whole gamut of Smart Governance Services are as follows

- Cloud Computing Platform: It typically host applications for different governance processes commonly comes under umbrella of E-Seva Services (in India)
- Smartphone Apps: These are client end applications which provide a secure user interface connecting user directly to the Server hosted on cloud running with various E-Seva Services

- Secured Database: A huge secured database which can have multiple instances and backups as required. It is used to store the user's information who are stakeholders of governance services
- Big Data: The huge data stored in the database needs proper processing in real-time to get the relevant results as per the queries and to sort the information, analyze the data, finding out trends, outliers and for generating various records as per stakeholder's requirements
- IoT: IoT technology is useful for collecting user's information through various sensors connected to the Internet. This information can be useful for authenticating the user while carrying out financial transactions or for identifying the User during any application process. Example of Sensors can be Cameras, Retina Scanner, Biometric Finger Impression Scanner etc.

Overall Smart Governance offers plenty of advantages as compared to traditional governance processes. Some of the key benefits offered by Smart Governance are as follows.

- Secure access to all the relevant information as per requirements
- Complete transparency in engagement activities and offered services
- Enhanced participation of all the stakeholders in implementing and managing governance policies and framework
- Inclusion of larger population in running the governance policies and operations
- Increases interests of citizens
- Better productivity due to efficient and speedy execution of all the processes

IV. CONCLUSION

In present paper, Smart City concept and overview is presented and some of the technology-based solutions to implement some of the Services of Smart Cities are discussed in detail. Based on the information collected, analyzed and discussed here, it is concluded that Smart Cities are heavily relying on latest technologies such as IoT, Big Data, Image Processing, Embedded Software Engineering, Client Server Technologies, Cyber Security and IT Infrastructure to run and maintain the overall operations. World's population is growing and thereby number of Smart Cities worldwide. It is sure that all the relevant technologies of Industry 4.0 are going to be utilized heavily in building and maintaining Smart Cities over the period. This will also put pressure on worldwide researchers to offer more accurate, fast and reliable solutions to the practical problems faced by the upcoming Smart Cities.

V. FUTURE WORK

Due to time and space constraint it could not become possible to cover the details of all the Services of Smart Cities. Also, it could not become possible to discuss the implementation solutions for left out services such as Smart Parking System, Smart Energy Management, Smart Factories etc. In future, it is decided to cover details of rest of the services of Smart Cities along with its basic building blocks and implementation details through separate research paper. It will be also good to develop the Proof of Concept (PoC) and laboratory prototypes for some of the Services of Smart Cities for better concept demonstration and to analyze the feasibility of further improvements and its suitability to larger group of stakeholders. A separate research paper covering implementation details of such PoCs and or laboratory prototypes for each selected service of Smart Cities is considered as future work and will be undertaken as a next stage of research.

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WHITE COLLAR CRIME – ANALYSIS OF CORPORATE CRIMINAL LIABILITY IN INDIAN AND GLOBAL SCENARIO

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ABSTRACT
A corporation is considered as a separate legal entity distinct from its shareholders. It can be described to imply as an association of persons for some common object and it has no strictly any legal or technical meaning. It is understood that criminal liability is attached where there is violation as per criminal law. The criminal liability of any act is based on the Latin maxim Actus non facitreummens sit rea which means that to make a person or any entity liable it must be shown that there is an act or omission which is forbidden by law and with mensrea which is legally understood as having guilty mind. It comes under the category of White-collar crimes. This research article analyzes a critical study on white collar crime in India and to understand the concept of white collar crime in India with reference to the provisions for the same in other developed and developing countries.

Keywords: Corporate criminal liability, white collar crime, criminal liability

CONCEPTUAL FRAMEWORK OF CORPORATE CRIMINAL LIABILITY
Corporate criminal liability can be defined as a crime which has been committed by individual or association of individuals who for pursuing a common purpose or make business gain in course of their occupation commit such acts or omission which is forbidden by law and with guilty mind where it is for the benefit of the corporation or any individual out of the association of individuals. Earlier in many situations when the concept of holding a corporation liable was not introduced there was not any corporation held liable for any criminal act as the it is an artificial legal person, so it could not be imprisoned, and corporation not being natural person there was absence of mens rea.

Corporate crimes are those crimes which are committed by corporations or members of corporations where liability is imposed for performing any acts or omissions which are punishable by law. In **Zee Tele films Ltd. v. Sahara India Co. Corp. Ltd**, where a company was discharged form liability arising out of defamation where there was absence of mens rea which is considered as an implicit requirement under law. In the case of **State of Maharashtra v. Syndicate** the High court had held that company could not be prosecuted for offences which entail corporeal punishment which entailed corporeal punishment or imprisonment prosecuting a company for such offences would result in trial with verdict of guilty but no effective order could have been implemented. However, in case of Iridium v. Motorola a different viewpoint was held then the above case referred where the Supreme Court held that a company could be held liable for statutory offences as well as common law offences which includes those offences where there is a requirement of mens rea.

LEGISLATIVE FRAME WORK TO REGULATE CORPORATE CRIMINAL LIABILITY
The concept of Corporate Criminal Liability has been recognised under the Companies Act 2013 under
- Section 53-Prohibition of shares at a discount.
- Section 118(12)-Minutes of proceedings of General Meeting, Meeting of Board of Directors and other meetings and resolutions passed by Postal Ballot.
- Section 128(6)-Books of Account, etc, to be kept by Company.
- Section 129(7)- Financial Statement.
- Section 134- Financial Statement, Boards report, etc.
- Section 188(5)- Related Party transactions.
- Section 57-Punishment for personation of Shareholder.
- Section 58(6)- Refusal for registration and appeal against refusal.
- Section 182(4)- Prohibitions and restrictions regarding Political Contributions.
- Section 184(4)- Disclosure of Interest by Director.
- Section 187(4)- Investments of the Company to be held in own name.
- Section 447- Punishment for fraud.

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Apart from companies act, 2013 there are so many other acts dealing and specifying corporate criminal liability like Transplantation of Human Organs Act 1994, Food and Safety Standard Act 2006, Code of Criminal Procedure, NDPS Act, 1985 Maternity Benefits Act and so on. Other countries are having different set of frame work where they have established law and made it more clearly about working and applicability of such acts as well impact of the same can be seen from decrease in reported cases of corporate criminal liability. Indian social legislations like the Essential Food commodities Act 1955, The Environment Protection Act,1986, The Negotiable instruments Act,1881 state that along with the corporation also its employees shall be held liable for that offence and if pronounced guilty imprisonment shall be given as punishment to those involved in the crime. In this day of economic progress such principle has assumed importance in corporate governance. For the Commission of the Crime there has to be requisite Mens rea for committing the Crime, however in case of Companies there is absence of Mens rea to hold a Company liable for crime. The Courts have applied the doctrine of Alter ego in order to hold the companies/corporations liable in case of Mens Rea which is considered as an essential element of Committing a Crime.

IMPORTANT PRINCIPLES ESTABLISHED IN CORPORATE CRIMINAL LIABILITY:

1. **Doctrine of Vicarious Liability**
   As per principles of tort law regarding Vicarious Liability, Master is liable for the acts committed by servants and the same has been held in the case of **Ranger v. The Great Western Railway Company where** company was held responsible considering company as a master is responsible for acts committed by its employees. In the case of Gunston and Tee Ltd v. Ward this doctrine is applicable as same as Respondent Superior was applicable as in civil law, but it does not find in criminal law as in criminal law it states that every person is liable for the acts committed by them and not for acts committed by others.

2. **Doctrine of Attribution**
   Under the Doctrine of attribution, as in case of sentencing or imprisonment in event of act or omission leading to violation of criminal law, the mens rea i.e. the guilty mind is attributed towards the directing mind and will of the corporations. This doctrine is being used in India however this doctrine was developed in United Kingdom and adopted from British law.

3. **Doctrine of alter Ego**
   Under the Doctrine of Alter Ego, it is described as someone's personality which is not seen by others. The owners and persons who manage the affairs of the Company are considered as the Alter Ego of the Company. The Directors and other persons who mange the affairs of the company can be held liable for the acts committed by or on behalf of the Company under this doctrine since the corporation has no mind, body or soul so the people are the directing mind and will. However, it has always been relied that the principle of Alter ego has been acted in reverse so the acts of individuals who are managing the affairs of the Company are attributed to the Company and not vice-versa.

4. **Doctrine of Collective blindness and willful blindness**
   Under the Doctrine of collective blindness, courts have held that corporations will be held liable even if single individual was not at fault and considered sum total knowledge of all employees in order to make a corporation liable. Under doctrine of willful blindness if any illegal or criminal act is committed and the corporate agent does not take action or measures to prevent happening of such activities then doctrine of wilful blindness is applicable.

5. **Doctrine of Identification**
   Under the Doctrine of Identification the acts of corporate officers are identified with that of a company wherein the corporation being a artificial legal person having no physical existence the acts committed or guilt by senior officers in their official capacity, the company shall be held accountable.

   Considering present situation and increasing cases of fraudulent practices of corporate, legislative efforts has been made through passing stricter laws and rules.However, there are certain criticisms attached to the Doctrine of Corporate Criminal Liability in which the first one would be Imprisonment and second would be Mens Rea.Whenever certain crimes are committed there is mandatory imprisonment in case of punishing which also includes Companies along with natural persons. In case of Fraud under section 447 there is mandatory punishment of imprisonment wherein companies being an artificial legal person cannot be imprisoned and can be only be punished with fine and not otherwise.

CONCEPTS OF CORPORATE CRIMINAL LIABILITY IN OTHER COUNTRIES

A. France

The concept of Corporate Criminal liability was codified in French law under Article 121-2 of the new French Penal code. According to the law in this country there are three requirements which need to be fulfilled in order to impose a liability on a legal entity. The first requirement is that French legislature must have enacted a substantive criminal offence which the corporation must have contravened, the second requirement being that the actual criminal liability must lie with the agents or representatives of that corporation on which liability of corporate criminal liability will be imposed. The third requirement is that the acts which are criminal in nature and criminal liability can be imposed must be for the benefit of the Corporation. It provides a list Statutory Criminal Liability.

B. Japan

In Japan there is a provision of known as dual criminal liability provision wherein the Company as well as the business operator and the perpetrator can be held liable and this provision was introduced in the Act which is the Prevention of Capital Outflow in the year 1932.A company will be held liable when the crime is committed not only by the Senior Executives but also any of the employees of the Company however the company will not be held liable in case the crime has been committed by the Act of Third parties.

C. United States of America (USA)-

Earlier in the USA the corporations were considered as a fictitious legal entity and the Mens Rea required to commit a crime was absent in corporations so they weren’t held criminally liable but this notion was changed and however in the present scenario although the federal statues may apply but they cannot overrule the state laws in case where it overlaps with state laws and hence a Corporation can be prosecuted for both Federal and State laws. The punishment given under the laws of this country is that there is punishment by fine or confiscate Property which can be levied by the orders of the Court. Generally, when there is violation of a Statue the punishment is either fine or imprisonment or both as per the Courts order but it does it applies to corporation as well and the rule applies that if fine is not paid then punishment of imprisonment can be given.

D. United Kingdom (UK)-

The EU General Data Protection Regulation along with the UK Legislation is set to introduce new criminal offences for corporates which will not be relied on the basis of identification principle where prosecutions will be in instances of cyber-crime and misuse/manipulation of personal data.

CONCLUSION

The 47th Law Commission Report has recommended various solutions to deal with Corporate criminal liability namely that the judges should have the discretionary powers to impose penalties as it deems fit to them. In case of a corporation it would be competent enough if it is a corporation to sentence the offender with fine only rather than imprisonment and fine or only imprisonment. However, the legislatures have ignored this recommendation by the Law Commission and failed to incorporate any of this due to which it has become difficult for courts to punish the offenders. It is to be noted that corporate criminal liability can arise from various circumstances. The corporate scandals are having a bad effect in India. However, with the growth and developments which take place in India the corporations are not made criminally liable and if punishments are given then no other than except fines are to be imposed.

The existing standards in terms of assessing the Corporate Criminal liability has often been criticized and has also been termed unrealistic, inconsistent with the fundamentals of the criminal laws. In terms of corporate context in order to deter crimes the state should induce the firms to take policing measures. In case of professional assessment of the corporation, the court should have the power to appoint suitable person or persons to prepare report on corporation. When a corporation is sentenced in addition to imposing a fine or instead of imposing a fine it should make one or more orders in such a way that it considers that it will achieve the objectives of sentencing. Stricter punishments need to be imposed like corporate dissolution wherein the courts will be able to see whether any reincorporation can happen in cases where there is penalized corporate.

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AGRO-TOURISM: SUPPLEMENTARY INCOME OPPORTUNITY FOR FARMERS IN MAHARASHTRA

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INTRODUCTION

Tourism is now worldwide recognized as engine for economic growth of any country. Several countries have strengthened their economies by developing their tourism potential. Tourism has great capability to generate large-scale employment and additional income sources to the agronomists. The traditional outlook of tourism has been changed. Some new areas of the tourism have been emerged like Agro-tourism. Promotion of tourism would bring many direct and indirect benefits to the people.

Agro-tourism is an innovative agricultural activity related to tourism and agriculture both. It is an innovative and potential field for farmers to generate employment & earn additional income. Maharashtra is one of the major tourist hubs in the India and there is large scope and great potential to develop agro-tourism.

OBJECTIVES

i. To study the concept of Agro-tourism

ii. To study the benefits & opportunities of Agro-tourism to the farmers

iii. To Identify the problems faced by farmers in Agro-tourism

iv. To understand the requirements in Agro-tourism

RESEARCH METHODOLOGY

This research is descriptive based on secondary data sources like Articles, Research Papers, and Magazines.

Why Agro-Tourism?

Today we live in the world of Globalization, Technology, Westernization and Fast Life. Everyone wants a good life and more money, for which he/she goes in the race of Fast World. Demands and needs of every person are unending. If one demand is fulfilled, next demand keeps ready to get fulfilled. Children, Teenagers, Youth, Adults & Elder, all have different and unending desires and demands. Every individual wants his/her own home, own vehicle, own technological gadgets. Every individual wants to increase his/her living standard, wants to go for parties, movies, shopping, outing & destination vacations. From a toddler to a ninety year older, everyone is affecting due to this reckless life race. In this busy world people do not have time to spend with their near & dear ones and this result in increase in stress level and various psychological & physical disorders.

Agro-tourism plays a vital role to reduce these effects. Agro-tourism provides a way out to people to go out with their family & friends and spend good time in Nature. People can go for a single day or for a weekend at any nearby Agro-tourism Center and refresh themselves. This will give a new energy to work forward. This will also help to snug the relationship bonds.

Opportunities for Agro-Tourism in Maharashtra: The Economic Capital of India that is Mumbai is situated in Maharashtra, the Automobile Hub of India is also situated in Aurangabad city of Maharashtra and the IT Hub of India is also situated in Pune city of Maharashtra. And many other business enterprises are in Maharashtra. Majority of population is trying to survive in the race of globalization. Hence agro-tourism center is good option for them to relax and rejuvenate. Nowadays people from all class, cadre and all age groups prefer to go to nearby agro-tourism centers.

Requirements for Agro-Tourism Centers: To develop agro-tourism in the farm, farmers need to give some facilities to the customers. These facilities & requirements are as follows.

- Good and pleasant ambiance at reasonable cost.
- Accommodation facilities which has the rural look and feel comfortable along with all minimum required facilities.
- Decent landscaping.
- Basic kitchen facility like pantry.
- Water reservoirs like pond or lake for fishing and boating.
- Swimming pool.

- Recreational activities like different types of games, musical instruments, bicycles, play area for children, adventure activities etc.
- Bullock cart ride, Camel ride, Horse ride ,Farm animals like ducks, pigeons, peacocks ,cattle shade, Goat farm, Emu (Ostrich bird) farm, sericulture farm, green house, etc.
- Camp fire in winter season
- Telephone & Wi-Fi facilities
- Offer fruits, corns, groundnuts, sugarcane and other agro-products as per availability.
- Offer authentic rural Indian / Maharashtrian food for breakfast, lunch and dinner.
- Farmers should offer to see and participate in the agricultural activities.
- Offer an opportunity to participate in the rural games to the tourist
- Provide information them about the culture, dress, arts, crafts, festivals, rural traditions and also give possible demonstration of some arts.
- Must provide safety to tourists with the support of alliance hospitals.
- Arrange folk dance programme, folk songs *bhajan, kirtana, lezim dance, dhangari gaja,* etc.
- Make available some agro-product to purchase to the tourist
- To have authentic information regarding the railway and bus time table for the help of tourists.
- Emergency medical cares with first aid box

EPITOME LOCATION FOR AGRO-TOURISM CENTERS

Location is most the important factor for success in the agro-tourism. The place of agro-tourism center must be easy accessible by roads & railways and have a good natural background. Urban people are interested into enjoying the nature. So, farmers should develop their center in the rural areas which have a beautiful natural background to attract urban tourist in the farm.

BENEFITS OF AGRO-TOURISM IN MAHARASHTRA

Agro-Tourism has the potential to change the economic face of traditional agriculture. Due to gradual decrease in rainfall and most part of Maharashtra state facing drought from almost last decade. In such situation, the farmers have manifold benefits of agro-tourism development. It would bring many direct and indirect benefits to the farmers and rural people. Some of the benefits are following:-

Benefits to the farmers

- This will strengthen poor farmers
- This can give more opportunities to the farmers to increase their income and hence it can reduce farmer suicides
- Employment opportunities to the farmers including farm family members and youth
- Additional income source for the farmers to safeguard himself against income fluctuation
- Cultural transformation between urban and rural people including social moral values
- Farmers can improve their standard of living due to additional income

Benefits to the urban people

- It’s a great gate-way for Urban people from their busy life
- It help to reduce stress level among urban people
- It gives a chance to urban people to spend good time with their friends & family
- It will also help to improve their psychological & physical health
- Urban children can understand about the rural life and can have touch towards agricultural activities.

Benefits to the Society

- It helps to maintain socio-economic development of the society
- It support for rural and agricultural development process.

PROBLEMS OF AGRO-TOURISM IN MAHARASHTRA

Maharashtra has a greater potential of the development of the agro-tourism centers due to the good natural and climatic conditions. But there are certain problems in the process of agro-tourism development in the state. Major challenges and problems are follows;

- Almost 50% region in the state is consistently drought prone, this is the biggest challenge for agro-tourism in Maharashtra
- Due to low irrigation and low quality land, agricultural development is not healthy
- Lakhs of farmers have small size holding, low quality land and little irrigation. They have to combat with consistent drought.
- Illiteracy among the farmers
- Lack of awareness & knowledge about the agro-tourism among the farmers
- Weak communication skill and lack of commercial approach of the small farmers
- Lack of capital to develop basic infrastructure for the agro-tourism
- Village people are shifting to urban areas in search of employment, so lack of manpower in rural area

KEY TECHNIQUES FOR SUCCESS OF AGRO-TOURISM

Today, Agro-Tourism is a one of the booming business opportunity. Farmers need to have awareness about this opportunity. Farmers also need to have commercial approach and some marketing techniques for its success. For the better success in the agro-tourism farmers should follow the following things:-

- Give a wide publicity of your tourism center by new papers, television etc Use all possible advertisement means.
- Develop contacts with the schools, colleges, NGOs, clubs, unions, organisations etc.
- Train your staff or family members for reception and hospitality
- Understand about the customers wants and their expectations and serve
- Charge optimum rent and charges for the facilities/services on the commercial base
- Do the artificially use local resources for the entertain / serve to tourist
- Develop your website and update time to time for attract foreign tourist
- Take their feedback and comments about the service and suggestions to more development and modification
- Develop a good relationship with the tourist for future business and chain publicity
- Develop different agro-tour packages of for different type of tourist and their expectations.
- Preserve an address book and comments of the visited tourists for future tourism business
- Behave sincerely with the tourists and participate with them / him
- Small farmers can develop their agro-tourism centers on the basis of cooperative society.

CONCLUSION

Maharashtra has a great potential to the development of agro-tourism, because of natural conditions and different types of agri products as well as variety of rural traditions, festivals. More than 45 percent of population live in the urban areas and they want enjoy rural life and to know about the rural life. It is a good opportunity to develop an agro-tourism business in Maharashtra. But there is need to create awareness about this business in the farmer and government and Ministry of Agricultural Development should make finance available to farmers, so that they can be economically stable.

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A STUDY OF PRODUCT LIFE CYCLE & IT'S IMPACT ON MARKETING STRATEGIES

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ABSTRACT

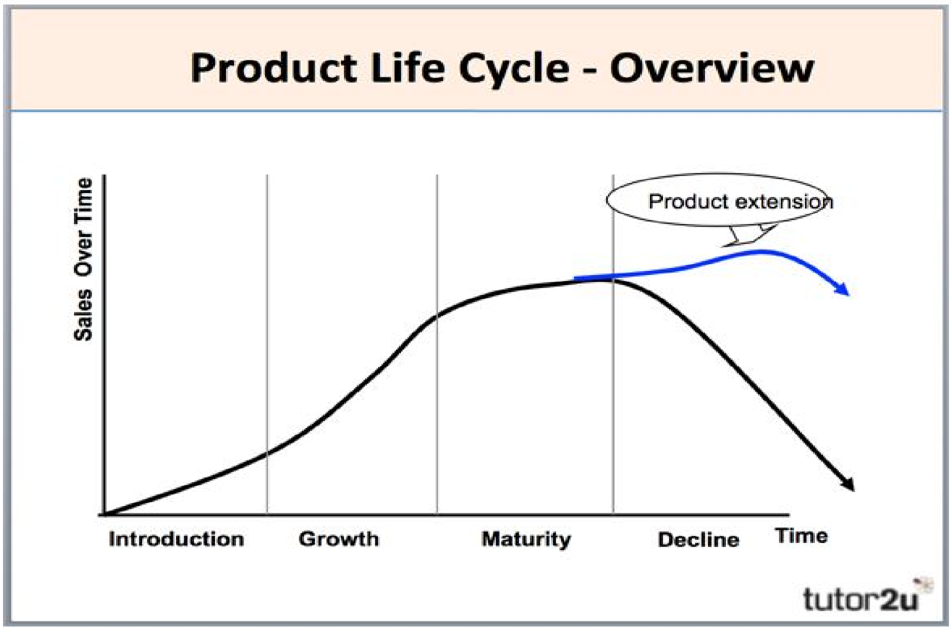
Product life cycle management is the integrated management of information related to all phases of the product life cycle, from the analysis of customer requirements and product planning, to the maintenance and recycle phases. This makes product life cycle management one of the emerging strategies for organizing production information that is able to satisfy the various requirements of the manufacturing industry, such as a rapid product development and collaboration. Today, manufacturing companies are introducing a variety of data management systems, such as product data management and manufacturing process management. Business process reengineering is an essential process in the construction of these systems. The aim of this research is to develop a methodology that can be applied in the business process reengineering phase for the effective construction of a product life cycle management system. We analysed the objectives and characteristics of product life cycle management based on the existing product life cycle management definition analysis. Through this, we analysed the strengths and weaknesses of the existing process modelling methodology. Finally, we developed the product life cycle information and process analysis methodology to integrate the analysis and design of task procedures, information, and work environments.

INTRODUCTION

The **product life cycle** is an important concept in marketing. It describes the stages a product goes through from when it was first thought of until it finally is removed from the market. Not all products reach this final stage. Some continue to grow and others rise and fall.

The main stages of the product life cycle are

- **Introduction** – researching, developing and then launching the product. During the introduction stage, the product is promoted to create awareness and develop a market for the product.
- **Growth** – when sales are increasing at their fastest rate. In the growth stage, the firm seeks to build brand preference and increase market share.
- **Maturity** – sales are near their highest, but the rate of growth is slowing down, e.g. new competitors in market or saturation. The primary objective during the maturity phase is to defend market share while maximizing profit.
- **Decline** – final stage of the cycle, when sales begin to fall. Firms have several options when deciding how to deal with a product in the decline phase.
- Marketers must take care not to miss opportunities by following strategies based on the product life cycle model too closely.



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OBJECTIVES OF STUDY

1. To Study the product life cycle concepts
2. To Study the strategies of product life cycle
3. To study the impact of product life cycle in marketing strategy

RESEARCH METHODOLOGY

This research paper is based on secondary data, which is collected through research articles, magazines, journals etc.

Product Life Cycle

- It is important for marketing managers to understand the limitations of the product life cycle model.
- A given product may hold a unique product life cycle shape such that useof typical product life cycle models are useful only as a rough guide for marketing management.
- Facebook is in the mature phase of the product life cycle.
- The iPod touch is currently in the mature phase of the product life cycle.

Stages in the Product Life Cycle

- There are four stages in the product life cycle: introduction, growth, maturity, and decline.
- There are four stages in the product life cycle: introduction, growth, maturity, and decline .
- At this stage of the life cycle, the company usually loses money on the product.
- In the maturity stage of the product life cycle, sales will reach their peak.
- There is no set schedule for the stages of a product life cycle.

The Product Life Cycle

- Product development and product life cycles go hand-in-hand.
- For example, consider the product development and life cycle of a video game.
- Products have a limited life and, thus, every product has a life cycle.
- The product life cycle begins with the introduction stage (see).
- Discuss the rationale behind the marketing concept of product life cycles

Impact of the Product Life Cycle on Marketing Strategy

- The stage of the life cycle of the product affects how it is marketed.
- The stages through which individual products develop over time is called commonly known as the "Product Life Cycle".
- The product life cycle is a well-known framework in marketing.
- They can rescue products struggling in the maturity phase of their life cycles and get them back to the growth phase.
- By viewing the product life cycle in the same way, marketers pursue similar positioning strategies for products and services during each stage of the life cycle.

Product Advertising

- The stage of the Product Life Cycle (PLC) often determines the type of advertising that is used by advertisers for a particular product.
- The stage in the Product Life Cycle (PLC) of which a product is in often determines the type of advertising that is used by advertisers.
- It is heavily used in the introductory stage of product life cycle when a new product is launched.
- This type of product advertising provides in-depth information of the benefits of using a product or service.
- The type of product advertising a company chooses depends on where the product is in its life cycle.

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When to Modify Products

- While the decision to modify products happens ideally at the design stage, products can be changed during any phase of the life cycle.
- The product life cycle (PLC) encompasses the multiple phases products pass through during their 'life' in the market.
- At some point during the life cycle, products may be modified to compete more effectively in the market, and appeal to evolving consumer and business demand .
- Other products are never re-introduced and deleted entirely from the product roadmap.
- Product recalls, which can happen at any stage of a product life cycle, are costly and can severely damage a brand's reputation if managed poorly.

Considering the Organizational Life Cycle

- The life cycle of an organization is important to consider when determining its overall design and structure.
- The life cycle of an organization, industry, and/or product can be an important factor in organization design.
- From an organizational perspective, "life cycle" can refer to various factors such as the age of the organization itself, the maturation of a particular product or process, or the maturation of the broader industry.
- Daft theorized four stages of the organizational life cycle, each with critical transitions:
- The Enterprise Life Cycle comes strongly into play in the elaboration stage.

Extending the Product Life Cycle

Extension strategies extend the life of the product before it goes into decline. Again businesses use marketing techniques to improve sales. Examples of the techniques are:

Advertising – try to gain a new audience or remind the current audience

Price reduction – more attractive to customers

Adding value – add new features to the current product, e.g. improving the specifications on a smartphone

Explore new markets – selling the product into new geographical areas or creating a version targeted at different segments

New packaging – brightening up old packaging or subtle changes

CONCLUSION

The **product life cycle** is an important concept in marketing. The main stages of the product life cycle are: Introduction, Growth, Maturity and Decline.

In introduction stage product is launched and promoted for awareness and development of market is the essential steps. In the growth stage the firm and organization wants to build the product by developing different promotional strategies. Firm wants to increase market share and they want to earn goodwill from the market

In the maturity stage the sales reach at the highest point but the rate of growth in the market slows down. This situation is happening because of the competitors in market. The organization starts to reach at the saturation point. The objective of phase is to defend the market conditions. The final stage is decline where sales falls down rapidly and products starts to diminish from the market.

Therefore organization needs to take care that their product should not reach the decline stage and that’s why they are organizing the promotional activities and marketing activities for survival of the business. The organization needs to think for building the strategies for sustain the business environment. The organization needs to study the overall competition in the market and needs to launch the strategies accordingly.

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A STUDY OF INDO PAKISTAN TRADE TRENDS

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ABSTRACT
Until recently, India and Pakistan were trading under a rather restrictive bilateral trade regime. In 1996, India accorded Most Favored Nation Status to Pakistan thereby offering Pakistan the same trading regime as it offers to any other country in the world. Pakistan, on the other hand, continued to allow imports of a limited number of items from India, collectively known as the positive list; although the number of items on the list has increased gradually. The positive list was even more restrictive for road-based trade, as Pakistan allowed only thirteen items on the positive list to be imported from India by road. One of the most significant developments in India-Pakistan trade has been that Pakistan made substantial progress in the process of granting Most Favored Nation Status to India in 2012 by switching from the positive list approach which allowed trade in a limited number of items to a small negative list of items in which trade is not permitted. Similarly the items allowed to be traded by the road route were also increased. India, on the other hand, also undertook several measures to address non-tariff barriers as part of the trade normalization process. Since then no further trade liberalization has taken place. As the two countries prepared themselves for the 2014 elections in India, neither was interested in undertaking new measures. After the new Government came to power in 2014, several attempts were made to resume the bilateral dialogue but these were cancelled due to increasing political tensions between the two countries. The high-level foreign secretary level talks between India and Pakistan scheduled for August 2014 and the National Security Advisors meet scheduled for August 2015 were cancelled. Political tensions have remained high and the resumption of dialogue in the near future seems unlikely.

Keywords: Most Favored Nation, Trade, Liberalisation, Positive List and Road based Trade etc.

1 .INTRODUCTION

While political relations between the two countries have most certainly influenced trade, it is important to note that no measures having direct negative impact on trade were adopted by the two countries unlike instances in the past when political skirmishes led to adopting measures which restricted trade. The key question here is whether in a somewhat benign environment for a period of six years since the trade liberalization episode in 2012, India and Pakistan have been able to reap its benefits. It was expected that trade liberalization would lead to increased trade and an increase in the number of items being traded as more commodities had been included in the permissible list for exports from India to Pakistan. It was also expected that there would be a substantial shift of trade from informal to formal channels. It was expected that addressing the issues related to non-tariff measures would improve market access for Pakistan's exports to India. Bilateral trade between India and Pakistan would of course be impacted by the domestic trade policies adopted by the two countries. Some of these could also influence India-Pakistan trade flows. For example, in 2015, the Government of Pakistan unilaterally imposed a 10 percent regulatory duty on all imports of cotton yarn and processed fabric in a bid to protect its domestic industry from dumping of cheap raw material. Since cotton is one of India's top export items to Pakistan, the imposition of this regulatory duty has a direct impact on India's exports of cotton. Similarly on the Indian side, in July 2017, the Government of India introduced the Goods Services Tax. This destination based tax which replaces multiple indirect taxes on trade in goods has implications on India's trade with its partners, including India's trade with Pakistan. To identify other current issues related to Indo-Pak trade we went through several media reports. The reports indicated that there has been a reduction in India's exports of cotton to Pakistan due to non-compliance of phytosanitary requirements (Dawn 2016, Reuters 2016). Similarly soya bean exports from India dropped to negligible levels on the ground that they did not meet phytosanitary standards. Export basket and the modes of transport through which such trade is taking place. It also maps informally traded goods with new exports to assess whether a shift is taking place from informal to formal channels.

2. OBJECTIVES OF THE RESEARCH

1. To study the historical background of indo Pakistan trade since independence.

2. To identify the list and volume of trade between India and Pakistan.

3. To identify the trend of Trade between two countries.

4. To suggest measures to boost trade between two countries.

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3. RESEARCH METHODOLOGY

The study uses "mixed methods", based on secondary sources only. Secondary sources include published papers, data and government policies, agreements, regulations and protocols. Secondary data on India's trade with Pakistan has been collected from the Directorate General of Foreign Trade (DGFT) and Directorate General of Commercial Intelligence and Statistics (DGCIS), Ministry of Commerce, and World Integrated Trade Systems (WITS) Database published by the World Bank.

4. HISTORY OF INDIA-PAKISTAN BILATERAL TRADE

The India-Pakistan bilateral trade relations has, over the last more than five decades, witnessed a chequered history, reflecting the changing dimensions of geopolitical tensions and diplomatic relations between the two countries. We have made our effort to capture its essential features and landmarks as follows:

In 1948-49, more than 70 per cent of Pakistan's trading transactions were with India, 63 per cent of Indian exports to Pakistan. The end of 1949, however, witnessed a rapid downtown in Indo-Pak trade relations. Although between May 1948 and March 1960 as many as 11 Indo-Pak Trade and Payments Agreements were concluded, the bilateral official trade declined from Rs. 184.06 crores of Indian rupees in 1948-49 to Rs. 13.63 crores in 1958 and to an all-time low of Rs.10.53 crores in 1965-66.There was a trade embargo between India and Pakistan after the war of 1965 and it continued till 1974. During this period, several efforts were made by India to revive the trade, but nothing tangible could be achieved. A trade protocol (Shimla Agreement) was signed on 30 November 1974 for lifting the trade embargo with effect from 7 December 1974.In an effort to diversify trade the Pakistan Government permitted its private sector to trade with India with effect from 15 July 1976.In November-December 1981 Pakistan joined the Delhi International Trade Fair. Thereafter, exchange of trade delegations between the two neighbours occurred in quick succession. In June 1983, a Joint Business Commission was constituted, with the main objective to accelerate the decision making process on matters seeking government approval and suggesting new items for bilateral trade. In 1986, India and Pakistan became signatories to the final document of South Asian Association for Regional Cooperation which committed itself to promote the welfare of the people of South Asia. In July 1989, Pakistan agreed to import 322 Indian items. The installation of Nawaz Sharif Government in 1991 also boosted Indo-Pak trade, and trade touched Rs. 522.59 crores in 1992-93 from Rs. 168.09 crores in 1990-91.South Asian Preferential Trading Arrangement, concluded in December 1995 and introduced an integrative trading arrangement in the region. At the end of three rounds of trade negotiations, a total of 5550 tariff lines have been included for tariff concessions.

India accorded Most Favoured National status to Pakistan in 1996. In the same year, Pakistan increased its positive list to 600 items that may be legally imported from India.

In 2003 Pakistan's Prime Minister announced the inclusion of another 78 items to the positive list. Most of the permissible items include chemicals, minerals and metal products. Items such as cardamom and tea still have the high tariffs. In 2003 India's trade complementarity index was 50 percent while Pakistan's TCI with India was only 14 percent. India's TCI with Pakistan was highest in 2007 and Pakistan enjoyed the highest TCI in 2010 thus improving its complementarity with India which is a positive sign for Pakistan. During the third round of Composite Dialogue process discussions in March 2006, both countries agreed to discuss the new shipping protocol, the deregulations of air services, the joint registration of basmati rice, an increase in the size of Pakistan's positive list, proposals for information-technology-related medical services and export insurance by India, and work on a memorandum of understanding for cooperation in capital markets by Pakistan.

5. TRADE TRENDS AND COMPOSITION

We have made an attempt to map trade trends with major political events and trade measures. We find that during 2011-12 to 2016-17, while no proactive trade enhancing or trade restrictive measures were undertaken there have been several unfavourable political events. In this period, trade has fluctuated and has increased marginally reaching a slightly higher level in 2016-17 than was achieved in 2011-12 Since 2011-12, trade has been fluctuating ranging between US$ 1.94 billion and US$ 2.70 billion (Figure 1). Pre- and post-trade liberalization India has had a trade surplus with Pakistan. The average of trade balance ratio was 67.2 percent in the pre-trade liberalization period as compared to 62 percent in the post-trade liberalization period. Thus trade balance ratio has improved in Pakistan's favor in the post-liberalization period

Table-1: India's Trade with Pakistan (US$ billion)

Year	Exports	Imports	Trade Balance	Total Trade	Trade Balance Ratio
	(X)	(M)	(X-M)	(X+M)	(X-M/X+M)*100 (%)
2006-07	1350	324	1026	1674	61
2007-08	1951	288	1663	2239	74

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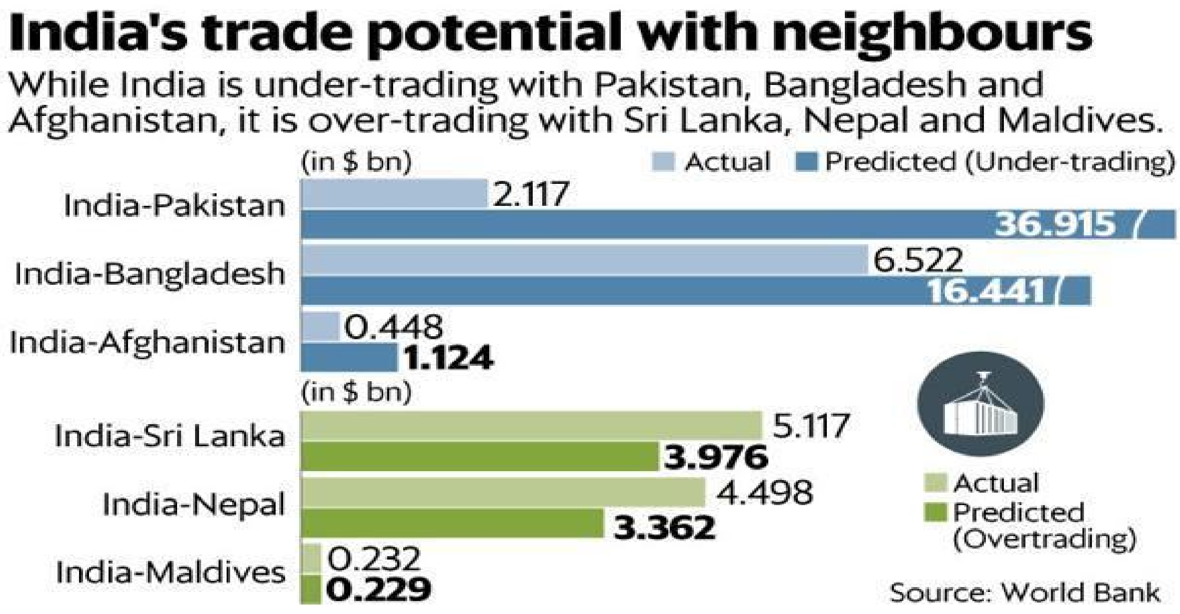
2008-09	1440	370	1070	1810	59
2009-10	1573	276	1297	1849	70
2010-11	2040	333	1707	2372	72
2011-12	1542	398	1144	1939	59
2012-13	2065	542	1523	2607	58
2013-14	2274	427	1847	2701	68
2014-15	1857	497	1360	2354	58
2015-16	2171	441	1730	2612	66
2016-17	1821	454	1367	2275	60

Source: Directorate General of Foreign Trade, Ministry of Commerce and Industry, Government of India

International trade assumes a great significance in economic development of both developed and developing countries. In the last three decades, particularly during 1990s and 2000s, most of the countries liberalized their trade as a part of economic reforms adopted by them and facilitated by the WTO policies. One of the most significant developments in the area of international trade is the emergence of regional groupings especially bilateral trade relations in the every part of World trading system.

The share of India's export to Pakistan in India's total exports has been declined to 0.73% during FY2010-12 period from 1.01% during 2007-09 period. The share of India's imports from Pakistan in India's total imports has been declined to 0.09% during FY2010-12 period from 0.14% during 2007-09 period. India's foreign trade expanded from US$312149.28 million in 2006-07 to US$793804.80 million during 2011-12 with a CAGR of around 17%. However, India's trade with Pakistan expanded from US$1673.71 million in 2006-07 to US$1956.57 million in 2011-12 with a CAGR at around 3% only.Formal trade between the two countries due to tariff barriers and quota problems is not significant; significance is diminishing year after year. The reason for diminishing

1. Portland cement – USD 72.76 million
2. Medium oils & preparations – USD 54.58 million
3. Urea – USD 34.48 million
4. Light oils & preparations – USD 30.06 million
5. Gypsum – USD 15.64 million
6. Aluminum ores & concentrates – USD 15.16 million
7. Used or new rags, cordage – USD 11.48 million
8. Leather – USD 10.18 million
9. Disodium carbonate – USD 6.11 million



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6. SUGGESTIONS FOR STRENGTHENING INDIA-PAKISTAN BILATERAL TRADE

- Bilateral trade between both the countries will also result in more public revenues, since governments can earn more through custom revenues when smuggled items switch to formal trade.
- Easing the complexities in visa procedure, which should be taken into consideration by the two countries.
- Efficient and cost effective transportation and communication is a pre-requisite for promotion of trade and commerce and movement of goods, services and people.
- Enhanced trade cooperation can also mean lower prices for millions of consumers. Given this advantage, both the countries can jointly fight poverty deprivation, hunger and inequality.
- If bilateral trade is increased, producers in both the countries can look for price efficiencies by providing each other lower cost inputs.
- India and Pakistan can learn from the global experience, where trade is increasingly being used as a prelude to age-old geo-political tensions reconciliation of the Sino-American trade relations offer a convincing example of how trade can be skillfully used to enhance mutual confidence between two politically hostile nations.
- India and Pakistan should create an atmosphere of peace to boost trade. Investment and major ventures can take place in a big way if both sides are able to create an enabling political environment of peace, trust and confidence.
- Pakistan should grant MFN status to India as a trade facilitation measure, India has already granted MFN status to Pakistan way back in 1996.
- Progress in trade and economic cooperation with India and Pakistan would need a firm and a continuous commitment from Pakistani authorities.
- The volume of informal trade is larger than formal trade; official trade can flourish due to regularizing the unofficial trade by improving trade infrastructure and bringing the items, which are being traded unofficially into the official tradable list.

7. CONCLUSION

In summing up, PHD Chamber of Commerce and Industry strongly believes that the time is most opportune for two neighboring countries of South Asia to overcome their past baggage of tension-prone economic and trade relationship and move forward with new hopes and aspirations to build an economically powerful bilateral relationship and forge the spirit of common market. The major beneficiary of trade between India and Pakistan will be the consumer, as it will give them low cost goods and services due to reduced cost of production and large economies of scale. It will enhance the savings capacity of the people, which would have positive visible effects on social indicators such as education, health, and nutrition.

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IMPACT OF F.D.I. ON DEVELOPING COUNTRIES LIKE INDIA

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ABSTRACT

For the first time in years, annual foreign direct investment (FDI) into India has been more than that in China in 2018 Riding on mega deals by Walmart's buyout of online retail marketplace Flipkart, along with acquisitions by Unilver and Schneider Electric, the year that will end soon has recorded inbound M&A deals worth $39.5 billion in India, compared to $33 billion in China, data from Dealogic showed. In 2017, it seems that an indian based company's attracting foreign direct investments so a good sign for capital resources in developing industry. considering the above i here going to reveal the overall impact of FDI in india.

✓ INTRODUCTION

Investment provides the base and pre-requisite for economic growth and development. Apart from a nation's foreign exchange reserves, exports, government's revenue, financial position, available supply of domestic savings, magnitude and quality of foreign investment are necessary for the well being of a country. Developing nations, in particular, consider FDI as the safest type of international capital flows out of all the available sources of external finance available to them. FDI provides a win – win situation to the host and the home countries. Both countries are directly interested in inviting FDI because they benefit a lot from such type of investment. There is a considerable change in the attitude of both the developing and developed countries towards FDI. They both consider FDI as the most suitable form of external finance. FDI is a predominant and vital factor in influencing the contemporary process of global economic development. This study is entirely based on secondary data.

The present study is limited to assess the determinants of Foreign Direct Investment flows and its impact on Indian economy. It is concluded that the Government should design the FDI policy in such a way where FDI inflows can be utilized as means of enhancing domestic production, savings and exports through the equitable distribution among states so that they can attract FDI inflows at their own level. FDI can help to raise the output, production and export at the sectoral level of the Indian economy. It is advisable to open up the export oriented sectors and higher growth of economy could be achieved through the growth of these sectors.

✓ LETERATURE REVIEW

Singer, 1950; Griffin, 1970; Weisskof, 1972, The main argument of these studies was that FDI flows to Less Developing Countries (LDCs) were mainly directed towards the primary sector,which basically promoted the less market value of this sector. Since these primary products are exported to the developed countries and are processed for import, it receives a lower price for its primary product. This could create a base for the negative impact of FDI flows in the economy.

Caves, 1974; Kokko, 1994; Markusen, 1995; Carves, 1996; Sahoo, Mathiyazhagan and Parida 2001, Foreign Direct Investment (FDI) inflow into the core sectors is assumed to play a vital role as a source of capital, management, and technology in countries of transition economies. It implies that FDI can have positive effects on a host economy's development effort.

Kumar and Pardhan, 2001, Foreign Direct Investment (FDI) has emerged as the most important source of external financial resource for developing countries and has become a significant part of economy in the developing.

✓ METHODOLOGY

The study is descriptive in nature and therefore the information presented is based on secondary data. Secondary information has been collected from various documents such as books, newsletters, reports, magazines, journals, daily newspaper, WWW related to foreign direct Investment (FDI).

✓ OBJECTIVE

- ➢ To study the fdi policies relating to fdi
- ➢ To study the trends in fdi
- ➢ To know the benefits achieved by Indian companies by fdi
- ➢ To find the problems in fdi norms
- ➢ To suggest excellance in fdi

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A PROCEDURAL BATTLE

In the next governments of the BJP, though the party ideology was initially formulated with its own unique ways of FDI advancement, the prospect of advancing overall development, and an established system by the last two governments resulted in continuing the reforms in the economy along the same lines. In course of the year several policy measures were announced for reviving industrial investment. These included reduction of income and corporate tax rates, reduction in excise duties on intermediates and customs duties on raw materials, reduction in bank rate and cash reserve ratio. By now the government had liberalised investment norms in various sectors, further simplified procedures, delicensed and de-reserved some of the key industries and stepped up public investment in infrastructure industries.

MAJOR BODIES TO FDI :

1991 Foreign Investment Promotion Board FIPB: consider and recommend Foreign Direct Investment (FDI) proposals, which do not come under the automatic route. It is chaired by Secretary Industry (Department of Industrial Policy & Promotion).

1996 Foreign Investment Promotion Council FIPC: constituted under the chairmanship of Chairman ICICI, to undertake vigorous investment promotion and marketing activities. The Presidents of the three apex business associations such as ASSOCHAM, CII and FICCI are members of the Council.

1999 Foreign Investment Implementation Authority FIIA: functions for assisting the FDI approval holders in obtaining various approvals and resolving their operational difficulties. FIIA has been interacting periodically with the FDI approval holders and following up their difficulties for resolution with the concerned Administrative Ministries and State Governments.

2004 Investment Commission: Headed by Ratan Tata, this commission seeks meetings and visits industrial groups and houses in India and large companies abroad in sectors where there was dire need for investment.

Inventors transform lives in India and around the world Impact Inventing', a form of innovation designed to change the lives of masses living in poverty around the world, found itself in the spotlight of the Lemelson Foundation's 20th anniversary conference held in Washington recently. Impact inventing is likely to be a key feature in future innovations which transform life in countries such as India. 'Impact Inventing,' as popularized by The Lemelson Foundation, will be a driving force in the world of innovation for emerging and third world countries in the future. It has 3 characteristics: positive social impact, environmental responsibility, and financial self-sustainment. Earlier this week, the Foundation released a study examining how to close gaps in the impact inventing ecosystem. Foreign direct investment (FDI) by Indian firms into the US has touched $11 billion making the Asian country the fourth fastest growing source of such investment in the North American nation, an official said here on Friday.

"India has become the fourth fastest growing source of FDI into the US with $11 billion of historical investment and counting," Indian FDI in the US grew from $5,995 million in 2010 to $10,706 million in 2014. However, the flow has decreased from $1,289 million in 2010 to $718 million in 2014. On the other hand, US FDI in India grew from $24,666 million in 2010 to touch $27,963 million in 2015 while the flow decreased from $3,069 million in 2010 to $2,623 million in 2015. Software and IT services, business services, financial services, pharmaceuticals, plastics and industrial machinery - as per Select USA - are the key interest areas for India.

"Indian firms also exported $2 billion worth of goods from US in 2012. Many such companies use the US as an export platform and benefit from free trade agreements," "Our operations are three-fold -- we provide the necessary information required to make the decisions, put investors in touch with the right people at the local level and act as ombudsman,"

EFFECT OF MAKE IN INDIA ON FDI

FDI up 48% in seven months of foreign direct investment (FDI) into the country has seen a 48 per cent growth in the seven-month period from the launch of 'Make in India' initiative in September till April 2015, an official statement said on Tuesday."The growth in FDI has been significant after the launch of 'Make in India' initiatives in September 2014, with 48 per cent increase in FDI equity inflows during October 2014 to April 2015 over the corresponding period last year," the commerce ministry statement said.

KEYS TO ATTRACT FDI IN GENERAL AVIATION

The Government’s decision to allow 100 per cent Foreign Direct Investment (FDI) in general aviation and ground handling services is likely to benefit these segments as foreign air charter operators and ground handlers

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with deep pockets and expertise will open up base here or buy out existing players but the policy decision must be backed by infrastructure on the ground feel experts and general aviation players.

“It is a welcome move. But this will not have any immediate impact. Policy decision must be backed by infrastructure development and a focused approach for general aviation to attract FDI. Without adequate parking and landing slots for charter planes at key airports in Mumbai and Delhi, general aviation cannot benefit,”

“Investors need favourable policies but investment always chases viability and strong balance sheets. So without improving airport infrastructure and developing a separate policy for general aviation, and providing seamless connectivity nothing much can be achieved. We lack in air strips and heli ports. All the investments that are expected to come in will need infrastructure that would ensure a return of 20 to 24 per cent on EBITDA level.”

The general aviation sector, comprising 120 non-scheduled operators with a fleet of close to 200 jet and turbo prop aircraft in India, is suffering from heavy losses amidst high operating cost, underutilized capacity and tough regulatory environment that is considered stringent for movement of aircraft carrying HNIs, corporate honchos and foreigners.

“In India 35 per cent of general aviation aircraft capacity is underutilized. Here the maximum utilization per aircraft is 400 hours per year as compared to 800 to 900 hours internationally. Unless we improve the flying hours here, viability will remain a distant dream and no one will be keen to invest.”

According to openion given by Kapil Kaul, CEO, South Asia, Centre for Asia Pacific Aviation (CAPA).

“Bringing 100 per cent FDI in non-scheduled air transport services, especially in the Helicopter sector is a welcome move. With the draft civil aviation policy providing a structural lift to the Helicopter operations in India, 100 per cent FDI will bring in capital and expertise and shift dynamics completely,”

“The existing 26 per cent requirement for Indian investment in ground handling couldn’t attract serious Indian players and constrained the operational and strategic development of the sector. I can see consolidation in ground handling industry as existing International players will buy out the Indian share holders,”

According to CAPA the provision of 49 per cent FDI under automatic route will help in easing of entry but will not have any significant impact.

“Overall, the announcements will have positive impact. It should send a positive signal about Government’s intent especially as the draft civil aviation policy has already incorporated some significant measures. Revival of investment interest in aviation is subject to implementation and execution of the measures announced,” Mr Kaul added.

Reliance, Tata, Adani & Mahindra to gain from FDI in defence

India is the world’s largest importer of defence equipment, according to the Stockholm International Peace Research Institute and spends about $24 billion a year on defence equipment. Easing FDI norms will boost foreign investment

Indian defence firms such as Reliance Defence Systems, Tata Advanced Systems, Mahindra Aerospace & Defence, Adani Defence Systems & Technologies, and Bharat Forge are likely to get a boost as the government on Tuesday relaxed foreign direct investment (FDI) norms in the defence sector by allowing FDI up to 49 per cent under automatic route and beyond that through the FIPB’s approval.

India is the world’s largest importer of defence equipment, according to the Stockholm International Peace Research Institute and spends about $24 billion a year on it. Easier rules are expected to boost foreign investment in the sector. “We welcome continued simplification of processes with respect to investments in India.”

FINDING AND SUGGESTIONS

Finding

- ➢ It is find that the growth of FDI in India is not severely effected due to economic slowdown/recession.
- ➢ As the fourth-largest economy in the world in PPP terms, India is a preferred destination for foreign direct investments (FDI); India has strengths in telecommunication, information technology and other significant areas such as auto components, chemicals, apparels, pharmaceuticals, and jewellery.
- ➢ Foreign corporations may cut working positions (privatization deals or M&A

- transactions)
- Foreign corporations have a tendency to use their usual suppliers which can lead to increased imports (no problem if the production is export driven)
- Repatriation of the profits can be stressful on the balance of payments.

Suggestions

- Foreign corporations can help to change the economic structure of the target country- With a good economic strategy governments can attract companies from promising and innovative sectors.
- Foreign corporations bring new “clean” technologies that help to improve the environmental conditions.
- Foreign corporations usually help increase the level of wages in the target economy.

CONCLUSIONS

This paper analyzes the necessary local conditions that enable FDI to generate welfare gains in host countries. The mix of these local conditions defines the absorptive capacity. The relationship between FDI and economic growth is shaped by absorptive capacities that consist of development of financial markets, endowment of human capital, trade openness, agricultural intensity and natural resources abundance.

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EVALUATION OF OPERATIONAL EFFICIENCY OF HOUSING FINANCE COMPANIES IN INDIA: (A COMPARATIVE STUDY OF LIC HOUSING FINANCE LTD AND HDFC)

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ABSTRACT
Decisions regarding housing is one of the most important financial decisions' most of the people ever had to make. Housing occupies third place after food and clothing Housing plays a significant role in socio-economic development of a country. Owing a house is a big dream for a person. However majority of people does not have sufficient funds required. Housing finance plays a significant role as bridge between their dream and required funds for housing. In this paper an attempt has been made to analyze the operational efficiency LIC HFL and HDFC have been in to consideration. Further in the study the comparison of operational efficiency of LIC HFL and HDFC.

Keywords: Housing Finance, Disbursement, Sanction Operational

INTRODUCTION
Home is a dream for every individual that shows the quantity of efforts, scarifies luxurious and above all gathering funds little by little to afford one's dream. Home is the things that everyone wants to own. Home is shelter to person where he rests and feels comfortable. Housing is also an investment activity and provides impetus to economic growth. In India, the demand for housing has increased rapidly due to population growth, migration from rural areas to urban areas, break down of joint families. Due to these reason acute shortages of housing India particularly in urban areas. Since housing requires huge investment, a critical constraint for the development of housing is lack of finance.

With the entry of Commercial banks into housing finance, the housing sector has witnessed real boom during the two decades. The growing demand for housing finance has contributed for rapid growth of banks lending to housing sector.

OBJECTIVES OF THE STUDY
To analyze the operational efficiency of LIC Housing Finance Limited and Housing Development Finance Corporation Limited

HYPOTHESIS OF THE STUDY
H_{01}: There is no significant difference between the LIC HFL and HDFC in regard to loan disbursement to sanction of individual loan.

H_{02}: There is significant difference between the LIC HFL and HDFC in regard to loan disbursement to sanction individual loan to total loan

SAMPLE SIZE
The current study includes two housing finance companies i.e. LIC Housing Finance (Public sector) and HDFC (Private Sector) for a period of 10 years from 2008-09 to 2017-18.

COLLECTION OF DATA
This study is based on secondary data which have been collected from annual reports of selected companies and related websites.

STATISTICAL TOOLS
To test the hypothesis statistical technique i.e. t-test have been used

OPERATIONAL EFFICIENCY OF LIC HFL AND HDFC
Loan disbursement to sanction
Owning a home is one of the biggest financial decisions that individual will ever make. For most first time home buyers, availing a home loan is the only way they can bring alive their aspiration of home ownership.

The loan applicant completes primary eligibility, the loan shall be approved. And after completing all the formalities, the loan will be disbursed. In case of buying a home, the entire loan is disbursed at a time. But in case of a house construction the loan is disbursed in different installments as the work progress. The loan disbursement to sanction indicate the actual outflows of cash the from companies. The loans sanctioned were

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only book figures. The actual disbursements reveal contribution made by the housing companies for increasing the dwelling units in the country.

The following table shows sanction and disbursement of housing loan and percentage of sanction to disbursement of housing loan from 2008-09 to 2017-18

Table-1: Loan Disbursement to Loan Sanction of LIC HFL and HDFC (Rs in Crores)

Year	Sanction		Disbursement		Percentage	
	LIC HFL	HDFC	LIC HFL	HDFC	LIC HFL	HDFC
2008-09	12447.73	49166.66	10898.47	39650.00	87.55	80.65
2009-10	18043.17	60611.00	14852.92	50413.00	82.32	83.17
2010-11	22602.92	75185.00	19912.39	60314.00	88.09	80.22
2011-12	22034.50	90154.00	20027.07	71113.00	90.89	78.88
2012-13	26477.27	103260.00	24358.43	82452.00	92.00	79.85
2013-14	26708.30	115212.00	25271.23	92455.00	94.62	80.25
2014-15	31712.90	269201.00	30327.32	228181.00	95.63	84.76
2015-16	36024.32	291531.00	34529.33	259224.00	95.85	88.92
2016-17	43575.29	338478.00	41541.20	296472.00	95.33	87.60
2017-18	46700.80	399511.00	45112.54	338478.00	96.60	84.72

Source: Compiled annual report of LIC HFL and HDFC

From the above table 1 gives description of housing loans sanctioned and disbursed by the LIC Housing Finance and HDFC during the period 2008-09 to 2017-18. The amounts sanctioned by LIC HFL increased from 2008-09 i.e Rs 12447.33 to 2017-18 Rs. 46700.80 and the amount of disbursement increased from Rs.10898.47 crores in 2008-09 to Rs.45112.54 crores in 2017-18. Where as in HDFC the amount of housing loans sanctioned had increased from Rs. 49166.66 crores in 2008-09 to Rs. 399511.00 crores in 2017-18 and the amount of disbursement increased from Rs. 39650.00 crores in 2008-09 to Rs. 338478.00 crores in 2017-18

The percentage of loans disbursed to sanction of LIC HFL increased from 87.55 percent to 96.60 percent during the study period but in the year 2009-10 it was decreased i.e 82.32 percent. Where as in case of HDFC the percentage of loans disbursed to sanction varied from 78.88 percent to 88.92 percent during the study period. From the year 2008-09 to 2010-11 was varied from 80.65 percent to 80.22 percent. From year 2011-12 to 2016-17 it was continuously increasing year by year i.e 78.88 percent to 87.60 percent and it was decreased to 84.72 percent during the year 2017-18.

The analysis is disbursement made to loan sanctioned of the two companies' leads to the conclusion that the LIC HFL had more consistency with an average of 91.89.as compared to the HDFC and HDFC average consistency was 82.90. As per the above table higher rate of disbursed is visible in LIC HFL, as compared to HDFC, which is treated as better performance as compare to HDFC.

In order to test the hypothesis, whether there was any significant difference between the companies with regard to loans disbursed to loans sanctioned .To test the hypothesis t-test was conducted and calculated value 4.88 is more than table value i.e 2.306 at 0.05 significance. Hence calculated value is more than the table it means that null hypothesis is rejected and alternatives hypothesis is accepted i.e. there is significant difference between the LIC HFL and HDFC in regard to loan disbursement to sanction.

Composition of loan disbursed by LIC HFL and HDFC

In order to cater the needs of different segments of the society, the LIC HFL and HDFC sanction two types of loans namely individual and corporate bodies. The individual loans are sanctioned to individual persons including the non resident of Indian. The individual loan offered for Purchase/ Construction/ Extension / Repairs / renovation of new/ second hand residential house / flat/plot of land. The loan sanction to Corporate bodies to as corporate loans, Line to Credit to, Line of Credit through, Loans for office premises and Builders finance.

The following table 2 shows that composition of loan disbursed by LIC HFL and HDFC

Table-2: Composition of loan disbursed by LIC HFL and HDFC

Years	LIC HFL	HDFC
	Percentage of Individual Loans to Total Loans Disbursed	Percentage of Individual Loans to Total Loans Disbursed
2008-09	83.90	65

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2009-10	83.81	66
2010-11	87.95	66
2011-12	95.45	67
2012-13	95.36	67
2013-14	96.12	71
2014-15	96.46	71
2015-16	96.60	73
2016-17	92.28	73
2017-18	91.37	73

Source: Compiled annual report of LIC HFL and HDFC

Table 2 give the description to the percentage of composition of loan disbursed the individual housing loan, the total amount disbursed to individual and others by the LIC HFL and HDFC during the study period. From the above table it was observed that the proportion of individual loans disbursement to the total loan amount disbursed by LIC HFL had increased from 83.90 percent in 2008-09 to 96.60 percent in 2015-16, in the year 2016-17 and 2017-18 it was decreased 92.28 percent and 91.37 percent respectively. Where as in case of HDFC the proposition of individual loans disbursed to the total loan amount disbursed had increased from 65 percent in 2008-09 to 73 percent in the year 2017-18. It indicates from the study that these two companies concentration of these two housing financing agencies on individual loan than on corporate loans.

In order to test the hypothesis, whether there was any significant difference between the companies with regard to Individual loans disbursed to total loan. To test the hypothesis t-test was conducted and calculated value 31.06 is more than table value i.e 2.306 at 0.05 significance. Hence calculated value is more than the table it means that null hypothesis is rejected and alternatives hypothesis is accepted i.e there is significant difference between the LIC HFL and HDFC in regard to individual loan disbursement to total loan.

CONCLUSION

Both public and private sectors introduced several housing finance companies in rural and urban areas. The main objective of the housing finance companies is to provide housing finance to those who are in need of house and unable to construct or purchase on their own. It is observed from the study that LIC HFL and HDFC are major players to solve the problem of housing. It can be concluded that LIC HFL is more consistency in loan disbursement to loan sanction and also better position in individual loan to total as compared to HDFC.

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MICROFINANCE IN INDIA: A PATH FINDER FOR THE POVERTY ALLEVIATION OF RURAL PEOPLE

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ABSTRACT
This study mainly focuses on the role of Microfinance for the development of poor rural society of our country. In Indian rural Microfinance Concept comes to India over a past decade, involving the provision of small savings, credit and insurance services extended to socially and economically disadvantaged segment of society. Microfinance is one of the most powerful key for reduce the poverty in rural area of India. The study tries to stress out the scope of microfinance towards the rural poor people. The study also deal with different aspect of Microfinance like Self Help Group, BPL, Microfinance Institution, Poverty of Rural People, Features of Microfinance and microfinance product for improving poor rural people. Microfinance also provides small loans to the financially deprived groups through the intermediation of the registered self help groups to full fill their financial needs and also provide financial help to earn more within their own capabilities. The study also highlighting different problems and solution of the rural community. Thus, the study enlighten the over all aspect of development for the poor rural people in India

Keywords: Microfinance - Self Help Group - Poverty Alleviation - Microfinance production - Rural Entrepreneurship - Empowerment of rural women

1. INTRODUCTION
Generally in India a large population is teeming under poverty and equally large number of people does not have an access to formal banking facilities. Microfinance enabling to raise their income levels and improving the standard of living. Microfinance is a dynamic field and there is clearly no best way to deliver the services to poor, hence many delivery models have been developed over a period of time. Access to financial services has been recognized as human rights. In India till now a large number of poor continued to remain outside the fold of formal banking system. So this study focus how microfinance helps to rural people who outside the fold of formal banking system for improvement of standard of living through increase the earning potentiality.

2. OBJECTIVES
1. To find out the path for poor people for improvement of standard of living.
2. To study the importance and role of microfinance to reduce the poverty of poor people
3. To understand, how microfinance products helps to poor people for improving self business
4. To enhance the empowerment of poor rural people for their economic development
5. To provide the small loans and basically caters the poor house hold.
6. To enhance the empowerment of Self Help Group in rural areas
7. To increase more number of Microfinance Institutions for development of poor people
8. To reduce the poverty alleviation in rural society

3. NEED OF MICRO FINNCE
1. Microfinance aims at assisting communities of the financially deprived levels to achieve great level of asset creation and income security at the house hold.
2. Access to financial services and the subsequent transfer of financial resources to poor women for enable them to become a economic agent of change.
3. Microfinance is accessing financial services in an informally formal route, in a flexible, responsive and sensitive manner. Which otherwise would not have been possible for the formal system for providing financial services because the factors like High transaction cost, emanating from the low scale of operation, high turnover clients, frequency of transaction etc.

4. REVIEW OF LITERATURE
C**.Rangarajan (2006),** in his study he describes how microfinance helps to poor people through to meet survival requirement need, to meet the subsistence level through investing the tradition activities and setting up enterprises for sustainable income generation.

Mutua, et al. (1996), It must be emphasized too that the animating motivation behind the microfinance movement was poverty alleviation. Not only that, but microfinance offered the potential to alleviate poverty while paying for it and perhaps even turning a profit—“doing well by doing good.”

Emerson Moses, he explained that the micro finance has emerged as catalyst of rural development, especially in the over populated country like India.

Krishna (2003), he pointed out that the Microfinance plays a major role in gender and development strategies because of its direct relationships to both poverty alleviation and women. As women are the poorest of the poor so greater financial security allows the women to become more empower in household and community affairs.

5. RESEARCH METHODOLOGY

This paper based on the different source of data. Data has been collected through different website, research paper & article magazines and so on.

6. MICROFINANCE IN INDIA

Over View

According to the socio Economic caste Census data more than 50% of rural house hold depends on manual casual labor. While 30% earn from cultivation. So more than 80% of household’s source of income where the degree of earning is low. So in India micro finance plays a vital role for poor people for improvement of not only individual earning capacity but also standard of their house hold. Generally in India a large population has low income capacity. So they are unable to access the formal banking system for their financial services. So for this category of people microfinance provide wide range of financial service like small loans, small deposit scheme, and insurance service for poor people.

1. A loan from normal banking facility requires a lot of documentation and collateral securities that are not possible for poor people. So in this regard microfinance provides loans to poor people in little documentation and in low interest rate and without any collateral securities.
2. Usually in India rural poor people depends on private money lender for financial needs and suffer in lot of problems like high interest rate, mortgage of land etc. but microfinance provides financial needs to rural poor people in a quick and easy ways.
3. Microfinance allows to poor sections to get loans at lower interest rate which helps him to start a own small business for improvement of own income and standard of living.
4. Microfinance develops saving habits of poor people through Self Help Group .and also helps to mobilize unutilized financial resource to productive system.
5. Microfinance helps in production system of a country so that increase production helps to increase GDP of a nation

Schemes of Micro Finance for Poor People

In early stage microfinance provide loans to poor people for consumption purpose when they have no work to earn money like in rainy season there is no work for a construction labor. It provides small loans to poor women for live stock business for additional income purpose. It also provides loans as a working capital to small vendors, farmers, and self employed persons to run their small enterprise easily. This loan helps to small business man for repair and maintenance of store and plant and machineries.

Microfinance Products for Rural People

1. Contract Farming and Credit Bundling

In this scheme microfinance provides crop loans to farmers for cultivation in a improved way for heavy production and also provide a stable marketing arrangement after production so that a farmer get a fair price for their product.

2. Agri Service Center

Microfinance provide farmers wide range of products and services like storage facilities, machinery on rent basis ,provides market information about their product demand and price factors through private parties like Rabo India Finance Ltd.

3. Agri Mandy

In this regard microfinance innovate the Punjabi Mandy Board Which has experimented with a farmers market to provide small farmers located in proximity to urban areas for direct access to consumers by elimination of middle man.

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Micro-Finance for Poverty Alleviation

Most poor people manage to mobilize resources to develop their enterprises and their dwellings slowly over time. Financial services could enable the poor to leverage their initiative, accelerating the process of building incomes, assets and economic security. However, conventional finance institutions seldom lend down-market to serve the needs of low-income families and women-headed households. They are very often denied access to credit for any purpose, making the discussion of the level of interest rate and other terms of finance irrelevant. Therefore the fundamental problem is not so much of unaffordable terms of loan as the lack of access to credit itself. The lack of access to credit for the poor is attributable to practical difficulties arising from the discrepancy between the mode of operation followed by financial institutions and the economic characteristics and financing needs of low-income households. A large number of small loans are needed to serve the poor, but lenders prefer dealing with large loans in small numbers to minimize administration costs. They also look for collateral with a clear title - which many low-income households do not have. In addition bankers tend to consider low income households a bad risk imposing exceedingly high information monitoring costs on operation.

Micro Finance for Empowerment of Women

Empowerment of women is one of very important issue in developing countries. As women are integral part of society, her status and participation in decision making as well as economic activities is very low. Microfinance plays very important role in improving women decision making by contributing in economic activities. Over the years various efforts have been made by many Government and Non-Government organizations to promote women empowerment especially in rural areas. One such effort is the microfinance intervention. Microfinance institution aims to provide credit to the poor who have no access to commercial Banks. In general, this institution receives financial support from western donors, NGO’s or commercial Bank, who lend to microfinance institutions often against below market interest rates. Many leading public and private sector banks are offering schemes exclusively designed for women to set up their own ventures. Even the unorganized sector has been heading into microfinance movement. It is an attempt to study the role of microfinance intervention in promoting women empowerment in rural India..Microfinance institutions should strengthen and expand their support to resource poor women.

Microfinance for Rural Self-Help Groups

The formation of self-help groups and active participation of the local families in the process of planning and project implementation would help in developing harmony and build unity among the members of the community, irrespective of their caste and economic diversities. Under such a situation, the village communities provide voluntary services for community development, through various innovative approaches and manage the development programme more efficiently and economically. With the team work at the village level in the form of Gram Sabha the community will be able to monitor the services provided by the Microfinance In many states, several farmers groups involved in milk marketing are able to independently hire the services of veterinarians to avail livestock breeding and health care services, while the farmers in many other states are still dependent on Microfinance assistance for similar services. Such group activities are able to sustain the development programme without external assistance. Thus motivation and training of the target groups to build local leadership will play a vital role in poverty alleviation and sustainable development in India rural people through Microfinance

Microfinance for Rural Women Entrepreneurship

Women entrepreneurs may be as a woman or group of women who initiate, organize and run a business enterprise. In terms of Schumpeterian concept of innovative entrepreneurs, women who innovate, imitate or adopt a business activity are called "women entrepreneurs". The women entrepreneurs based on women participation in equity and employment of a business enterprise. A women entrepreneur is "an enterprise owned and controlled by a women having a minimum financial interest of the capital and giving certain per cent of the employment generated in the enterprise to women". However, mainly on the condition of employing more than 50 per cent women workers in the enterprises owned and run by the women. In nutshell, women entrepreneurs are those women who think of a business enterprise, initiate it, organize and combine the factors of production, operate the enterprise and undertake risks and handle economic uncertainty involved in running a business enterprise in rural areas.

7. PROBLEMS AND DISCUSSION

Generally in India Financial institutions like bank feels risky to provide loan to poor people where as a small financial institution like microfinance plays a vital role for poor people in providing wide range of financial services in a quick and easy step. In India majority of poor sections are excluded from financial services. So

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providing financial services to a poor people are most important factor for government of India. Considerably gap between demand and supply of financial services in financial market like the nation India. Microfinance organizations in India plays a vital role for poor people to improve the standard of living through providing wide range of financial services in door step. But till now microfinance institutions are lagging behind in terms of loan and credit to real needy, regional imbalance, proper regulation and so on. Micro finance should take care development of rural people, so that they can uplift standard of their life in the society

8 SUGGSTION

1. Microfinance should play a vital role for improvement of standard of living of poor sections through providing various financial services.
2. Proper education should be given by various microfinance institutions to uneducated poor people for their financial need for their improvement
3. Uniformity should be maintained in distribution of micro financing in among the rural people of India.
4. There must be more number of microfinance institutions for enhancing poor rural society
5. Each and every microfinance organizations those are working in India should be getting a approval from RBI for removal of chit fund scheme .and their transparency in work culture.
6. There must be regular and special training program for poor unemployed youth to empowerment of their life
7. Impose a common credit lending rules for all microfinance institutions working in India.

9. CONCLUSION

A main conclusion of this paper is that microfinance can contribute to solving the problem of poverty alleviation of rural society. Eventually it would be ideal to enhance the creditworthiness of the poor and to make them bankable and enable them to qualify for long-term credit from the micro finance sector in India. Microfinance institutions have a lot to contribute to this by building financial discipline and educating borrowers about repayment requirements. The challenge lies in finding the level of flexibility in the credit instrument that could make it match the multiple credit requirements of the low income borrowers without imposing unbearably high cost of monitoring its end-use upon the lenders. A promising solution is to provide multi-purpose loans or composite credit for income generation, housing improvement and consumption support. Consumption loan is found to be especially important during the gestation period between commencing a new economic activity and deriving positive income among the rural people. Thus the study completely focuses on over all development of the poverty alleviation of rural people in India

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URBAN HOUSING SCHEMES: CONTRIBUTION TOWARDS URBANISATION IN KARNATAKA STATE

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ABSTRACT

Adequate shelter for each and every household is a fundamental pre-requisite for a healthy living in any society. From a social point of view, Housing not only provides economic security but also provides status in the society. Good quality of house leads increases physical, mental and psychological strength along with standard of living. A house also protects a poor household from the vagaries of nature, in the absence of which they are forced to take to streets and live in open.

In urban area, those who cannot obtain a shelter in slums are compelled to spend their nights in footpaths, railway platforms or even at public places. The scene of rural areas are different from urban areas where slums obviously do not exist but absence of shelter can very well be observed among the weaker sections. Mostly landless labourers, members of the weaker sections are providing sheltering landlord's house as attached or bonded labour or as servants and maids in lieu of work. The rural scenario is fast changing with the implementation of land reforms programmers, cropping pattern, system of wage payment and other newer avenues for work, which has been opening up gradually.

Evaluation of a scheme is necessary to further development, quality improvement and reduction in status of poverty by full utilization of allotted resources from State as well as Central Government. With this reason the present paper attempts to know about Urban Housing Scheme, entitled "Urban Housing Schemes: Contribution towards Urbanisation in Karnataka State". This study is based secondary data. It is secondary data has been collected from various research papers, magazines, articles, various journals, and is also based on the published, unpublished and electronic referred sources. Finally present study has intended to offer suitable suggestions according to finding which are found during study.

Keywords: Poverty Alleviation, Housing, EWS.

INTRODUCTION

Housing has evolved as a prime component over the period of time not only in providing shelter but also providing employment opportunities and in development of locations. Within the context of human security, there is a case to be made for the centrality of housing because of the greatest resistance of its acceptance as a contemporary threat in both the security and development discourses. A lack of adequate housing not only compromises development, but eventually also constitutes a security threat from myriad social ills that arise from homelessness. In the logic of this argument, homelessness or inadequate housing is therefore retrogressive to the prospects for sustainable livelihoods. A lack of access to adequate housing exposes one to the structural violence of poverty, its severity and associated complexities of despair and deprivation relative or absolute which constitute a significant threat to human security.

Generally, informal settlements are located in prohibitive spaces for human habitation and are therefore characterised by abject poverty. Often, the poor and the destitute who live in impoverished informal settlements have neither opportunities to influence and affect decision-making processes, nor access to important centres of power within the corporate economy. The combined outcome has been a considerable social differentiation, which makes it difficult for the poor to act collectively and to organise themselves and determine spatial human-settlement patterns.

Households perform essential functions by continuously solving the problem of allocating the time of their individual members to different tasks, spheres of life and domains of social practice. In this context, time is perceived as the basic resource of households in relation to material and social production. There is a marked difference in the relative efficiency of households in terms of productivity, depending on whether they are in informal settlements or slums or in desirable adequate housing.

The provision and access to adequate housing is a catalyst for development and remains one of the primary requirements towards sustainable livelihoods. Adequate shelter forms the foundation of basic needs in addition to food, health, education and paid work—the primary concerns of the security of an average person in the developing world. Thus, the existence of slums should be seen as a manifestation of hardships and limitations to livelihoods when a house is not a home.

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In 1988 the United Nations Organizations called upon different Governments to take steps for the formation of National Housing Policy to achieve housing as a part of housing problem. Housing has evolved as a prime component over the period of time not only in providing shelter but also providing employment opportunities and in development of locations. To meet the growing demand of housing, the State Government has been proactive in its housing policies. Housing for the poor and down-trodden assumes greater importance both in Rural and Urban areas in the State. Every successive Government has given greater attention to the problem of housing scarcity and increased the budgetary allocation over the years.

RAJIV GANDHI RURAL HOUSING CORPORATION LIMITED (RGRHCL).

This Corporation has been established by the State Government on 20th April 2000 as a nodal agency to implement all the State and Central Government Sponsored housing schemes for economically and socially weaker sections of the Society both in rural and urban areas. The main objectives are:

- To provide housing to the socially and Economically Weaker sections of the society.
- Speedy implementation of scheme.
- Transparency in implementation.
- Smooth flow of funds to ensure that the funds are reached to the ultimate beneficiaries in time.
- To encourage cost effective technology in construction through District Nirmithi Kendras.
- Strengthening of Nirmiti Kendras.

1. Urban Housing Schemes

The Urban Housing Schemes are for the development of urban. The urban housing schemes are implemented by Ministry of Housing and Urban Poverty Alleviation of Central Government of India.UrbanHousing Schemes are as follows,

i. Urban Ashraya/Vajpayee Urban Housing Scheme

ii. Devraj Urs Housing Scheme

iii. Pradhan Mantri Awas Yojana Housing for All

iv. Rajiv Awas Yojana

v. Chief Minister's One Lakh Bengaluru Housing Scheme

2. Rural Housing Schemes

The Rural Housing Schemes are for the development of rural. TheRural Housing Schemes are implemented by Ministry of Rural Development of Central Government of India. Rural Housing Schemes are as follows

i. Indira Awas Yojana

ii. Ambedkar Awas Yojana

iii. Ashraya Yojana/Basava Vasati Yojana

Thus, these all are the housing schemes implemented by State Government and Central Government to elevate poverty.

OBJECTIVES OF THE STUDY

- To know progress and Prospects of Urban Housing Schemes;
- To examine impact of Urban Housing Schemes on economically Weaker Section of the Society; and
- Offer suitable policy suggestions for women empowerment.

RESEARCH METHODOLOGY

Keeping in view of the objectives, in the present study secondary data has been used. Secondary data has been collected from various research papers, magazines and articles. In addition to this study, data has also been collected from various journals, and the research is also based on the referred source- published, unpublished and electronic.

TOOLS OF DATA ANALYSIS

A few simple statistical tools such as averages, percentages, frequency, and range, have been used for the analysis and interpretation of the data. The sources of data were discussed at appropriate places in the present paper.

Table-1: Trends in Urbanization in Karnataka and India (1951-2011)

Year	Karnataka's Urban Population (In percent)	India's Urban Population (In percentage)
1951	22.95	17.29
1961	22.33	17.96
1971	24.31	19.91
1981	28.29	23.33
1991	30.91	25.71
2001	33.98	27.78
2011	38.57	31.16

Source: Economic Survey 2017-18

As depicted in the above table, Karnataka's urban population is always more than India's urban population. At the time of 1951 it was 22.95 percent in Karnataka and it was 17.29 percent in India. At present it gradually increased to 38.57 percent in state and 31.16 percent in the national level.

Table-2: Top Five Districts in Urbanization within Karnataka - 2011

Sl. No	District	Urban Population in Karnataka (In percentage)
1	Bengaluru	91
2	Dharwad	57
3	Dakshina Kannada	48
4	Mysuru	41
5	Bellary	38

Source: Economic Survey 2017-18

With the information of Table No. 2, Bengaluru got first place in urbanisation and it is followed by Dharwad, Dakshina Kannada, Mysuru and Bellary with 91, 57, 48, 41 and 38 percent urbanisation.

Table-3: Below Five Districts in Urbanization within Karnataka - 2011

Sl. No	District	Urban Population in Karnataka (In percentage)
1	Kodagu	15
2	Koppal	17
3	Mandya	17
4	Chamarajanagar	17
5	Yadagiri	19

Source: Economic Survey 2017-18

As shown in the above Table No. 3, depicted the below five districts in urbanisation within Karnataka during 2011. According Karnataka Economic Survey 2017-18, Kodagu is a district with least urbanisation and it is followed by Koppal, Mandya, Chamarajanagar and Yadagiri. Here Koppal, Mandya, Chamarajanagar have same level of urbanisation in the state.

Table-4: No. of Hut-Dwellers in Urban Area

Items	No. of Households	In Percent
Grass/ Thatch/ Bamboo	51674	1.7
Plastic/ Polythene	19111	0.63
Mud/ Unburnt bricks	415364	13.70
Wood	28961	0.96
Stone not packed with mortar	184094	6.07
Rented	2326221	76.72
House less families	6381	0.21
Total of Houseless Households	3031806	100 (59.56)
Total House holds	5090399	100

Source: Economic Survey 2017-18

Table No. 4, explains the various types of Hut-Dwellers in the urban area. Among 50,09,399 households 30,31,806 are houseless families. In this portion of population 76.72 percent of households resides in rented house and 13.70 percents of families resides in Mud or Unburnt bricks.

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Table- 5: Year wise sites distributed under Vajapayee Urban Sites Scheme

Year		No. of Sites	In Percentage
2014-2015	Target	10000	100
	Sites Distributed	2929	29.29
2015-2016	Target	10000	100
	Sites Distributed	1981	19.81
2016-2017	Target	10000	100
	Sites Distributed	7251	72.51
Total	Target	30000	100
	Sites Distributed	12161	40.54

Source: Economic Survey 2017-18

As information given in the Economics survey report, year wise sites distributed under Vajapayee Urban Sites Schemes. In this table from year 2014-15 to 2016-17 government targeted to provide 10,000 sites but it succeeded to provided 29.29 percent of target in 2014-15 and it is followed by 19.81 percent and 72.51 percent.

FINDINGS AND SUGGESTIONS OF THE PRESENT STUDY

Present study found various findings and Keeping findings in the mind, present study offers some suitable suggestions to overcome these difficulties, they are listed below,

1. Urbanization in Karnataka is leading compare to India’s speed of urbanization. The rate of urbanization in Karnataka in 1951was 22.95 percent and it was turned to 38.57percent in 2011. It shows Karnataka moving towards urbanization in steady manner.
2. On the basis of geographical area, commercial importance, location of the city, the rate of urbanization differs from place to place. Like this, Bengaluru at the highest rate with 91 percent of urbanization and Kudagu got last place with only 15 percent of urbanization.
3. Under Vajapayee urban site distribution, government fixes target of 10000 sites for every year but it reached to distribute only 29percent of target during 2014-15 and at present it reached to 72 percent. It indicates great improvement with efficient work of the government servants in the area.
4. The allocation of amount to construct house should be based on the price of raw materials.
5. Government should pick out of fake beneficiaries of housing scheme.
6. To improve quality of the house and full utilization of resource, Government allow to participate private sector in this scheme.
7. Beneficiaries of these schemes struggling to get financial assistance at correct time because of negligence of officers and not knowing about process of scheme.
8. To maintain correct document and get good quality houses beneficiaries should know about the scheme so government should promote about it.

CONCLUSION

Civilised human beings cannot leave in the forest area. To him Cloth, bread and shelter are basic requirements of human life. Housing is one of the important basic requirements for human survival; Pucca house gives dignified life to people in the society, with this reason, the present research work analysed the role of housing schemes in urban area as a contributor to the urbanisation. These schemes provide financial assistance to the poor living below poverty line for construction of a pucca house with the intention to the development and upliftment of the standard of living of people.

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THE INFLUENCE OF CULTURE ON AN INDIVIDUAL'S IDENTITY AND ITS SEARCH IN THE SELECTED SHORT STORIES OF SHASHI DESHPANDE

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ABSTRACT

'Identity 'has become an important point of concern in recent decades. There are also researches held and thesis written on the concept of 'identity' in relation to various works. This paper tries to portray the women who try to search their 'identity' which they have probably lost or are on the verge of losing it and how culture has influenced this process. Thus as cultural studies is interested in 'identity', a trial has been done to use the culture as background and show culture has influenced the 'identity' and search for 'identity'.

Shashi Deshpande is considered as one of the important Indian English writers. Her short stories provide a host of opportunities of research from different points of view. Only two of her short stories are referred here among a large number of short stories written by her. Her two short stories referred here, 'The Inner Rooms' and 'The Stone Women' portray the theme of loss of 'identity' and search for 'identity' and the role of culture in this process. This paper tries to analyse this theme. 'Amba' tries to find her identity and finally gets it as to be the destroyer of the person who was responsible for her destruction. The 'unnamed narrator' on the other hand tries to mould herself according to the wishes of her husband but later realises that she should not loose herself in this process. We try to analyse how culture has effected these protagonists to think, to act, to live and finally to take decisions in a particular way. In the end we can say that the women should try not to lose her 'identity' by giving up to the conditions around her.

Keywords: Culture, search, identity, destruction, regain.

Identity has become an important point of concern in recent decades. Identity has also become the centre of research. The research has been done from various points of view. Ultimately they try to find the answers to the question; 'who am I?' and the reason of 'existence' of an individual. The concept of 'identity' has an important place in cultural studies.

Before understanding the concept of cultural studies, it is important to understand the concept of culture. In general, culture is the social behaviour and norms found in human societies. Culture is considered a central concept in anthropology encompassing the range of phenomenon that are transmitted through social learning in human societies. Raymond Williams definition of culture is well known where he says "Culture is the process of human development." The analysis of this process of human development is one of the aims of cultural studies. So we can say that Cultural Studies is an interdisciplinary field of research and teaching that investigates the ways in which 'culture' creates and transforms individual experiences, everyday life, social relations and power. As we concentrate upon 'individual' we have to take into consideration the concept of 'identity' as an important part of Cultural Studies. Cultural studies also pays attention to the influence of different aspects of culture on an individual and his/her identity. Cultural studies emphasises the concept of the centre and the other while dealing with the concept of identity. As our protagonists are women this concept becomes important because even they are usually considered the other as against man who is considered to be the centre.

As we are dealing with the concept of 'identity' it is important to know what identity is and what position it has in cultural studies. The first question which we face is what is identity? The answer to this can be given by quoting Judy Giles who says 'identity is produced from the cultural and social contexts in which we find ourselves and from which we draw certain assumptions.' This points out that finding our identity is nothing but finding ourselves or to be more precise 'my-self'. Identity thus becomes a very important point of concern. Cultural Studies examines the contexts within which and through both individuals and groups construct, negotiate and defend their identity or self-understanding and also tries to study the prefixes used before identity like social identity, nationality, ethnicity etc. It also tries to study the positive and negative effects of a culture on an individual and also how culture becomes an important aspect in the shaping of identity of an individual.

The search for identity has also been portrayed in literature. The writers of the colonised countries may said to have explored this theme more than any other writers. We find that native culture was also under threat and natives in many places lost their roots. This was an important reason for the loss of identity.Ngugi Wa Thiango also explored this theme through the context of language. Writers like R.K. Narayan, Salman Rushdie, Jhumpa Lahiri, Kamala Das, Shashi Deshpande have explored it and culture has been an important influence on them.

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H.S. Kamalesha in his book ‘Issues of Identity in Indian English fiction: A Close Reading of Canonical Indian English Novels’ writes that, “the notion of identity in Indian English fiction is marked out in the interplay of history, culture,. caste, religion, place, language, nation and nationalism. Kamala Das for example can be said to have explored this theme in her poem “An Introduction.”

The women writers also used literature to express themselves and fight back against patriarchal society. In this process they also searched for their ‘Identity’ as against the stereotype ‘identity’ given to them by the patriarchal society. They also in this process studied the effects of cultural on women and how culture of a particular place and time became an important aspect in moulding their identity. Judith Kogan Gardiner points out in her article ‘On Female Identity and Writings by Women’ that ‘identity is a central concept for much contemporary cultural and literary criticism’. Kate Millet, Virginia Woolf, Simon De Beauvoir, Sylvia Plath are some of the writers. Women writers in India have explored this theme of identity in a different way. The patriarchal society posed them different challenges.Writers like Shashi Deshpande, Kamala Das, Gauri Deshpande, Sarojini Naidu explore this theme in pertinence with the contemporary Indian society and culture. In the beginning they portrayed the sufferings of frustrated homemakers and also questioned the patriarchal domination. But now women writers have moved away from traditional portrayal of enduring self-sacrificing women towards conflicts, female characters searching for identity, no longer characterised and defined simply in terms of the victim status. Culture has remained an important influence on them then and now.

Shashi Deshpande is a renowned Indian novelist and short story writer. The author of the Sahitya Akademi award winning novel ‘That Long Silence’, Shashi Deshpande has been a prolific writer. Her major concern is about the plight of the modern Indian woman trying to understand herself and struggling to preserve her identity as wife, mother and above all as a human being with individuality. She also portrays the contemporary culture and their influence in the lives of women. Purvi Upadhyay in her thesis says, ‘the primary focus of attention in the short stories of Shashi Deshpande is woman, her travels and privations, tensions and irritations, pains and anguishes’. Keeping with this the stories *‘The Inner Rooms’* and *‘The Stone Women’*, which we shall look into, to analyse the search of identity by the protagonist, shall have identity problem, privations, tensions, anguish etc. While analysing these we also try to find what effect culture had on the lives of these protagonists.

Amba, the Princess of Kashi is left nowhere when she is refused by her dream prince Salva,Vichitravirya who has come to know about her feelings towards Salva and even Bhishma who has vowed celibacy for life. She has lost her ‘identity’ which she tried to search for and wished to find as wife of Salva, king of Saubha. But now his pride has come in between because he has lost to Bhishma. Amba has now lost the right to be Salva’s wife. When she comes back to Vichitravirya she faces rejection and also Bhisma rejects as he has vowed celibacy.When she decides to fight Bhishma, he declines by saying *‘I don’t fight women’.* Amba feels insulted because she was refused even to fight only because she is a woman. Is her identity as a woman of no use? was the question. She again feels the repetition of her childhood days. Here we find how women were confined to the culture of ‘inner walls’ where their life was confined that too according to the rules and traditions. Even the abduction of Amba is questioned. It is nothing more than an irony where a woman is abducted from her ‘swayamwara’ against her wish. Thus she was now totally destroyed, left ‘identity less’, to be accepted nowhere. The contemporary culture has played an important role in this process of Amba losing her identity due to the culture of inner rooms. She was no more a daughter, a beloved and a wife. She decides to take revenge and for this she decides to sacrifice herself in the forest fire to fulfil this cause.*’ At least this one thing would be of her choosing, the way she wanted, at the time she chose’.*

‘The Stone Women’ represents the change in ‘identity’ of a woman after her marriage. She has to mould herself according to the will of her husband even though she loses herself in this process. We find that the influence of culture in which the protagonist is brought up is more. She was trying to follow an aspect of culture that the wife has to mould herself according to the wishes of her husband so as to keep him happy. This can be seen when she hums a song even when he has told he doesn’t like it and feels guilty for it. Further she stopped wearing the silver bracelet when he says *‘it’s ugly’*. The narrator starts introspecting when she is told of the stone women and the dance floor where the queen used dance *‘for God’*. The narrator says that the sculptor must have come under the influence of contemporary culture. She comes to consciousness when the guide asks whether she wants to do pooja. She feels she is on the mode of losing herself when her husband comments on her new dress. Her answer puzzles him as she says she is comfortable in it. This can be said to be the realisation that she should not search for a new identity for herself and be what she is. Even the point that the writer has not named the narrator anywhere in the story points out in the loss of an ‘identity’ and a search for new. We here notice to what extent the culture can influence an individual.

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We began with defining the culture and cultural studies and then tried to understand the concept of identity and the influence of culture on it. We then saw how this concept has been used in literature and how Shashi Deshpande deals with this concept. .We find that the contemporary culture shaped their personality, their identity. They did not have any individual identity but played the role given to them by the culture bound society. The two short stories referred deal with the identity crisis and the search for a new identity. They also tell how the culture has effected them both and made them to act in a particular way. It also portrays what influence a culture or various aspects of culture have in an individual life. Amba and the unnamed narrator are caught by the traditional views which create a culture of a stereotype woman as an example for further generations. Amba is caught in the 'inner rooms' from which she wanted to free herself and in the end finds that only death can free her from the inner rooms of society which is bound by pride, strength, duty, position, rules and regulations which destroyed her. On the other hand the unnamed narrator is caught by the norms to mould herself according the wishes of her husband. In both the cases the culture has certainly affected the protagonists till they find their identity.

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ANCIENT TEMPLES OF CHIKKODI TALUKA

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INTRODUCTION

Chikkodi is a place with considerable antiquity. It is a town situated on the bank of 'Chikkakodi' a small stream. In 1680 English geographer Ogliby noticed 'Secoery' a small village situated on the Goa-Bijapur road. In 1827 Captain Clunes noticed "Checkorie" town which belong to Kolhapur. In 1720 Captain Moor descrivedChikkodi as a large marketing town situated near a rivulet. In 1836 it was made as taluka when Belgaum collectorate created.

Chikkoditaluka is situated in the heart of Belagavi district and is 75 kms far away from district headquarters, which lies between 19°21′ to 19°36′ latitude and 74°22′ to 74°46′ longitude. From north and west side it is bound by Kolhapur district of Maharashtra state, on the eastern side it is bound by Raibag, Athani and Gokak talukas and on southern side it is bound by Hukkeritaluka. Chikkoditaluka is extended over an area of 1296.5 sq.kms consisting of 155 villages and are four circles namely Chikkodi, Sadalaga, Nippani and Nagarmunnoli. Chikkodi is 753 meters above the mean sea level. The river Krishna and Dudhaganga enters in the Chikkoditaluka at Chandur.

TEMPLES

➢ ThadiGudi Temple, Sadalaga

The temple is in western side of the river Dudhaganga. The Garbhagrihaand opened Mukhamantapais surrounded by the Kakshasana. The temple is in dilapidated condition.

Garbhagriha: The Garbhagriha is square. There is no deity in the Garbhagriha.

Mukhamantapa: The Mukhamantapa is surrounded by Kakshasana. The ceiling is beautifully decorated with lotus figure. The exterior portion of the Kakshasana is decorated with the figures in base-reliefs. They are elephant, horse, human being, lion, peacock and horse rider. The temple has an elevated Jagati.

Dwara: The door frame of the Garbhagriha consists of Trisakhas, StambhikaSakha is prominent and other two are plain.

Pillars: There are six pillars around the Garbhagriha over the Kakshasana. Each pillar consists of a square pitha at the bottom, tall shaft with two square and in between them are three octagonal bands with rosettes, around top circular moulding capped by a capital and abacus and capital.

Kakshasana: The Mukhamantapa or Agramantapa of the temple is surrounded by the Kakshasana with short and long pillars which are plain.

Sikhara: TheGarbhagriha has a Sikhara with fiver tiers (bhumis), it is in Kadamba-nagar style which is also called as Phamsana. The upper portion of the Sikhara is in a dilapidated condition.

➢ Ramalingeshwara Temple, Chinchani

Ramalingeshwara temple consists of Garbhagriha, Mukhamantapa and is surrounded by Prakara wall with Mahadwara.

Garbhagriha: The temple has a roof of three Garbhagrihas facing towards east. The central Garbhagriha is square enshrined with Sivalinga, and the remaining two are empty. The ceiling of the Garbhagriha has the Padama ornamentation.

Mukhamantapa: In front of the Garbhagriha is a Mukhamantapa with two Nandis facing towards Sivalinga. Most of the original portions of the temple have been modified in the recent years. The temple is surrounded by a Prakara wall. It has a tall and thick dwara on the eastern side.

Dwara: The door frames of the Garbhagriha are simple and plain, whereas the door frame of the entrance dwara has Trisakhas, which are plain. At the bottom part of the door frame is the engraving of Kumbha. It may be noted that the Sakhas are also extended on the Lalata by the sides of Ganesha, which is engraved on the centre of the Lalatapatti.

Adhisthana: The Adhisthana and Bhitti are simple. But the upper portion of the Bhitti has two paralled bands. The wall is coated with line.

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Sikhara: The Sikhara is built over the central Garbhagriha. It is in Kadamba-nagar style. It has fifteen layers arranged horizontally. The wall portion of the temple may be dated to 13th century A.D.

Adinatha Basadi, Examb
The ground plan of the adinatha basadi has a garbhagriha an ardhamanatapa and spacious navaranga

Garabhagrih: The garabhagriha is square and enshrined with Neminatha at the center. Neminatha is standing in khadasana He has chattri over the head at the sides of his head churries are shown in the lower part he is flanked by yaksha gomedha and yakshini Ambika The twenty three form of Tirthankars are beautifully shown Around the prabhavalli of Neminatha is indeed singnificant.

Antarala: Infront of the garbhagriha is an open antarala.

Navaranga: infront of the antarala is navaranga.

Dwara: The door frame of the navaranga comprised of panchaskhas.It may be noted that sakhas are continued over the lalatapatti with a Jainbimba at the centre Among them stambhikha sakha is prominent over the uttaranga a series of three sikhara motifs of Rckha- nagara type and at the sides of the central one has two rosettes.The threshold has a prominent projection at the central part it has offsets and recess and on their frontal portions are shown three rosettes which are decorateded.

Pillars: There are four pillars in the navaranga consisting of square base,shaft with a square at the centre and more then two bands in octagonal form atits lower side and top with abacus and capital.The figures of rosettes are decorated over the square part.

The ceiling contains the decoration of two circular lotuses one within the other, each with nine rectangular petals band,the outer circle is surrounded by kirthimukhas on four corner and joined with floral decoration. It is shown in a squqre band.

Adhisthan: The adhistana is in panchratha form, consists of khurak jagati, padama, antarit kumuda and kapota.

Bhitti: The Bhitti also of panchratha from is simple and plain, in the middle is a simple band with miniature triangular motif at the central part of the wall around the temple.Beside on its upper portion,there are three simple and plain bands.

Sikhara: The basadi has considerably undergone renovation and its sikhara was built recently.

CONCLUSION
Chikkodi region is quite rich in temple architecture. Almost monuments are converted or renovated into modern buildings. By a study of these temples and ruins, we may come to know that Saivism and also Jainism equally dominated the region. The regional speciality of temple architecture lies in the fact that the local architects and sculptures followed the KalyanaChalukyan style.

Thadi Gudi Temple, Sadalaga

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Ramalingeshwara Temple, Chinchani

Adinatha Basadi, Examb

The back of the Adinatha Basadi

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A STUDY OF TEACHER EFFECTIVENESS OF WOMEN STUDENT TEACHERS IN RELATION TO THEIR SELF-CONCEPT

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ABSTRACT
Education develops man's faculty, specially his mind so that he may be able to enjoy the contemplation of supreme truth, goodness and beauty. Education plays a vital role in the programme of nation building. The most powerful instruments to meet the challenge of poverty and deprivation and of the widening gap between the rich and the poor among countries are education and research. The present study aims at investigating the teacher effectiveness of women student teachers in relation to their adjustment. For the purpose of investigation, descriptive survey the method was employed. A random sample of 600 women student teachers was drawn from Colleges of Education few affiliated to north Karnataka Akkamahadevi Women's University. The tools used for the present study include Teacher Effectiveness Scale developed by Umme Kulsum , . Self-Concept scale Constructed and standardized by the investigator. There were used for the collection of data. The statistical techniques such as Mean,S,D and t values co- efficient of correlation Two way ANOVA, Regressions analysis ,Path analysis were applied. The teacher effectiveness of differential between married and unmarried adjustment teachers are also found positively different. This paper studies the problem related to student teachers. Every research leaves new scope and opens new ideas for further study accordingly the researcher hopes that readers of this paper will be benefited in developing insight me the field of teacher education.

Keywords: Teacher Effectiveness, Self-Concept.

INTRODUCTION
Education has always been linked with society. It has both a personal and social dimension like two sides of a coin, hence inseparable. Accordingly the goals and priorities of a Nation must be reflected in the objectives of teaching profession and of the teacher, since these are intrinsically and casually linked. **The Indian Education commission (1964-66)** has pointed out that, The Destiny of India is being shaped in the classroom and it May be safely added that the destiny of these Classrooms is being shaped by teachers.

The teacher occupies a pivotal position in the system of education. With good leadership and appropriate teaching aids, the teacher's effectiveness can be enhanced but the most ingenious plans of inspired administrators and the best array of instructional devices are of little avail if the teacher is ignorant, unskilled or indifferent. Thus, the success of any educational reform depends upon the quality of teachers and in turn the quality of teaching depends to a large extent on the quality of teacher education.

TEACHER EFFECTIVENESS
Anderson (1991) stated that an effective teacher is one who quite consistently achieves goals which either directly or indirectly focuses on the learning of their students.

Ryan (1969) one who helps in the development of basic skills, understandings, proper work habits and desirable attitudes, value judgment and adequate personal adjustment of the student.

SELF-CONCEPT
According to the dictionary of psychology, 'Self concept means the individual's evaluation of himself the appraisal of the self by the individual himself.''

According to the dictionary of Education, Self concept means the picture or image a person has of himself**.**

OBJECTIVES OF THE STUDY: The Objection are
1) To study the Teacher Effectiveness of the women student teachers.
2) To compare the teacher effectiveness and self-concept of the married and unmarried women student teachers.

HYPOTHESES
Research Hypothesis 1: The married and unmarried women student teachers studying in teachers training colleges do not differ with respect to Teacher effectiveness and self-concept.

Research Hypothesis 2: The married and unmarried women student teachers studying in teachers training colleges do not differ in their self-concept.

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Research Hypothesis 3: Teacher effectiveness scores are not associated with self concept scores of unmarried women student teachers studying in teachers training colleges

Research Hypothesis 4: There is no significant due to the combined effect of independent variables of self concept of married women student teachers studying in teachers training colleges on teacher effectiveness scores

Research Hypothesis 5: There is no significant combined effect of independent variables self concept of unmarried women student teachers studying in teachers training colleges on teacher effectiveness scores

Research Hypothesis 6: There is no significant difference in direct and indirect effect of self concept of women student teachers studying in teachers training colleges on teacher effectiveness scores.

METHOD: The researcher employed descriptive survey research method of research for the present study.

SAMPLE OF THE STUDY

A random sample of 600 women student teachers was drawn from Colleges of Education affiliated to north Karnataka Akkamahadevi Women's University for the present study.

TOOLS OF THE STUDY: The tools used in the present study

1. Teacher Effectiveness Scale constructed and standardized by UmmeKulsum.

2. Self-Concept scale Constructed and standardized by the investigator

PROCEDURE

The women student teachers studying in different Colleges of Education were consulted. They were briefed about the study and its relevance Permission was obtained by the Principals of B.Ed, Colleges. The tools were administered individually to the women student teachers and then data were collected.

STATISTICAL ANALYSIS

The data collected were statistically analyzed by using measures of central tendency like Mean, Standard Deviation and also by using Regression analysis and Path analysis.

RESULTS AND DISCUSSION

Table-1: Mean,S.D't' values of married and unmarried women student

Variable	Marital status	Mean	SD	t-value	P-value	Signi.
Teacher Effectiveness	Married	49.81	9.81	-5.2648	0.0001	S
	Unmarried	53.65	6.22			
Self concept	Married	333.35	56.09	-3.5797	0.0004	S
	Unmarried	350.60	44.06			

Interpertation 1.1

- The above Table 1 indicater that the married and unmarried women student teachers studying in teachers training colleges differ statistically significant with respect to their teacher effectiveness. The teacher effectiveness (M:53.65) of unmarried women student teachers is found to be more than teacher's effectiveness of married women student teachers. Therefore, the null hypothesis is rejected and alternative hypothesis is accepted. Because of this, it is concluded as follows:
- Conclusion 1.1: the unmarried women student teachers do have better and significant teacher effectiveness as composed to married women student

Table-2: N,Correlation and 't' values of teacher effectiveness and Self- concept scores of married and unmarried and women student teachers

Variables Self concept	Correlation between teacher effectiveness scores of married women student teachers studying in teachers training colleges				
	n	df	r-value	t-value	p-value
Married	116	114	0.8981	21.8066	0.0001, S
Unmarried	484	482	0.9255	53.6571	0.0001, S

Interpertation 2.1

- The Table 2 thous that that the married and unmarried women student teachers studying in teachers training colleges differ statistically significant with respect to their self-concept. that is, it is found that self-concept of unmarried women student teachers is found to be more than teacher's effectiveness of married women

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student teachersis more (M=350.60) than the married women student teachers. Hence,the null hypothesis is rejected and alternative hypothesis is accepted . Because of this, it is concluded as follows:

- Conclusion2.1: The unmarried women student teachers do have better and significant self-concept than the married women student teachers.

Table-3: Regression coefficient, standard error of regression coefficient and t of analysis of self-concept of married and unmarried women student teachers on teacher effectiveness scores

Independent variables Self-concept	Estimate	SE of Estimate	t-value	p-value	Signi
Constant	-1.0615	3.1857	-0.3332	0.7396	NS
Married	0.1204	0.0185	6.5274	0.0001	S
Constant	9.3932	1.2622	7.4420	0.0001	S
Unmarried	0.1091	0.0064	17.0186	0.0001	S
$R=0.9055$, $R^2=0.8200$, $F(4,111)=126.47$ $p<0.05$, S Std.Error of estimate: 4.2369					
$R=0.9425$, $R^2=0.8884$,$F(4,479)=953.41$ $p<0.05$, S, Std.Error of estimate: 2.0873					

Interpertation 3.1

The combined influence of self-concept of married women student teachers studying in teachers training colleges on teacher effectiveness scores is found to be positive and significant at 5% level of significance. It means that, the on teacher effectiveness scores is influenced by self-concept of married and unmarried women student teachers studying in teachers training colleges. Therefore, it is concluded on form the married women student teachers studying in teachers training college is affected by self-concept.

Conclusion 3.1: The teacher effectiveness married and unmarried women student teachers studying in teachers training colleges are affects by self-concept.

Table-4: The Direct and indirect effect of Self-Concept of women student teachers studying in teachers training colleges on teacher effectiveness

Dependent variable	Independent variables	Direct effects	Indirect effects through
			Self-Concept
Teacher effectiveness	Self-Concept	0.1252*	-

Interpertation 4.1

- The above Table 4 indicates that there is a direct effect of self-concept on teacher effectiveness women student teachers. it is found to be positive and significant at 0.05 level of significant. Therefore, it is concluded as follows:

Conclusion 4.1: the self-concept of women student teachers studying in teachers training colleges directly affects teacher effectiveness.

MAJOR FINDINGS OF THE STUDY

- The unmarried women student teachers do have better and significant teacher effectiveness as compared to married women student teachers.
- The unmarried women student teachers have better self-concept when compared with the married women student teachers.
- The teacher effectiveness of both married and unmarried women student teachers studying in teachers training colleges is affect by self-concept.
- The self-concept of women student teachers studying in teachers training colleges directly affects teacher effectiveness. It is also found that self-concept of teacher effectiveness of the women student teachers is positive and significant.

Education Implications

The Results of the present investigation give are indication that the teacher effectiveness of married and unmarried- women student teachers is affected by the factors such as adjustment. , self-concept, personality, emotional intelligence and other related factors in terms of their perceptions', interactions and expectations. Therefore, the present study –recommends that both the married and unmarried teachers need to develop and possess baric teaching skill as a part of their repertoire of teaching effectiveness. In addition to this, pre-service training should be perceived and conceited seriously and then, it should help them to become effective teachers

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CONCLUSION

It may be concluded that if different demographic factors are not given individual consideration then gender does not seem to influence the effectiveness of women student teachers. Effective teachers may come from diverse backgrounds. Marital status and training appear to affect the effectiveness teachers; marriage showing a negative impact while training a positive impact on effectiveness irrespective of gender. However, further researches on similar lines are warranted in order to produce more conclusive information by taking long-term studies involving the same individuals.

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INTERACTION EFFECT OF BOY'S SOCIO-ECONOMIC STATUS, SOCIAL MATURITY AND FAMILY CLIMATE ON VOCATIONAL ASPIRATION OF SECONDARY SCHOOL BOYS STUDENTS

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INTRODUCTION

Education has a lot of importance in our life. A man goes on receiving education in one form or the other from his birth to death. Without education an individual becomes blind even while having eyes. Education develops an individual in all aspect-physical, mental, social, economical etc. Education leads a person from darkness towards light.

Concept and Definition of Vocational Aspiration

The term "aspirations" is one which is often used synonymously with goals, ambitions, objectives, purposes, dreams, plans, designs, intentions, desires, longings, wishes, yearnings, cravings or aims. Aspirations are what drive individuals to do more and be more than they presently are.

Webster dictionary (1979) defines Aspiration as a "strong desire for realization (as of ambition, idea or accomplishment)",

Oxford dictionary (1972) defines it as a "pure upward desire for excellence instead fast desire or logging for something above one". Encyclopedia of Religion

Rationale for the study-empirical Evidences for the Selected variables

This research study is conducted in the areas of socio-economic status, social maturity; family climate and effect of interaction on the student vocational aspiration form the basis for setting objectives and hypotheses for the present study.

1. Socio economic status and vocational aspiration

***Paulson Young Ofenimu Okhawere (*2004).** Effect of parental socio-economic status on the vocational aspiration of students from selected secondary schools in Nigerian state. Findings indicate that significant differences exist between the socio-economic origin of students and their vocational aspirations. The students from middle and upper socio-economic backgrounds had more preferences for vocations which have to do with computational, scientific and mechanical work whereas those from lower socio-economic back ground had preferences for persuasive, social and clericalwork.

Paulson Young Ofenimu Okhawere (2000) Effect of parental socio-economic status on the vocational aspiration of students from selected secondary schools in Niger State. Findings indicate that significant differences exist "between the socio-economic origin of students and their vocational aspirations. The students from middle and upper socio-economic "backgrounds had more preferences for vocations which have to do with computational, scientific and mechanical work whereas those from lower socio-economic "background had preferences for persuasive, social and clerical work.

2. Social maturity and vocational aspiration

Bakar, Rahim and Mohamed, Shamsiah, (2004) worked on Academic Performance, Educational and Occupational Aspirations of Technical Secondary School Students. The findings of the study showed that 1.Technical secondary school students have high educational aspiration. The majority plan to study for at least a Bachelor degree. 2.No significant correlations were observed between academic achievement and educational aspirations and occupational aspiration. 3.The majority of the students were confident in obtaining a place for further education, the area of studies and the occupations they aspired for.

Marjoribanks, Kevin, (1997) worked on Family Background, Social and Academic Capital, and Adolescents' Aspirations: A Mediational Analysis. The findings suggest: (a) family background, childhood social and academic capital, and adolescents' social capital combine to have medium to large associations with adolescents' aspirations, and that the associations are larger for educational aspirations than for occupational aspirations and stronger for males than for females; (b) The mediational model is more successful in explaining family background differences in educational aspirations than variations in occupational aspirations.

3. Family climate and vocational aspiration

Jonathan T. Bartels(2012) Understanding the aspirations of rural high school students than forty percent of all American schools are in rural areas, and thirty percent of all students attend rural schools. Dr. Meece's study, The Rural High School Aspirations Study (RHSA), is generating new information about: 1) rural high school students' educational, vocational, and residential plans and aspirations for the future; 2) students' preparatory activities and planning for postsecondary education, work, and adult life; and 3) the impact of school experiences, geographic location, economic status, cultural or ethnic origins, family background, peer relations, and community characteristics on rural students' aspirations and preparatory activities.

Kristen Anne Junger(2008), "Parental Influence and career choice-How parents affect the career Aspirations of their children." To examine parental influence within four theories of career development. To gather researcher showing link between parental expectations and children career decisions. To investigation gender socialization within the home and its aspects on children's career perceptions. To provide insight about parent child relationships and how this may influence children's aspiration.

General objectives of the study

To study the interaction effect of boy's socio-economic status, social maturity and family climate on Vocational aspiration.

METHODOLOGY

Variables

1. Independent variables to be considered in this study

1. Socio-economic status.
2. Social maturity.
3. Family climate.

2. Dependent variables to be considered in this study,

1. Vocational aspiration.

Design of the study

The present study is the descriptive study, where a survey will be undertaken to collect the information about socio-economic status, social maturity and family climate of the secondary school students of Kalaburgi District with regard to interaction effects on their vocational aspiration.

Tools to be used in the study

Data will be collected with the help of following tools:

a. Socio-Economic Status Scale (SESS).

In order to measure this variable, Socio-Economic Status Scale constructed by Meenakshi Sharma will be used.

b. Social Maturity Scale (SMS).

In order to measure this variable, Social Maturity Scale (SMS) constructed by P. Nalini Rao will be used.

c. Family Climate Scale (FCS).

In order to measure this variable, Family Climate Scale Constructed by P. Beena Shah will be used.

d. Vocational Aspiration Inventory (VAI).

In the present study Vocational Aspiration which is the dependent variable will be measured by developing an Vocational Aspiration tool by the investigator.

Selection of the sample

Using stratified random sampling technique six hundred students shall be selected from 9^{th} studying in secondary schools of Kalaburgi district.

Collection of the data

Required data relating to socio-economic status, social maturity and family climate of the students will be obtained by administering socio-economic status inventory, social maturity test and family climate test for school students. The investigator also administer vocational aspiration test among the students to collect the necessary data. The investigator will collect the essential data by visiting different secondary schools from Kalaburgi District. The sex, management and location of the school will be collected through a personal data Performa.

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Statistical techniques

Hypothesis: There is no significant interaction effects of Socio-Economic Status (Low and high), Social maturity (Low and high) and Family climate (Low and high) on Vocational aspiration of Secondary school boy students

To test or accomplish above hypothesis the three way ANOVA with interaction design was performed and the results are presented in the table given below.

Table-3: way ANOVA between Socio-Economic Status (Low and high), Social maturity (Low and high) and Family climate (Low and high) on Vocational aspiration of Secondary school boy students

Sources of variation	Degrees of freedom	Sum of squares	Mean sum of squares	F-value	p-value
Main effects					
SES	1	37.42	37.42	21.5872	<0.05, S
SM	1	20.58	20.58	11.8737	<0.05, S
FC	1	0.36	0.36	0.2074	>0.05, NS
2-way interaction effects					
SES x SM	1	4.56	4.56	2.6324	>0.05, NS
SES x FC	1	4.08	4.08	2.3525	>0.05, NS
SM x FC	1	7.27	7.27	4.1943	<0.05, S
3-way interaction effects					
SES x SM x FC	1	0.04	0.04	0.0232	>0.05, NS
Error	292	506.20	1.73		
Total	299	580.52			

*p<0.05

From the results of the above table, it can be observed that,

- The secondary school boy students with low Socio-Economic Status (52.62±0.49) smaller and significant vocational aspiration scores as compared to secondary school boy students with high Socio-Economic Status (54.62±1.68).
- The Secondary school boy students with low Social maturity (52.73±0.63) smaller and significant vocational aspiration scores as compared to secondary school boy students with high Social maturity (54.62±1.71).
- The Secondary school boy students with low Family climate (53.19±1.27) smaller and not significant vocational aspiration scores as compared to Secondary school boy students with high Family climate (54.47±1.74).
- The Secondary school boy students with low & high Socio-Economic Status and low & high Social maturity have similar vocational aspiration scores.
- The Secondary school boy students with low & high Socio-Economic Status and low & high Family climate have similar vocational aspiration scores.
- The Secondary school boy students with low & high Social maturity and low & high Family climate have different vocational aspiration scores.
- The Secondary school boy students with low & high Socio-Economic Status, low & high Social maturity; low & high Family climate have similar vocational aspiration scores.

Further, if F is significant, to know the pair wise comparisons of interactions effects of Socio-Economic Status (Low and high), Social maturity (Low and high) and Family climate (Low and high) on vocational aspiration of Secondary school boy students by applying the by Scheffe’s multiple posthoc procedures and the results are presented in the tables given below:

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Table: Interaction effects of Socio-Economic Status (Low and high) and Social maturity (Low and high) on Vocational aspiration of Secondary school boy students

Interactions	Low SES x Low SM	Low SES x High SM	High SES x Low SM	High SES x High SM
Mean	52.51	53.00	53.33	54.85
SD	0.50	0.00	0.55	1.71
Low SES x Low SM	-			
Low SES x High SM	p=0.4529	-		
High SES x Low SM	p=0.0347*	p=0.8340	-	
High SES x High SM	p=0.0001*	p=0.0001*	p=0.0001*	-

*p<0.05

From the results of the above table, it can be seen that

- The boy students of secondary schools belongs to low Socio-Economic Status with low Social maturity and low Socio-Economic Status with high Social maturity have similar vocational aspiration scores.
- The boy students of secondary schools belong to high Socio-Economic Status with low Social maturity have significant higher vocational aspiration scores as compared to boy students of secondary schools belongs to low Socio-Economic Status.
- The boy students of secondary schools belongs to high Socio-Economic Status with high Social maturity have significant higher vocational aspiration scores as compared to boy students of secondary schools belongs to low Socio-Economic Status with low Social maturity.
- The boy students of secondary schools belongs to low Socio-Economic Status with high Social maturity and high Socio-Economic Status with low have similar vocational aspiration scores.
- The boy students of secondary schools belongs to high Socio-Economic Status with high have significant higher vocational aspiration scores as compared to boy students of secondary schools belongs to low Socio-Economic Status with high Social maturity.
- The boy students of secondary schools belongs to high Socio-Economic Status with high Social maturity have higher vocational aspiration scores as compared to boy students of secondary schools belongs to high Socio-Economic Status with low Social maturity.

Table: Interaction effects of Socio-Economic Status (Low and high) and Family climate (Low and high) on Vocational aspiration of Secondary school boy students

Interactions	Low SES x Low FC	Low SES x High FC	High SES x Low FC	High SES x High FC
Mean	52.64	52.47	54.44	54.67
SD	0.48	0.52	1.60	1.70
Low SES x Low FC	-			
Low SES x High FC	p=0.9757	-		
High SES x Low FC	p=0.0001*	p=0.0001*	-	
High SES x High FC	p=0.0001*	p=0.0001*	p=0.8338	-

*p<0.05

From the results of the above table, it can be seen that

- The boy students of secondary schools belongs to low Socio-Economic Status with low Family climate and low Socio-Economic Status with high Family climate have similar vocational aspiration scores.
- The boy students of secondary schools belongs to high Socio-Economic Status with low Family climate have significant higher vocational aspiration scores as compared to boy students of secondary schools belongs to low Socio-Economic Status with low Family climate.
- The boy students of secondary schools belongs to high Socio-Economic Status with high have significant higher vocational aspiration scores as compared to boy students of secondary schools belongs to low Socio-Economic Status with low Family climate.

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- The boy students of secondary schools belongs to high Socio-Economic Status with low Family climate have significant higher vocational aspiration scores as compared to boy students of secondary schools belongs to low Socio-Economic Status with high Family climate.
- The boy students of secondary schools belongs to high Socio-Economic Status with high Family climate have significant higher vocational aspiration scores as compared to boy students of secondary schools belongs to low Socio-Economic Status with high Family climate.
- The boy students of secondary schools belongs to high Socio-Economic Status with low Family climate and high Socio-Economic Status with high Family climate have similar vocational aspiration scores. Table: Interaction effects of Social maturity (Low and high) and Family climate (Low and high) on Vocational aspiration of Secondary school boy students

Interactions	**Low SM x Low FC**	**Low SM x High FC**	**High SM x Low FC**	**High SM x High FC**
Mean	52.69	52.83	54.02	54.82
SD	0.65	0.59	1.59	1.71
Low SM x Low FC	-			
Low SM x High FC	p=0.9728	-		
High SM x Low FC	p=0.0001*	p=0.0042*	-	
High SM x High FC	p=0.0001*	p=0.0001*	p=0.0084*	-

*p<0.05

From the results of the above table, it can be seen that

- The boy students of secondary schools belongs to boy students of secondary schools belongs to low Social maturity with low Family climate and low Social maturity with high Family climate have similar vocational aspiration scores.
- The boy students of secondary schools belongs to high Social maturity with low Family climate have significant higher vocational aspiration scores as compared to boy students of secondary schools belongs to low Social maturity with low Family climate.
- The boy students of secondary schools belongs to high Social maturity with high Family climate have significant higher vocational aspiration scores as compared to boy students of secondary schools belongs to low Social maturity with low Family climate.
- The boy students of secondary schools belongs to low Social maturity with high Family climate have significant higher vocational aspiration scores as compared to boy students of secondary schools belongs to high Social maturity with low Family climate.
- The boy students of secondary schools belongs to high Social maturity with high have significant higher vocational aspiration scores as compared to boy students of secondary schools belongs to low Social maturity with high Family climate.
- The boy students of secondary schools belongs to high Social maturity with high have significant higher vocational aspiration scores as compared to boy students of secondary schools belongs to high Social maturity with low Family climate.

Table: Interaction effects of Socio-Economic Status (Low and high), Social maturity (Low and high) and Family climate (Low and high) on Vocational aspiration of Secondary school boy students

Interactions	Low SES x Low SM x Low FC	Low SES x Low SM x High FC	Low SES x High SM x Low FC	Low SES x High SM x High FC	High SES x Low SM x Low FC	High SES x Low SM x High FC	High SES x High SM x Low FC	High SES x High SM x High FC
Mean	52.53	52.38	53.00	53.00	53.54	53.18	54.88	54.85
Low SES x Low SM x Low FC	-							
Low SES x Low SM x High FC	p=1.0000	-						

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Low SES x High SM x Low FC	p=0.9521	p=0.9703	-					
Low SES x High SM x High FC	p=0.9999	p=0.9998	p=1.0000	-				
High SES x Low SM x Low FC	p=0.4945	p=0.6609	p=0.9863	p=0.9999	-			
High SES x Low SM x High FC	p=0.8565	p=0.9133	p=1.0000	p=1.0000	p=0.9992	-		
High SES x High SM x Low FC	p=0.0001*	p=0.0001*	p=0.0013*	p=0.8011	p=0.2528	p=0.0177*	-	
High SES x High SM x High FC	p=0.0001*	p=0.0001*	p=0.0001*	p=0.7918	p=0.1129	p=0.0013*	p=1.0000	-

*$p<0.05$

From the results of the above table, it can be seen that

A significant difference was observed between interactions of boy students of secondary schools belongs to

- low socio economic status x low social maturity x low family climate and high socio economic status x high social maturity x low family climate
- low socio economic status x low social maturity x low family climate and high socio economic status x high social maturity x high family climate
- low socio economic status x low social maturity x high family climate and high socio economic status x high social maturity x low family climate
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- low socio economic status x high social maturity x low family climate and high socio economic status x high social maturity x high family climate
- high socio economic status x low social maturity x high family climate and high socio economic status x high social maturity x low family climate
- high socio economic status x low social maturity x high family climate and high socio economic status x high social maturity x high family climate at significance level of 5 percent.
- But other combinations of interaction effects of three independent variables on vocational aspiration are not found to be statistically significant at 5% level.

EDUCATIONAL IMPLICATIONS

Teachers should help the students to develop rationality, curiosity, open mindedness, personal confidence, aversion to superstitions, intellectual belief, suspended judgment etc., as these variables are good predictors of achievement of science students. Family Life Education programmes and mental health services may be organized at college level to enhance and equip the students for betterment of career aspirations

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ORGANIC FARMING IN INDIA: A NEED OF A MINUTE

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ABSTRACT
The prosperity of any country depends upon the prosperity of its people. Human race depends more on farm products for their existence than anything else since food and clothing – the prime necessaries are products of farming. Even for industrial prosperity, farming forms the basic raw material. The farming being practiced for the last five decades in India has increasingly been found non-sustainable. The system is oriented towards high production without much concern for ecology and the very existence of man himself. Adverse effects of modern agricultural practices not only on the farm but also on the health of all living things and thus on the environment have been well documented all over the world.

Organic farming is one of the several approaches found to meet the objectives of sustainable agriculture. Organic farming is often associated directly with, "Sustainable farming." However, 'organic farming' and 'sustainable farming', policy and ethics-wise are two different terms. Many techniques used in organic farming like inter-cropping, mulching and integration of crops and livestock are not alien to various agriculture systems including the traditional agriculture practiced in old countries like India.

Keywords: Organic farming, Agriculture, farming

1.1 INTRODUCTION

"To everything there is a season and a time to every purpose under the heaven… a time to be born and time to die; a time to plant and a time to pluck up that which is planted".

Agriculture includes rising of crops from the land animal husbandry, agro forestry and Fishery-culture. India is pre-eminently an agricultural country. Agriculture has been practiced in India since time immemorial. It plays a vital role in economy of India.

With the beginning of green revolution in Indian agriculture in 1965-66 the fertilizer consumption got a huge momentum for sustaining the needs of burgeoning population. The targets were reached and it became self sufficient in food grain production.

The hazards of intensive agriculture system were threatening as they drastically affect the ecological balance Thus; we started thinking towards organic farming (OF) systems approach which was existing earlier (ancient time) in our society. The international Federation of Organic Agriculture Movements (IFOAM) is an international organization which regulates the standards of and strengthens the organic movement globally in its full diversity by uniting and assisting more than 120 countries about the organic vision of the world. According to IFOAM, "Organic Agriculture is a production system that sustains the health of soils, ecosystems and people. It relies on ecological processes, biodiversity and cycles adapted to local conditions, rather than the use of inputs with adverse effects. Organic A8riculture combines tradition, innovation and science to benefit the shared environment and promote fair relationships and a good quality of life for all involved", the essence of can be viewed as a suitable tool for promoting sustainability in agricultural production.

1.2 OBJECTIVES

The study has some following objectives

1. To Study and Understand Organic Farming.
2. To describe the actual Advantages and Disadvantages of Organic Farming.
3. To render the Government Schemes for Organic Farming in India.
4. To elucidate the role of Organic Farming in Indian Economy with case study.

1.3 RESEARCH METHODOLOGY

In order to make research more successful the researcher has to define and plan the whole program properly and efficiently. This plan is known as Research Methodology.

1. The research methodology is used to gather specific information and to gain an in depth understanding regarding topic i.e. Organic Farming.

2. Secondary data review and analysis involves collection if information, Statistics and other relevant data and various levels aggregation in order to get maximum information in Indian Digitalization.
3. Most of the information is Retrieved from the internet Via Journals, Research Papers and expert opinion on the same subject matter.

2.1 ORGANIC FARMING

Organic agriculture is a holistic production management system which promotes and enhances agro-ecosystem health including biodiversity, biological cycles and soil biological activity. It emphasis the use of management practices in preference to the use of on-farm inputs, taking into account regional conditions which require locally adopted systems. Since organic farming address soil health, human health and environmental health and is eco- friendly, it is one of the best options for sustainable crop production and crop yields.

2.2 THREE CATEGORIES OF ORGANIC FARMERS IN INDIA

1. First category of organic farmers are those who are in no input or low input use zones, for those organics is a way of life and they practice it as a tradition.
2. Second category of farmers is those who have recently adopted the organics in the wake of ill effects of conventional agriculture
3. Third category comprise of farmers and entrepreneurs who have systematically adopted the commercial organic agriculture to capture the emerging market opportunities at premium prices. Area under organic cultivation in India is 5.71 million hectares 201516 out of which cultivable area is 1.49 mha, and rest 4.22 mha under forest and wild harvest. Madhya Pradesh has the highest area under organic farming in India followed by Maharashtra and Rajasthan.

2.3 BASIC NECESSITIES OF ORGANIC FARMING

1. The soils of organic farming should be friable and have organic content with ideal 6.5 to 7.5 ph to help microbial activity, called as living soil.
2. The manures for organic farming should have minimum 12% organic carbon, .8% nitrogen, .4% phosphorous .4% potash and carbon and nitrogen in ratio 20:1.
3. Farm yard manure, poultry manure, cow dung slurry animal urine crop residue green manures and green leaf manures are permitted in organic farming.
4. India has sufficient availability of organic manures. Recycling of organic wastes is not only an ecological necessity but compulsion.
5. The choice of organic manure application is in organic farming is based on availability of the manure and soil test reports. In general, it is applied based on nitrogen equivalent to recommended dose of inorganic fertilizers of the crops. Some of the organic manure preparations are Non edible neem cakes, mahua cakes, The oil cakes help in reduction of insect pests damages, soil borne out of root diseases and nematodes infection.

2.4 COMPONENTS OF ORGANIC FARMING

1. Crop and Soil Management: The system aims in enhancing the organic matter levels in soil to maintain the long term fertility of soil. In this component, we give stress in selection of variety, timely sowing, crop rotation, green manuring, intercropping with legumes, etc.
2. Nutrient Management: This is dealt with the use of organic materials such as farmyard manure, compost, vermicompost, crop residues, green manures, and cover crops, crop rotation and biofertilizers are also included for their key role in nutrient cycling.
3. Plant Protection: Insects, pathogens, and other pests are controlled by primarily relying on crop rotations, natural predators, resistant varieties, diversity and tillage. Thereafter, botanical, thermal, and chemical interventions are applied as a last resort under restricted conditions.
4. Livestock Management: Livestock are reared by keeping full attention to their evolutionary adaptations, behavioral needs, and welfare issues (nutrition, shelter, breeding, etc).
5. 5.Soil and Water Conservation: Run off which erodes the soil can be prevented by contour cultivation, control bounding, terracing, grassing the waterways, etc, in situ water conservation techniques like broad bed and furrow system, ridge and furrow system, inter-row water harvestings, inter-plot water harvesting, scooping, etc. can be adopted in dry land areas.

3.1 ADVANTAGES OF ORGANIC FARMING

1. Lower Growing Cost: The economics of organic farming is characterized by increasing profits via reduced water use, lower expenditure on fertilizer and energy, and increased retention of topsoil. To add to this the increased demand for organic produce makes organic farming a profitable option for farmers.
2. Enhances Soil Nourishment: Organic farming effectively addresses soil management. Even damaged soil, subject to erosion and salinity, are able to feed on micro-nutrients via crop rotation, inter-cropping techniques and the extensive use of green manure. The absence of chemicals in organic farming does not kill microbes which increase nourishment of the soil.
3. Resistance to Disease and Pest: Farming the organic way enables farmers to get rid of irksome weeds without the use of any mechanical and chemical applications. Practices such as hand-weeding and soil enhancement with mulch, corn gluten meal, garlic and clove oil, table salt and borax not only get rid of weeds and insects, but also guarantee crop quality.
4. Increased Drought Tolerance: Organically grown plants are more droughts tolerant. The soluble salts in cells of fertilizers-fed plants are unable to osmotically draw sufficient water to maintain safe dilution, thereby increasing the salt content. This salt level reaches toxic levels and result in the death of plants.
5. Environment-friendly Practices: The use of green pesticides such as neem, compost tea and spinosad is environment-friendly and non-toxic. These pesticides help in identifying and removing diseased and dying plants in time and subsequently, increasing crop defence systems

3.2 DISADVANTAGES OF ORGANIC FARMING

1. Lower Productivity: An organic farm cannot produce as much yield as a conventional or industrialized farm. A 2008 survey and study conducted by the UN Environmental Program concluded that organic methods of farming result in small yields even in developing areas, compared to conventional farming techniques. Though this point is debatable as the productivity and soil quality of an industrialized farm decreases rapidly over the years.
2. Requires Skill: An organic farmer requires greater understanding of his crop and needs to keep a close watch on his crops as there are no quick fixes involved, like pesticides or chemical fertilizers. Sometimes it can be hard to meet all the strenuous requirements and the experience to carry out organic farming.
3. Time-consuming: Significant amounts of time and energy are required to execute the detailed methods and techniques that are required for a farm to be called an organic farm. Failure to comply with any of these requirements could result in loss of certification, which the farmer will not be able to regain in up to three years.

4.1 GOVERNMENT SCHEMES

1. National Organic Farming Research Institute, Gangtok, Sikkim

This is a research institute recently established for promoting research and education and conducting training on organic production systems, especially in the North East Hills Region of India.

2. National Centre of Organic Farming, Ghaziabad, Uttar Pradesh

This centrally run institute and its six Regional Centres at Bangalore, Bhubaneswar, Panchkula, lmphal, Jabalpur, and Nagpur has been established for implementing a Centrally Sponsored Scheme (CSS), i.e., National Project on Organic Farming.

3. Participatory Guarantee System (PGS)

A participatory approach for the stakeholders (producers, consumers, retailers, traders and others such as NGOs, Societies/Gram Panchayats/ State/Central Government organizations/agencies/farmers, etc.,) to assess, inspect, and verify the production practices of each other and take decision on organic certification (PGS-Green and PGS Organic). The system focuses on assurance of quality at local levels, and is a platform for the participators to build trust, social networks, and exchange knowledge to continue the integrity and movement of organic.

4. Paramparagat Krishi Vikas Yojana

This is an expanded component of Soil Health Management (SHM) of a major CSS, National Mission of Sustainable Agriculture (NMSA), launched in 2015. The latest technologies of are disseminated in villages among youths and farmers by cluster method and PGS certification.

5.1 ROLE OF ORGANIC FARMING IN INDIAN ECONOMY

The agriculture sector continues to be vulnerable with fluctuating growth rate due to uncertainty of rainfall and rising of temperature (climate change). Therefore, organic farming has great potential for addressing these

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issues; Sikkim is India’s first fully organic state. The north eastern states are practicing organic agriculture. In other states, some certified organic farms are run by different agencies. Many developing countries have adopted organic farming due to its higher profitability leading to sustainable development. The system can directly and indirectly improve the economic conditions of the farmers. Small-scale farmers can also derive economic advantages from it. As they are poor in resources, they are unable to invest in external inputs and energy, and hence substitute these with locally available organic inputs. If the family members are working on subsistence farms, the labour cost also decreases. They sell the organic products and get good economic returns. The income levels of the farmers are increased. Organic farming practices also serve as a low risk strategy for the farmers as the failure of main crop due to weather vulnerabilities are tackled with crop diversification, intercropping. Crop rotation and agro-forestry. Certified organic foods, viz., basmati rice, cereals, pulses, oilseeds, fruits, tea, coffee, spices, honey, herbal medicines, and their value-added products are produced and available in India. Non edible products in the organic list include cotton, garments, cosmetics, body care products, and similar products. The demands of organic foods and products are high in foreign, so high export earnings are achievable e under this process.

Indirectly, the organic farming system can provide some economic advantages. With increase in income levels of farmers. Their socio-economic conditions improve. The social capacity enhances, and they afford better education for their children. Establishment of SHGs, NGOs, etc. help in easy availability of credits, certification process, etc, thus, the social capital is increased, and the system also empowers rural youth and women with employment opportunities. Women have more bargaining power, and they also participate in decision making process. Organic farming aims to work with natural systems, which leads to promotion of indigenous technical knowledge and transfer of knowledge from generation to generation. This helps in preservation of cultural practices and crop varieties. Wild varieties are heritage in the list of germplasm because they are depleting very fast. The health of farmer is maintained by cultivating organic practices and having nutritious foods. Thus, the living standard of the farmers is increased with Organic farming practices.

5.2 Case study

5.2.1 A successful experiment in organic farming (The Hindu October 2018)

Ballari farmer opts for Palekar model of agriculture. Eshwar Rao, a progressive farmer in Vijayapura camp of Ballari taluk, has opted for natural farming on a sprawling 25-acre land. He has been following the Palekar model of agriculture, including integrated farming, in his experiment since two years. Rao says the yield, as of now, is not important. But what matters is that the soil health has been considerably improving and this has a lot of value.

“For 25 years, I adopted the conventional method of cultivation. I have used chemical fertilizers and pesticides and got good yield too. But after getting to know about organic/natural farming and the Palekar model of agriculture with thrust on zero budget farming, I decided to give it a try and adopted it on my entire piece of land,” he told The Hindu.

5.2.2. Goa launched the scheme to boost organic farming in the state (times of India 2016)

In an effort to reduce the use of chemical fertilizers and pesticides, and to promote organic farming in Goa, the state department of agriculture has launched a state sector scheme titled assistance for use of organic input by the farmer. Under this scheme, 50% assistance will be given on cost of organic inputs limited to Rs 10,000 per hectare and maximum up to 2 hectares or Rs 20,000 per beneficiary for all categories of farmers on the use of organic inputs. These organic inputs are organic fertilizers, bio-fertilizers, Pesticides and bio-control agents. Farmers possessing a valid Krishi card and cultivating a minimum area of 0.1 hectare in the state are eligible for this scheme.

6. CONCLUSION

Organic farming is an agrarian activity that involves the use of green manure and compost for optimum crop rotation this type of agriculture thrives on the use organic materials to enhance cultivation techniques and maintains soil productivity. However organic farming is not without disadvantages either, but in present day there is a growing interest for organic farming as it emphasis largely on environment concern and sustainability.

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PROFESSIONAL DEVELOPMENT OF TEACHER ISSUES AND CHALLENGE IN HIGHER EDUCATION

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INTRODUCTION

In a vital and rapidly evolving society the words “profession” and “professional” elude precise definition. For long period in the west there were three recognized learned professions, theology, and low, medicine. These had a prestige which was highly prized and zealously guarded. With the recognition that there are numerous callings which demand disciplined and scholarly traing, the designation “profession ‘has come to be claimed by still other occupation. Dentistry, teaching, journalism, librarianship, foresty and nursing are some callings to which the status of profession is generally conceded in mature societies and the list is by no means complete. It may be that the words “profession” and “professional “will cease to be associate with specific calling, and will related instead to, standards and attitudes.

also the probably is approaching when, no private business or any other exacting calling can claim the respect in so far as it lives and operates by professional standard. Professional education is the process by which men and woman prepare for exacting, responsible service in the professional spirit. The team may be restricted to preparation for fields requiring well-informed and disciplined insight and skill of a high order. Less exacting preparation may be designated as-vocational or technical education.

RESPONSIBILITIES OF PROFESSIONAL EDUCATION

one reason is the that while professional men in a large degree are in key position in modern society, professional education has field in one of its larges responsibilities, that of developing over –all principals and philosophy by which professional men should live and work . While each may have high skill, the total effect may great internal stress and even social deterioration. if our imperiled civilization is to survive, our keenest and most disciplined minds, and to a very considerable degree this means our professional men, must devote their moral energies and intellectual power to solving current and long range problems of the world are puzzled as to why intelligence and education do not bring peace and order, as to why democratic constitution do not bring democracy, why religion does not bring brotherhood. To the extent that such purpose and philosophy are lacking, the engineer may be at the service of anyone who will pay him well, regardless of the social worth of his service ,the lawyer’s skill may be for sale for right or wrong , while the physician may seek the place of largest income, rather than that of greatest service .

FUNDAMENTALS OF PROFESSIONAL EDUCATION

One of the primary needs is that the professional man shall see the whole problem with which be deals, not merely its technical phases. All technical education should transmit technical understanding, skill and method, not as an isolated discipline, but in its total human and social setting. Failure to do that is largely responsible for failure of modern civilisation to produce social peace and harmony. The foundation of professional education should be not only technical skill, but also a sense of social responsibility, an appreciation of social and human values and relationships, and disciplined power to see realities without prejudice or blind commitment. While professional men largely set the pattern of national life, that pattern is much influenced by their earlier intellectual and moral experience, especially their professional training.

The problem of professional teaching is one of content as well as method. if the professional student has acquired wisely selected basic knowledge and the professional way of thinking and working with representative increments of particular knowledge , then he can himself acquire the particular knowledge, he especially needs from time to time . There is a fundamental unity to all scholarly and professional thought. For students to come to recognise this unity it is necessary to have teachers with the breadth of mind and outlook to work out and to use in their courses common expressions of the common fundamental of effective thinking and learning. Also in professional teaching, the development of fundamental methods in one profession will tend to serve all professions.

POLICY PERSPECTIVE

Professional development is a process for improving and increasing the capability of human beings working in any profession to maintain its quality and standard. the government of India set up many committees and commission to improve the quality of teachers and also for their professional develops .some of the recommendations are as follows .

- The university education commission (1948) recommended that theory and practices of pre-service teacher education must support each other. The theory courses must be flexible and adaptable to local circumstances.
- Education commission (1966) recommended that quality of training institution and of teacher education programme should be improved.
- In the year 1973.the government of India constituted the national council of teacher education (NCTE) to act as a National Adequate Body on all matters relating to teacher education and review the progress plan scheme to ensure adequate standards in teacher education .
- The national policy on education (NPE)1986 and pogramme of Action (POA), 1992 calls for overhauling the teacher education system.
- In 1990, the Acharya Ramamurti committee suggested that the training the programme should be competency based and there should be competency based and there should be integrations of theory and practice. The yashpal committee Report (1993) on learning without Burden noted, "The content of the programme should be restructured to ensure its relevance to the changing needs of school education.

National Curriculum Framework for teacher education of NCFTE (2009) suggested improving the design and impact greater rigour and professionalism to the teacher education programmers. Recently the government of India launched pandit madan mohan malviya national mission on teachers and teaching during 2017-18 which addressed comprehensively all issues related to teachers, teaching, teacher preparation and professional development.

ISSUES AND CHALLENGE

Though many reforms are brought in teacher education particularly after independence yet there are many more emerging issues and challenges that need urgent attention for improving the quality and professional development of teacher. Some of these are as follows:

- The duration of teacher education programmes like B.Ed and M.Ed. have been increased from one year to two year In the revised notification of NCTE in 2014 and are being run in the universities and teacher education institution. These issues like integration of theory and practice and integration of content and pedagogy, in transaction of curriculum have not resolved so far. These pertinent issues and concerns are to be resolved on the basis of researcher and experiments.
- In our existing system, the teachers with general degree of B.Ed. have been teaching from elementary to senior secondary stage. It resulted into many complicated problems like drop out, absenteeism and low achievement among the children.
- The centrally sponsored scheme of restructuring and reorganization of teacher education launched and reorganization of teacher education launched by Government India could not realize the objectives. Besides this, other private and government training institutions at secondary levels need updating and the capacity of these institutions should also be strengthened.
- Both teacher education and school curriculum are working in isolation and does not have relationship between two. The pre-service teacher education curriculum does not reflect the needs and demands of students and teachers. It needs to be revised and redesigned keeping in view the new thrust areas of the National curriculum Framework for school (2005), NCTE (2009), and NCTE Regulation (2014).
- The network of different institution both at state and national level to be made by using latest information and communication Technology. It will help in formation of policy planning and decision making. There no mechanism of management information system on teacher education. The data related percentage of untrained teachers, unemployed trained teachers, number of teacher educators and their specialization, curriculum revision; innovative programmes etc. in teacher education are not available at one place.
- Policy research, innovations and experimentation are largely not experimentation are largely not encouraged in teacher education programme. These should be promoted for improving the quality of teacher education programme. It will also help in streamlining the practical problems like entry qualifications. Admission policy, recruitment and transfer policy.
- There is no permanent mechanism for the in –service education programme for about 86 lakhs teacher and teacher education who are working in schools and teacher education institution in the country for their continuous growth and development . The training programmes are being organized in adhoc manner under

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the government of India schemes like Sarva Shiksha Abhiya, Rashtrya Madhyamik Ahiksha Abhiyan, and Centrally sponsored scheme of teacher education. it requires systematic and comprehensive policy by strengthening and coordinating the national level intuition University Grant Commission, National Conical of Education Research and Training, National Institute of educational planning and administrastrators, National council of teacher education and state level institutions-state council of Educational Research and training , university department college education .

- The traditional face-to-face training modality fails to provide regular training to teacher .Alternative mode of distance education needs to be used .It will not only minimize the transmission loss but also solve the problem of non-availability of resource persons at smaller and remote places. Tele-conferencing and use of interactive television will be effective mode for coverage and recurrent training for the professional development of teacher.
- The training methodology should focus on local specific activity based training It/Et integration to training transactions. The truncation of training should also focus on audio/ video demonstration of skills, competencies, interventions and strategies followed by group discussion group reflection: panel discussion brain storming sessions, etc. there is need for creating social sensitivity to socio- cultural, economic and political issues confronting the emerging Indian society .
- Lot of training material is available both the national and state level institution. but there is no mechanism to make it available to teacher and teacher educator at the grassroots level. It should be disseminated /distributed among them for self-learning and their growth. It can be used both used for self-reading as in the training programmes. More than more need based training and instructional material should be developed following the modular approach.
- Tele-conferencing and use of coverage and recurrent training for the professional development of teachers. it will not only minimize the transmission loss but also solve the problems of non-availability of resource person at smaller and remote places.

The traditional face-to-face training modality fails to provide regular training to teacher.

- In case of higher education there is no provision without professional degree in colleges and professional degree in higher education. Therefore, the degree of M.Ed with specialization as recommended by NCTE (2014) regulation needs to be implementing.

CONCLUSION

Many reforms have taken place in the area of teacher education from time to time in the light of recommendations made by different commission and committees set up by Government. Of India for the professional development of teachers and teacher education. But the issues and concerns raised above still need deep thinking and action on the part of both policy planning and implementation at micro level .All the universities and affiliating universities to follow and implement recommendations made in revised regulation of NCTE 2014. Besides this, Pandit Madan Mohan malviya scheme on National Mission of Teacher and Teaching, an umbrella Scheme, which is at initial stage will bring great change and improvement for the professional development of teacher in future. . Less exacting preparation may be designated as-vocational or technical education the team may be restricted to preparation for fields requiring well-informed and disciplined insight and skill of a high order. Less exacting preparation may be designated as-vocational or technical education.

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A STUDY OF HEALTHCARE REVOLUTION IN THE CONTEXT OF HEALTHCARE SECTOR INDUSTRIES IN INDIA

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ABSTRACT
This paper explores the healthcare revolution in the context of healthcare sector industries in India. Healthcare has become one of India's largest sectors - both in terms of revenue and employment, and the total industry is expected to touch US$ 372 billion by 2022. And the fast growth in Healthcare comprises hospitals, medical devices, clinical trials, outsourcing, telemedicine, medical tourism, health insurance and medical equipment. In this context coming fourth industrial revolution going to be big and significant factor in India's healthcare sector. As industry 4.0 is combination of modern industries with cyber-physical system, internet of things and internet of services. This system also deals with logistic management, big data analytics to customer centric services which play a big role in pharmaceutical industry. This paper investigates the potentials and trends in current Indian healthcare scenario to adapt Industry 4.0.The scope of business opportunities from pharmaceutical manufacturing to predictive maintenance healthcare along with the challenges in implementations of this automation.

Keywords: Industry 4.0, Healthcare, Internet of Things, Industrial Big Data

1. INTRODUCTION
Healthcare has become one of India's largest sectors - both in terms of revenue and employment. Healthcare comprises hospitals, medical devices, clinical trials, outsourcing, telemedicine, medical tourism, health insurance and medical equipment. The Indian healthcare sector is growing at a brisk pace due to its strengthening coverage, services and increasing expenditure by public as well private players. Indian healthcare delivery system is categorised into two major components - public and private. The Government, i.e. public healthcare system comprises limited secondary and tertiary care institutions in key cities and focuses on providing basic healthcare facilities in the form of primary healthcare centres (PHCs) in rural areas. The private sector provides majority of secondary, tertiary and quaternary care institutions with a major concentration in metros, tier I and tier II cities.India's competitive advantage lies in its large pool of well-trained medical professionals. India is also cost competitive compared to its peers in Asia and Western countries. Along with this penetration of internet and use of smart phone in India increasing in a very fast pace. The digitalisation of industry affects the entire value chain. From individual products to digitising workflows in companies and connecting companies with clients and service providers via the Internet of Things – Industry 4.0 makes completely new manufacturing processes possible and requires new and specific business models.

2. OBJECTIVES
1. To study the current Indian healthcare scenario and the government initiatives towards healthcare in India and about Industry 4.0.
2. To find the potentials and trends in current Indian healthcare scenario to adapt Industry 4.0.
3. To know the scope of business opportunities from pharmaceutical manufacturing to predictive maintenance healthcare.
4. To find out the possible challenges in implementations of this automation particularly in Healthcare sector in Indian context.

3. REVIEW OF LITERATURE
Review of literature is the essential part of any research to find the pertinent literature and for analysis and find the possible research gap. Currently Industry 4.0 is a new concept and there is a lack of efforts in the systematic review of the topic. The main goal of this paper is the address the gaps by studying in depth the research articles from different journals and conferences on the topic

Bernard, 2016, Industry 4.0 requires extensive cross-organization collaborations and information sharing across and it is extremely difficult to build the digital trust. For many organisations, the benefit of change is also hard to quantify. Data security is another major issue.

Michela Piccarozzi, Corrado Gatti Oct 2018, Recent developments in production processes and their automation have led to the definition of the Fourth Industrial Revolution, commonly known as "Industry 4.0".

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Industry 4.0 is a very broad domain that includes: production processes, efficiency, data management, relationship with consumers, competitiveness, and much more.

Brettel, 2014, The knowledge gap and lack of experience in those areas, many organisations are unwilling to invest and it is more practical to take traditional routes such as outsourcing or expand product families to improve organizational flexibility.

The paper "Chronic Diseases and Health Monitoring Big Data: A Survey" by Lin *et al.*gives an extensive review on the latest progresses in medical big data on chronic diseases and health monitoring covering the full cycle of medical big data processing

4. RESEARCH METHODOLOGY

For this paper, first relevant sources of publications were identified regarding development in the field of industry 4.0.The research done through number of steps starting from the selection of database through major key word selection.The Data taken from the internet, literature, annual reports and manuals, journals, newspapers, articles, magazines published at national and international level are also referred for the purpose. The research design used by the researcher is in accordance with the empirical requirements.

5. CURRENT INDIAN HEALTH CARE SCENERY

The healthcare market can increase three fold to Rs 8.6 trillion (US$ 133.44 billion) by 2022.

India is experiencing 22-25 per cent growth in medical tourism and the industry is expected to double its size from present (April 2017) US$ 3 billion to US$ 6 billion by 2018. Medical tourist arrivals in India increased to 1.07 million in January 2018 from 0.98 million in January 2017.There is a significant scope for enhancing healthcare services considering that healthcare spending as a percentage of Gross Domestic Product (GDP) is rising. Rural India, which accounts for over 70 per cent of the population, is set to emerge as a potential demand source.

In 2017, the Government of India has provided grant-in-aid for setting up of AYUSH educational institutions in States and Union Territories. The hospital and diagnostic centres attracted Foreign Direct Investment (FDI) worth US$ 4.99 billion between April 2000 and December 2017, according to data released by the Department of Industrial Policy and Promotion (DIPP). India and Cuba have signed a Memorandum of Understanding (MoU) to increase cooperation in the areas of health and medicine, according to Ministry of Health and Family Welfare, Government of India.

6. GOVERNMENT INITIATIVES IN HEALTH CARE IN INDIA

Some of the major initiatives taken by the Government of India to promote Indian healthcare industry are as follows:

- India's first ever **'Air Dispensary',** which is based in a helicopter, will be launched in the Northeast and the Ministry of Development of Northeast Region (DONER) has already contributed Rs 25 crore (US$ 3.82 million) for its funding.
- The **Intensified Mission Indradhanush (IMI)** has been launched by the Government of India with the aim of improving coverage of immunisation in the country and reaches every child under two years of age and all the pregnant women who have not been part of the routine immunisation programme.
- The Union Cabinet approved setting up of **National Nutrition Mission (NNM**) with a three year budget of Rs 9,046.17 crore (US$ 1.40 billion) to monitor, supervise, fix targets and guide the nutrition related interventions across the Ministries.
- The Government of India aims to increase the total **health expenditure to 2.5 per cent of Gross Domestic Product (GDP)** by 2025 from the current 1.15 per cent.
- In March 2018, the Union Cabinet of India approved the continuation of National Health Mission with a budget of Rs 85,217 crore (US$ 13.16 billion) from 1st April 2017 to 31st March 2020.
- In April 2018, the Government of India approved to sign Memorandum of Understanding (MoU) with the medical agencies of BRICS countries for cooperation in the field of medical products.
- In April 2018, the Government of India apprised the signing of Memorandum of Agreement (MoA) between India and World Health Organisation to facilitate in improving public health in India
- In May 2018, the Government of India approved financial outlay of Rs 14,832 crores (US$ 2.30 billion) for FY2017-18 to FY2019-20.

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- In June 2018, the Ministry of Health and Family Welfare signed an Memorandum of Understanding (MoU) with the Norwegian Ministry of Foreign Affairs through the Norway India Partnership Initiative (NIPI) from 2018-2020, the cooperation Is Aligned With National Health Policy 2017.

Ayushman Bharat - National Health Protection Mission-This mission have defined health cover of 5Lakhs for the family under cover. Increased benefit cover to nearly 40% of the population, (the poorest & the vulnerable).Covering almost all secondary and many tertiary hospitalizations. This will lead to increased access to quality health and medication. In addition, the unmet needs of the population which remained hidden due to lack of financial resources will be catered to. This will lead to timely treatments, improvements in health outcomes, patient satisfaction, improvement in productivity and efficiency, job creation thus leading to improvement in quality of life.

7. INDUSTRY 4.0 IN THE MEDICAL TECHNOLOGY AND EQUIPMENTS

Industry 4.0 defines the system of production processes depends on the autonomously communicating devices with each other and technology along the value chain: a model of future „smart" factory which makes decentralized decisions based on self-organization mechanisms, create a virtual copy of the physical world. In industry 4.0 computer-driven systems monitor physical processes. It also referred as fourth industrial revolution. The concept of Industry 4.0 is widely used across Europe, particularly in German's manufacturing sector. Information and communication technologies (ICT) are an integral part of the human environment in 2016. The so-called Internet of Things (IoT) with its intelligent sensors makes life easier in many areas. Examples include tracking parcel deliveries and wearable's (portable computer systems), which provide assistance in everyday life. A change is also taking place in the industry. The keyword is "Industry 4.0".The term "Industry 4.0" was used in public for the first time at Hannover Messe in 2011, and subsequently integrated into the German government's high-tech strategy. The term "Industry 4.0", as defined by the German Academy of Engineering and the Science and Industry Research Union (Forschungsunion Wirtschaft – Wissenschaft), is the "technical integration of cyber-physical systems (CPS) into production and logistics, as well as the application of IoT and services in industrial processes – including the resulting consequences for value creation, business models and downstream services and work organisations."[1] Industry 4.0 is the digitalisation of production, which then leads to the provision of associated services (smart services, servitisation). By analogy to Industry 4.0, "Healthcare 4.0" has been also used to denote the trend that more and more technologies incubated in manufacturing industries driven by Industry 4.0 are being adopted in healthcare industries and services

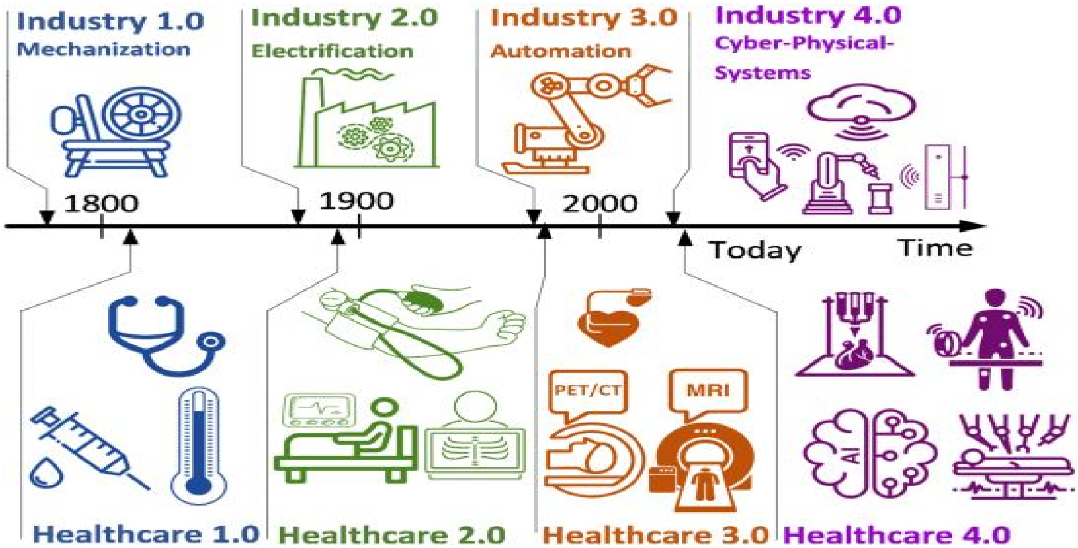

Fig-1: Temporal correlation of industry and healthcare technology

8. OPPORTUNITIES AHEAD IN INDIAN CONTEXT

India is a land full of opportunities for players in the medical devices industry. India's healthcare industry is one of the fastest growing sectors. The country has also become one of the leading destinations for high-end diagnostic services with tremendous capital investment for advanced diagnostic facilities, thus catering to a greater proportion of population. Besides, Indian medical service consumers have become more conscious towards their healthcare upkeep. Indian healthcare sector is much diversified and is full of opportunities in every segment which includes providers, payers and medical technology. India also offers vast opportunities in R&D as well as medical tourism. To sum up, there are vast opportunities for investment in healthcare infrastructure in both urban and rural India.

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Supply chain increasing healthcare access
There are myriad reasons for product expiry issues, and each one suggests solutions dependent on collaboration across the value chain: pharmaceutical batch sizes may be too large; demand uncertainty in different markets may be too volatile; visibility into inventory type and positioning across the value chain may be too dim; and data standards may be too fragmented to make the meaningful sharing of information viable.

Personalized and Precision Healthcare*:* Moreover, superior interoperability and collaboration crossing the boundaries of different organizations will be enabled by digitalization of enterprises. The above real-time data will be seamlessly fused and analyzed together with all genic data, personal healthcare records, and other historical data captured by various organizations.

Making drugs counterfeit-proof
A particular application for drugs is the use of a data matrix code that makes drugs more counterfeit-proof. The digital code gives the packaging for each cough syrup a specific identity, enabling the drug to be clearly identified after it has left the company. This makes it traceable across the entire logistics chain, and consequently more difficult to counterfeit.

Advantages
- innovation
- Effective globalization
- Optimum utilization of resources
- Smooth product flow
- Efficient continuous real time tracking

Efficient energy consumption
- Autonomous controlling
- Greater flexibility meeting high level last minute changes
- Detailed end to end product transparency in real time
- Secure and reliable backup system for every step in cloud storage

9. FUTURE CHALLENGES IN HEALTHCARE 4.0
Infrastructure to Handling Of Big Data
Making use of the tremendous volume of patient related data to improve healthcare and health services is essential to a meaningful progress in quality care.

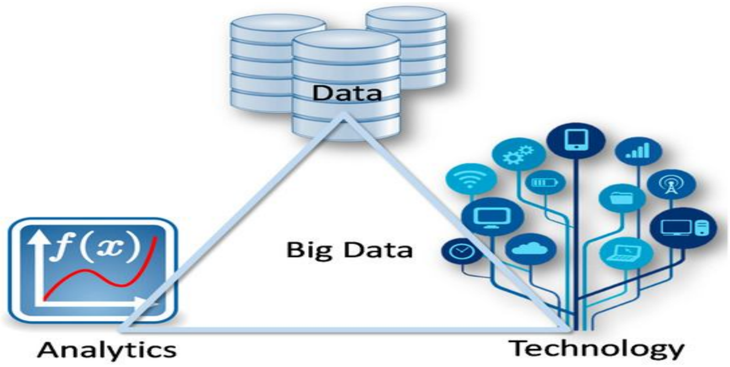

Figure-2: The key enablers underlying the Big Data movement

The big data in healthcare is also coming from the huge volume of data gathered from wearable devices The pharmaceutical industry still needs to catch up the huge amount of data generated harbours a lot of information that can, amongst other things, be used for quality assurance measures. Cloud services are used to store the data. This allows companies to scale their IT resources much more easily and cost-effectively.

Highly efficient cyber security
However, it also entails potential data security issues.[2] But what about digitalisation and Industry 4.0 in the pharmaceutical industry? The PHARMA Management Radar survey came to the conclusion that the Internet of Things will only become a major issue in the pharmaceutical industry in around 15 years' time. Around 60 percent of survey respondents believed that digitalisation mainly concerned logistics and supply chains.

Human–Robot-Symbiosis

With rapid advances in robotic technology, a variety of advanced robots have been developed within the last few decades. These robots enter into people workspaces or living spaces, operating side by side with humans or assisting humans with specific tasks, e.g., social robots, assistive robots, etc. With such a context, enhanced robot interactions toward the human–robot symbiosis are highly required, in particular, the capabilities of natural, safe, and effective human–robots interactions. situations: intentional and unintentional human–robot contacts or collisions.

Smart and Unobtrusive Sensing

In the past decade, considerable efforts have been made on developing advanced biomedical and healthcare sensing systems to enable physiological and psychological monitoring which can be applied in novel application scenarios, such as human–robot interface and interaction, pervasive and personalized healthcare applications, etc. From technology point of view, trends for those sensing devices are to be featured as unobtrusive, miniaturized, comfortable, networked, and long lasting to meet the requirements for smart and unobtrusive sensing.

Training need due to the New Concept

The companies' low level of automation in current situation required specialist staffs and research in that area is lacking. For implementation of industry 4.0 huge trained manpower required to in related areas currently not available. Creating greater efficiency in how the value chain manages its inventory is a great place to begin these efforts.

Require Huge Investment

The main obstacles cited included high investment requirements for mechatronic system and machineries as well as in effective plant layout for smart factory. Indian Healthcare companies are not ready for the huge investment required for infrastructure and technology update to adapt healthcare 4.0.

10. DISCUSSION

This study aim at find the gap in research in this domain and to explore the opportunities lies in health care sector for implementation of industry 4.0 along with the challenges. The issue of Industry 4.0 has a very little attention in India and Indian Pharmaceutical industry and very few paper discussing the Issue in the context of Indian healthcare industry 4.0 thus making it easier for future researches .This study suggest bloomed Indian IT sector and Pharmaceutical sector with multinational operation made a strong base to adapt to this next level of industrial revolution that is industry 4.0.Indias increasing rank in ease of doing business along with government initiative in healthcare sector created opportunity for Foreign direct investment and Indian pharmaceutical companies to grow. To best assist patients and clinical professionals, Healthcare 4.0 embraces the future developments across the broadest healthcare space: cognitive computing, smart homes, cyber clinicians, and robotics, etc. Powered by AI and natural human–robot interfacing technology, healthcare robotics is boosting up and gaining the capability of interpreting better human intentions. This paper also contribute towards the study of probable challenges in healthcare 4.0 implementations which include cyber security, huge data handling, Robotics, training needs in the emerging field, investment needs etc.

11. CONCLUSION

In India the success of Healthcare Industry 4.0 depends on numerous factors and different dimensions. New system architecture design patterns to separate these challenging aspects (such as legal, security, and privacy) are needed. Even though Indian IOT is emerging now it is the crucial part of digital India to transform India into a digital knowledge driven economy. By adopting Industry 4.0, we will have a major competitive advantage over global competitors in economy. But first and foremost we need to have the essence of speed in order to capture this opportunity and to achieve our set goal. This paper has Implications for both theoretical and managerial contribution towards health industry 4.0 in India as there is scarcity of review of literature in healthcare industry 4.0 in Indian context. The challenges to improve the security, efficiency, accuracy, and the interoperability of the smart and unobtrusive sensing systems. And these identified challenges may help researchers and developers in the field with possible directions for the further research

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IMPLICATIONS OF LEARNER SUPPORT CENTRES (LSCs): UGC-OPEN AND DISTANCE LEARNING REGULATION 2017.

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INTRODUCTION

In India a different type of education delivery system took birth moving away from conventional mode of education in early 1960's in the form and external education, correspondence education and latter emerging as Open and Distance Education. To regulate this distance education an Act in the parliament was passed in 1985 and Distance education Council (DEC) was established. DEC was responsible for maintaining the standards of all the institutions, Directorates of Distance Education, in various Universities, State Open Universities and one National Open University i.e. Indira Gandhi National Open university (IGNOU).

With the establishment of this Open and Distance education large segment of population in the country who were otherwise could not get into conventional education got highly benefited especially remote rural population, middle class working population, deprived and disadvantage class like SC/ST, Women, Minority housewives etc. The growth of this ODL sector clearly depicts that India and Indians have a strong urge to upgrade the education especially higher education. The middle and lower middle class population in India have been always dreaming to get educated and this was made a reality by ODL emergence over last four decades in the country. It is expected that the ODL will further grow tremendously in India in next two decades simply because of demographic structure on India which has nearly 50% of the population in the youth bracket. The existing infrastructure in the conventional educational set up is not sufficient to meet the demands of the Indian higher educational needs. Thus ODL remains the only means to meet the aspirations of prospective learners in India.

STATEMENT OF THE REASERCH IDEA

UGC has recently adopted ODL Regulations 2017 and subsequently made three amendments and came into effect directing all the ODL institutions to adopt the same and run and deliver the education as per the adopted regulations.

This paper is devised to give the detailing for ODL players across the country as how to follow the regulations and disseminate the learner support within the framework of the newly introduced regulations.

The Role of LSCs is to manage several activities in the given academic year the author being a practitioner of ODL at various levels have done extensive research and devised the present paper which can act as a guide for the LSCs across the country in the wake of new regulations. Some of the crucial areas for implementations are detailed below:

PRE ADMISSION COUNSELLING

It is essential to provide correct and accurate information to the prospective learners enrolling in ODL programmes. Due focus and attention has to be provided by the learner support centre to give appropriate information. The information provided should be on following lines

1. **Selecting Apt Programme for Study** Details of the study including fees, minimum duration and maximum duration available for the learner to complete the selected programme.
2. **Flexibility:** learner registering in ODL mode is generally the one who has paucity of time, thus expects variety of flexibility in the course of completion of the programme. ODL through its regulation have incorporated enormous flexibility in term of self-paced study, study at any time giving the scope for completing the programme within maximum duration fixed by the OLD institutes. Extending support services throughout the LSCs available (strictly not beyond the territorial jurisdictions fixed by UGC)
3. **Recognition:** validity and recognition of the degrees have been always unclear to many of the learners and general population offered under ODL. The primary objective of LSCs pre admission counselling should be making it apt clear about all the permission, approvals obtained from time to time from the regulatory authorities like UGC, AICTE, NCTE etc. and provide the documentary evidences to the prospective leaners. LSCs should have these approvals placed at the prominent locations at the reception counter for wider reach which will make recognition related doubts clear for the prospective learners.
4. **Location of LSC:** Distance learner is a very different learner when compared to conventional learner. The success of distance learner depends upon the several pertinent factors and conditions. The most important

factor controlling and driving the interest to keep the learner intact with the registered programme is the immediate support service which he gets at the nearest location

5. **Scholarships:** Various scholarships, concessions, fee reimbursement, government schemes, fee waivers etc are the perks available for the learners. Such information should be timely disseminated to the learners by the LSCs and is the mandatory component in the new regulations adopted.
6. **Future prospects:** on completion of any academic Programmes the learners acquires a certain standard of maturity in the discipline. This academic maturity has to be properly utilised for the gross development of the individual and the society. The ready reckoner should be prepared and relevant information should be provided to the prospective and learners from time to time regarding future prospects after completing the selected programme of study.

SUPPORT FOR ADMISSION RELATED MATTERS

Online Admission and its process: with the changing environment and adopting technology supported student support, offering admissions through online platform is encouraged by all the universities. Open universities have also migrated to this online admission process in most parts of the country. Some of the core support services to be provided by LSCs in online admission process, where prospective learners are bound to know these relevant questions which are listed below:

1. Are my ODL Degrees/Diplomas/Certificates Recognised?
2. When Admission announcements are issued?
3. What is Academic Schedule?
4. What is the Minimum Age required as on 1st Jan of Academic Year?
5. What is Eligibility criterion for admission?
6. What should I do after submitting on-line application?
7. What is the Last Date of Submission /deadline?
8. What are the details of admission requirements?
9. What is the fee Amount & Mode of the Payment?
10. When will I be notified of my acceptance?
11. Should I take a print of online application after submission
12. What are the additional Course codes to be selected?
13. Can foreign nationals fill the online admission form?
14. How do I get ID card?

The answer to all such expected questions should be readily available and uploaded on the admission portals and at LSCs for better clarity and enhance student’s captivity.

STUDY MATERIAL

1. Self-learning material

Regulations have exclusive focus on developing and providing Self Learning Material to the leaners. Queries related to time frame features of SLM, inbuilt teacher concept of the material, how the material is different in comparison to regular text books, guides available in the market should be scientifically designed and available for explaining the prospective learners. The LSC incharge should train the staff to explain the richness of SLM of the Open universities

2. Online Resources

Besides the SLMs supplement of additional resources available should be provided by the LSCs. The list of OERs available programme wise should be provided. Such compliment and supplement will help in enhancing the quality of learning. ODL learners have variety of learners having below average to extremely bright learners. Giving access to OERs and other online resources will boost the learners and learning.

FULL TIME DEDICATED HELP DESK

Help Desks at the LSC Level should be established to provide support with respect to the areas like Admission, Post Activities, Assignments, Projects, Practical’s, Internal and External examinations, Field works, entrance Exams results etc. Dedicated and well trained person can handle the activities.

GRIEVANCE REDRESSAL
Generation of variety of Grievances during the journey of ODL student is obvious. The redressal mechanism should address the following

1. Timely service.
2. Receiving service from competent & knowledgeable staff.
3. Reliable & accurate information
4. Being treated with respect & courtesy.
5. An effective feedback mechanism.

The online platform should be available to post the grievances like Degree/ Diploma, Assignment updation, Study materials, Learner support, Practical Synopsis, Projects, Examinations, Fresh Admission, Re-admission, Re-registration, Credit Transfer, Online Admission, Migration certificate, Duplicate ID Card, Transcript/ Genuineness verification, Refund of excess exam fee, Hall ticket, Declaration of Term End exam, Mark sheet and Provisional certificate, Re-evaluation, Answer Script photocopy, Entrance test, Degree verification, Official Transcript, Convocation, Others, Change of correspondence address.

ONLINE GUIDANCE AND COUNCELLING:
Academic Guidance is standardly known as Academic Couceling in ODL. The learners should receive the academic Councelling scheduled on weekends as mandated by Regulations.

The LSCs should follow and plan the Acadmeic Coucelling as detailed below

1. Use only qualified and Approved Academic Counsellors as mandated by UGC.
2. Prepare the schedule of Sessions and inform all the learners in advance
3. Practical which are continuous in nature should be informed at least 2 months in advance
4. Make counselling sessions more interactive rather one way lecturing.
5. Get the schedule approved from the competent authorities for checking validity.
6. Uploading on websites for wider reach
7. Feedback on the sessions conducted.

CONCLUSION
Learner Support Centres of any Open universities and Distance Education disseminator is the most integral part in education system. The different functions and roles any LSCs are not less that of any Colleges in the conventional system dealing with variety of activities for providing quality support services. Keeping in view of the various activities the new UGC ODL regulations 2017 have laid broad strictures to follow and adhere. In the present paper the author has given in detailed guidelines the LSCs to focus and plan which are not detailed hither to. Thus this paper will serve as a ready reckoner to many of those LSCs plan and implement the activities.

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STUDY OF ONLINE BUYING BEHAVIOUR

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ABSTRACT
The increasing number of internet users has actually led many organizations in utilizing the Internet as a new way of conducting business, known as E-Commerce. Consumers are in changeover state of being an 'E-Consumer' with prosperous dispersion on new concept of 'Online Shopping'. E-Commerce and online consumer behaviour are incessantly expanding phenomena with rising technology. Despite the superiority of the internet in our everyday life, little is known about consumer buying behaviour in online purchases. The purpose of this study is to identify factors affecting consumers about shopping online.

Keywords: Online consumer, Buying Behaviour, E-Commerce

INTRODUCTION
Internet is changing the way consumers shop and buy goods and services and has rapidly evolved into a global phenomenon. Many companies have started using the Internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. Companies also use the Internet to convey, communicate and disseminate information, to sell the product, to take feedback and to conduct satisfaction surveys with customers.

Consumer buying behaviour can be defined as the way in which consumers or buyer of goods and services tend to react or behave when purchasing product that they like. Buyers tend to exhibit different types of buying behaviour when they are in the process of purchasing goods and services and the type of product he/she wants to buy influences the behaviours witnessed. Consumer buying behaviour involves a long process where the buyer has to identify the product, study well its features, the pros and the cons and lastly deciding on whether to purchase it or not.

OBJECTIVE OF THE SYUDY
- To study buying behavior of online shoppers in general.
- To identify factors affecting online shopping**.**

LITERATURE REVIEW
- **NEERAJ MATHUR (2015)** In this research paper an effort has been made to find out the perceived risks of Indian customers with reference to online shopping. The risk in online shopping is mainly concerned with the misuse of credit cards, leakage of personnel information, product risk and risk of convenience.
- **JAYENDRA SINHA & JIYEON KIM (2012)** The paper study the associated with delivery of product, social and perceived behavioral control have been found to be significant factors affecting attitude toward using Internet for shopping. In terms of gender difference, perceived risks (product, convenience, financial, and non-delivery) and technology specific innovativeness were found to be significant for males and, for females, convenience risk and attitude towards online shopping were significant factors.
- **SUNANYA KHURANA & BALJINDER KAUR (2017)** A new captivating topic for marketers and researchers has come into existence to understand 'online consumer behavior'. In order to understand online consumer behavior, various models and frameworks have been derived by academicians & researchers. These models are composed of different factors which are variable in nature. Since e-commerce and online consumer behavior are constantly developing phenomenon with technological advancements, the variables are keep on modifying so as the models. The key objective of this exhaustive review is to analyze evolution of online consumer behaviour models associated to the change in variables.
- **KHULAN MUNKHJARGAL & MONGOLIAN ONLINE SHOPPERS (2018)** The paper reveals that the **s**urvey was collected from 294 social network users. The findings show that product risk, financial risk, non-delivery risk, convenience risk have negative impact on the online shopping attitude. We assume that Mongolian consumers give more importance for all perceived risks. The e-commerce shoppers' attitude was significant and positive impacts on the online purchasing behavior.

RESEARCH METHODOLOGY
Secondary data is collected from already existing data which is available through magazines, websites, print media journals, pamphlets, publications and books, articles from newspaper for the year January 2011 to December 2018.

FACTORS AFFECTING CONSUMER BEHAVIOUR

You know your clients are people. Even if you sell to a company, you will be dealing with humans to do it. You know that everyone has their interests, their tastes, their own way of being and a personal history that conditions them. It happens to all of us.

I. CULTURAL FACTORS

CULTURE

Culture is the most fundamental determinant of a person's want and behavior. The growing child acquires a set of values, perception preferences and behaviors through his or her family and other key institutions. The individual's way of being and the decisions they make it will be something you have to bear in mind, especially if you want your products to reach a large number of people living in different parts of the world. Marketers are always trying to spot "cultural shifts" which might point to new products that might be wanted by customers or to increased demand.

SUB-CULTURE

Sub-culture is the group of people who share the same values, customs and traditions. It includes nationalities, religions, racial groups and geographic regions. The different sub-cultures form several market segments whose needs can be carefully studied by the marketer and the strategic marketing decisions can be taken accordingly.

CULTURE OF SOCIAL CLASS

Philip Kotler defines: "Social classes are relatively homogeneous and enduring divisions in a society, which are hierarchically ordered and whose members share similar values, interest, and behavior."

They show distinct product and brand preferences in many areas like clothing, home furniture, education, etc. Each of them differs significantly in term of income, skills, needs, habits, preference, career orientation, approach toward life, etc.

i. Upper-upper

ii. Lower upper

iv. Middle class

Usually, with reference to India, based on income level, or status in society, we can identity three social classes like upper class, middle class, and lower class. In every society, percentage of each of these classes differs, and hence Marketer has to design his marketing programme to cater the needs of particular social classes.

II.CONSUMER BEHAVIOR

SOCIAL FACTORS

Social factors are also subdivided into the following:

REFERENCE GROUPS

Under social factors, reference groups have a great potential of influencing consumer behaviour. Of course, its impact varies across products and brands. This group often includes an opinion leader.

FAMILY

Their motivations and personalities but also their families and family members who are living together either because of blood relationship or because of marriage do not only influence the behaviour of a consumer.

ROLE AND STATUES

People who belong to different organizations, groups or club members, families play roles and have a status to maintain. These roles and status that they have to maintain also affect consumer behaviour as they decide to spend likewise.

SOCIAL FATORS

Here, we analyses the effect of social factors on consumer needs and preferences (behavior). Social factors affect consumer behavior. Consumer response to product, brand, and company is notably influenced by a number of social factors which are family, reference groups, and roles and statuses.

FAMILY

Family is one of the most powerful social factors affecting consumer behavior. This is more important where there is joint family system, in which children use to live with family for long years. Values, traditions, and preferences are in the genes of the children's as they are inherited by their parents.

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Family members are the pillars and hence they are the once who constitute the most powerful primary reference group. From family, its member acquires the beliefs towards religion, politics, ambition, self-worth, love, respect, and so on. Need, preference, buying habits, consumption rate, and many other aspects determined by family affect one's behavior.

In every family, elders, husband-wife, other members, and children have varying degree of influence on purchase decision, which is the matter of interest for the marker to appeal them. Some products are children dominant; some products are husband dominant; some products are wife dominant; while some products are equal dominant.

RFERENCE GROUPS

Philip Kotler states: "A person's reference group consists of all the groups that have a direct (face-to-face) or indirect influence on the person's attitudes or behavior." Groups having a direct influence on the person are called membership groups.

ASPIRATION (ASPIRED) GROUPS

A person is not the member of such groups. But, he likes to be one of those groups. He imitates and tries to copy habits, preference and buying pattern of such groups. For example, college students imitate/like to belong to film stars, sportsmen, or professional groups.

DISSOSAIVE (DISLIKE) GROUPES

These reference groups include such groups whose values or behavior a person rejects or dislikes. He tends to behave or act differently than those groups. A marketer should identify or find reference groups of his target market and should try to influence those groups. In case of television, automobile, clothing, home furniture, books and magazines, cigarettes, etc., the reference groups have more direct impact on buyers' purchase decision.

ROLES AND STATUES

A person plays various roles in many groups throughout his life. He has to play different roles in family, club, office, or social organization. A role consists of the activities that a person is expected to perform.

SOCIAL CUSTOMS AND TRADITIONS

Social customs, beliefs or traditions can be related with religion, caste, or economic aspects. Such customs determine needs and preference of products in different occasions and, hence, affect consumer behaviour.

INCOME LEVEL

Income affects needs and wants of consumers. Preference of the rich consumers and the poor consumers differ notably. In case of quality, brand image, novelty, and costs, there is wide difference between the rich and the poor buyers. Marketer must have sufficient knowledge about the different income groups of his target market.

PERSONAL FACTORS

A number of personal factors also affect the consumer behaviour. In fact, this is one of the major factors that influences consumer behaviour. The other sub factors under personal factor are listed below.

AGE AND LIFE CYCLE STAGES

Age of a consumer and his life cycle are two most important sub factors under personal factors. With the age and the life cycle the consumers go for the purchase options and the motive of purchase changes, with his/her decisions of buying products change. Hence this stage does affect consumer behaviour.

OCCUPATION

Occupation of a consumer does affect the goods and services a consumer buys. The occupation group has above average interest in buying different products and services offered by the organizations. In fact, organizations produce separate products for different occupational groups.

FINACIAL OR ECONOMICAL SITUATION CIRCUMTANCE

Everything can be bought and sold with the help of money. If the economic situation of a consumer is not good or stable it will obviously affect his purchase power, in fact if the consumers or the economy of a nation is suffering a loss it defiantly affects the consumers purchase or spending decisions.

LIFE STYLE

People originating or coming from different cultures, sub cultures, occupations and even social class have different styles of living. Life style can confirm the interest, opinions/views and activities of people. Various life styles affect the purchase pattern of consumers.

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SELF CONCEPT AND PERSONALITY

Every individual is different and have different and distinct personalities. Their distinct personalities and distinct physiology effects their buying decisions. Hence purchase of products and services defers from person to person.

CONCLUSION

This research shows that online shopping is having very bright future in India. Perception towards online shopping is getting better in India. With the use of internet, consumers can shop anywhere, anything and anytime with easy and safe payment options. Consumers can do comparison shopping between products, as well as, online stores.

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A STUDY ON FUTURE OF CLASS ROOMS OF HIGHER EDUCATION IN INDIAN CONTEXT

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ABSTRACT
There is a huge investment done on Buildings and Classrooms of Higher Education System. Do we really need that? The concepts of future classrooms, multimedia labs or active learning space has recently gained prominence in higher learning education system (Scannell, 2002). This study tries to explore whether more flexible, reconfigurable and modern classrooms layouts, where technology and active pedagogical practices can be incorporated into an easier way is the future of class rooms. A study is conducted on 42 researchers of RTM Nagpur University with an aim to capture what should be future class rooms look line. The data was collected through focus group methodology. Researchers were asked to form a group of four to five members in each group, and visualize the future class rooms and frame it on chart paper.

Whole process was video recorded and mock ups were conducted on content analysis. The outcome was recorded and put in sequential and logical manner.

Keywords: Higher Education, visualize, Artificial Intelligence, Class room, learning spaces, experiential learning.

INTRODUCTION

(a) In a churning global marketplace, understanding the fundamental connections between business, the environment, and society has become essential. The roles and responsibilities of business as a global force are becoming more urgent and complex, and concepts related to societal responsibility and sustainability are gaining recognition as essential elements in business management. Increasing complexity and interdependence require new approaches. (Sanders, 2018) Companies need integrative management tools that help embed environmental, social, and governance concerns into their strategic thinking and daily operations. They need support as they internalize and integrate these issues into the core of businesses, engage in dialogue with stakeholders, and report their conduct. They require talented and ethical leaders who can not only advance organizational goals and fulfill legal and fiduciary obligations to shareholders, but who are also prepared to deal with the broader impact and potential of business as a positive global force in society. Any meaningful and lasting change in the conduct of corporations toward societal responsibility and sustainability must involve the institutions that most directly act as drivers of business behavior, especially academia. Academic institutions help shape the attitudes and behavior of business leaders through higher education, research, management development programs, training, and other pervasive, but less tangible, activities, such as the spread and advocacy of new values and ideas. Through these means, academic institutions have the potential to generate a wave of positive change, thereby helping to ensure a world where both enterprises and societies can flourish. This paper tries to explore the how should be the class rooms of 21st century look like to adopt to new gadgets of learning yet continuing with the human touch?.

.LITERATURE REVIEW

Considering school buildings external factors, several authors have identified their impact on multiple human functions, including cognitive processes (Hygge & Knez, 2001) and well-being (Evans, 2003).

The significant impact that elements such as temperature, luminosity and acoustics have on school's internal environment (Higgins, 2005).

Montazami, Gaterell, and Nicol (Montazami, 2015) concluded that students and teachers' performance is influenced by the internal environment of buildings, specifically by factors such as noise levels, indoor temperature, air quality and lighting. These factors are positively correlated with students' learning and behaviour as well as their satisfaction and academic performance. Through the years and very consistently, literature has been providing clear evidence of the effect that the overall design of the physical environment of learning spaces has on its users More recently, studies have also alert to the privative impact that long periods of inactivity have on pupils' body health, as well as on its cognitive development and behavior control (Hillman, 2014). However, it is also advocated the literature around this topic is still scarce and that this topic claims for more deep and robust research (Barrett, 2015).

This objective of this study is

(b) How experiential learning could be effectively incorporated into our higher education system?

(c) What can be new structure of education system?

(d) How can we strike the learning cord of the students?

(e) How should be the class rooms of 21^{st} century look like to adopt to new gadgets of learning yet continuing with the human touch?.

RESEARCH METHODOLOGY

A research design is a frame work or blue print for conducting the research project. It lays the foundation for conducting the project. A good research design is needed to ensure that the market research is conducted effectively and efficiently. This study is an empirical study in nature and based on primary and secondary data which includes books, journals, published reports, and e-resources etc., . In this study an empirical study is conducted on 42 researchers of RTM Nagpur University with an aim to capture what should be future class rooms look line. The data was collected through focus group methodology. Researchers were asked to form a group four to five members in each group, and visualize the future class rooms and frame it on chart paper.

Whole process was video recorded and mock ups were conducted on content analysis.

The various journals, newspaper articles and web information the data has been studied, analyzed and recommendations has been made accordingly. The outcome was recorded and put in sequential and logical manner.

DISCUSSION

Researchers categories the whole findings into following categories

(a) Physical attributes of the future class room.

(b) Feel of class room related with experiential learning.

(c) Technological equipment’s required in the class rooms.

The outcome are as follows

In the classrooms of the future, teachers won’t be limited by physical space or location. Rather, they’ll have the ability—through remote access technology and online screen sharing options—to teach from anywhere. With each passing year, technology and connectivity will continue to alter the educational landscape.

Students will come to college for experiential learning’s than class room learning. Feel of class rooms will justify the experiential learning requirement. Simulation will be used to give the require feel.

For example, management students can do analytics of the market through simulation games. Medical students won’t need to be present in the same physical classroom, but hands-on training will become available via simulated scenarios in which they’ll have the opportunity to envision patients’ organs and anatomies in a virtual digital environment free of the kind of risk ordinarily present when working with physical bodies.

As with the full flight simulator currently used to train pilots in the aviation industry, simulation programs will be especially helpful in simulation allows nurses to perfect medical and surgical techniques without endangering patients’ safety. Among the various strategies utilized for simulation learning are virtual platforms like computer programs, task-trainer programs and role-playing.

The classrooms of the future won’t be limited to one specific place. Rather, they will have the ability to take place in online platforms and virtual spaces. This flexibility of location will open many more opportunities for students living in rural areas of the country—rather than merely catering to those living near large universities and urban centers.. This means that part of the management students curriculum will now include simulation games. Similarly for medical students lessons on the benefits of telemedicine, how to read electronic health records (EHRs), and information about the most common mobile apps for remotely configuring medical devices like heart and glucose monitors will be prominent. Remote monitoring will be part of school curriculum.

The technology to future teaching techniques will mean that to work together to solve connectivity problems in more rural areas to bridge the current digital divide. Some of the newer math software, for example, gauges student knowledge of the material and provides specialized lesson plans to meet individual needs. And online testing programs display data showing where individual students need more help with a particular lesson—therefore utilizing one-on-one tutoring time more efficiently, once teachers are ready to conduct individualized assessments.

Furthermore, place-based and maker education boost student engagement and provide creative outlets for connecting multiple subjects while allowing students the opportunity to create something unique and different—rather than yet again teaching to the test. A critical skill to master in the digital age will be given importance.

Futuristic teaching technologies lose sight of the ultimate objective of education. Education is a complex enterprise, and student-based learning is still the ideal goal—despite any technological developments that might distract from human roots.

Future class rooms are going to use high-tech tools. We should strive toward using teaching methods that has an uniqueness—rather than leaning too eagerly toward technology. Unique pedagogy will more accurately solve the complexity problems which is likely to be faced in real lives to prepare us for life beyond the classroom.

CONCLUSION

The ultimate goal in redesigning future classrooms should be to provide students and faculty with classrooms that support the collaborative, interactive learning experiences which they value most. To accomplish this, classrooms need to have:

1. Flexible layouts

2. Comfortable, moveable furniture

3. Opportunities for student-centered, hands-on learning

4. Reliable wireless technology and equipment

Flexibility, directly achieved through layout, furniture, and room size, reaches beyond its main themes. It is the flexibility of a multi-purpose, fully prepared space that allows for more flexibility in the types of equipment, technology, and teaching style used. Remote learning is going to be an important trait of future class rooms which was expressed by the researchers.

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A STUDY OF WOMEN ENTREPRENEURS IN MICRO, SMALL AND MEDIUM ENTERPRISES (MSMEs) IN NORTH -GOA

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ABSTRACT
Women play a significant role not only as a home maker but also as a nation builder. Women entrepreneurism is an emerging concept. This idle resource should be tapped effectively for the betterment of nation and entire world. Women entrepreneurs in MSMEs play a key role in the industrialization of developing countries. This paper strives to understand the role played by women entrepreneurs in the two talukas (Bicholim and Sattari) of North Goa. An attempt was also made to find out the problems and prospects of 80 women entrepreneurs in the production and Service sector through distribution of structured questionnaire and presentation of the analyzed data in form of tables and charts.

Keywords: Women Entrepreneur, MSMEs and Problems and Prospects

1.1 INTRODUCTION

Women entrepreneur may be defined as a woman or group of women who initiate, organize, and run a business enterprise. In terms of Schumpeterian concept of innovative entrepreneurs, women who innovate, imitate or adopt a business activity are called ‘women entrepreneurs’.

The Government of India has defined women entrepreneurs based on women participation in equity and employment of a business enterprise. Accordingly, the Government of India (GOI2006) has defined women entrepreneur as “an enterprise owned and controlled by a women having a minimum financial interest of 51 per cent

In this dynamic world, women entrepreneurs are an important part of the global quest for sustained economic development and social progress. In India, though women have played a key role in the society, their entrepreneurial ability has not been properly tapped due to the lower status of women in the society. It is only from the Fifth Five Year Plan (1974-78) onwards that their role has been explicitly recognized with a marked shift in the approach from women welfare to women development and empowerment. The development of women entrepreneurship has become an important aspect of our plan priorities. Several policies and programmes are being implemented for the development of women entrepreneurship in India.

Although there have been a number of studies on various aspects of women entrepreneurship in India, no systematic effort has been undertaken to study the growth of women entrepreneurs at the micro level. Hence, in the present study, an attempt to has been made to study the socio-economic profile and to identify the problems faced by the women entrepreneurs in the context of MSMEs.

1.2 ROLE OF MSME IN INDIA

The Micro, Small and Medium enterprises (MSMEs) have been accepted as the engine of Economic growth and for promoting equitable development in all over the world. In any category of countries (Developed, Developing and Under Developed), the existence of MSMEs is inevitable. The major advantage of the sector is its pivotal role through its contribution in Industrial output, Exports, and majorly in Employment generation at low capital cost. The labour intensity of the MSMEs sector is much higher than that of the large enterprises.

The MSMEs constitute over 90% of total enterprises in most of the economies and are credited with generating the highest rates of employment growth and account for a major share of industrial production and exports.

In India, the MSMEs contribution is highly remarkable in the overall industrial economy of the country. In recent years the MSME sector has consistently registered higher growth rate compared to the overall industrial sector. In Indian market, MSMEs rapid growth could be seen as Indian entrepreneurs are making remarkable progress in various Industries. The sector not only serves for urban market but also helps in industrialization of rural and backward areas, reducing regional Imbalances and assuring more equitable distribution of national income and wealth. Though, MSMEs contribution is phenomenal in the growth of Indian economy, Simultaneously, MSMEs are facing intense pressure and constraints to sustain their competitiveness in globalized world. In this competitive world, MSMEs need to be able to confront the increasing competition from developed and emerging economies and to plug into the new market opportunities, provided by these countries. There is a direct link between internationalization and increased MSMEs performance. International activities reinforce growth, enhance competitiveness and support the long term sustainability of companies. Yet

Indian MSMEs still depend largely on their domestic markets despite the opportunities brought by the enlarged single market and by globalization at large.

1.3 DEFINITIONS OF MICRO, SMALL & MEDIUM ENTERPRISES (MSMEs)

In accordance with the provision of Micro, Small & Medium Enterprises Development (MSMED) Act, 2006 the Micro, Small and Medium Enterprises (MSME) are classified as below:

	Manufacturing sector
Enterprise Category	**Investment in Plant & Machinery**
Micro Enterprises	Does not exceed twenty five lakh rupees
Small Enterprises	More than twenty five lakh rupees but not exceed five crore rupees
Medium Enterprises	More than five crore rupees but does not exceed ten crore rupees

	Service Sector
Enterprise Category	**Investment in Equipment**
Micro Enterprises	Does not exceed ten lakh rupees
Small Enterprises	More than ten lakh rupees but does not exceed two crore rupees
Medium Enterprises	More than 2 crore rupees but does not exceed five crore rupees

Source: http://msmedigoa.gov.in

1.4. LITERATURE REVIEW

1) Dr. Jyoti Agarwal (2018), highlighted the problems faced by women entrepreneur and

also discuss some real life essential strategies used by successful women entrepreneur. The study concluded that, for the economy to grow women should be provided with financial and emotional support from society and Government which will facilitate them to overcome all the barriers in the way of success.

2) Dr. Ranjana Sharma (2017), in the research paper titled ‘Women Entrepreneurs in India - Emerging Issues and Challenges’ examined the significance of women entrepreneurship, the role of women entrepreneurs in the Indian economy and also their contributions to the economic development. The study concluded that, though women entrepreneurs are gaining recognition recently, still there is a long way they have to go. In order to develop and grow her business successfully, one has to learn from the experiences and creatively utilize the strengths to overcome the threats and minimize the weaknesses.

3) Seema Johar (2015), focused on the growth and performance of women entrepreneurs in India and problems and challenges which are faced by women entrepreneurs in Ghaziabad city. The study also analysed on initiatives taken by the government for women entrepreneurs. The study recommended that, the society and Government should find remedies for the problem of women entrepreneur and provide special incentive and subsidy.

1.5. OBJECTIVES OF THE STUDY

1. To understand the overall performance of women entrepreneurs and MSME sector in Goa and India.

2. To analyse and interpret the problem and prospects of women entrepreneurs in North Goa by distribution of structured questionnaire.

1.6. SCOPE OF THE STUDY

The project report titled “**A Study Of Women Entrepreneurs In Micro, Small And Medium Enterprises (MSMEs) In North Goa**” is restricted to only two, Bicholim and Sattari Taluka’s of North Goa. Data was collected through personal interview with 80 women entrepreneurs in production and service sector. The survey period was for 7 months (from July 2018 to January 2019).

1.7 RESEARCH METHODOLOGY

- **Sample of the study:** The size of the sample selected for the study was of 80 women entrepreneurs in production and service sectors from Bicholim and Sattari Taluka’s of North – Goa.
- **Source of Data:** The study is based on primary and secondary data. Primary data was collected through personal interview with the women entrepreneurs by distribution of 80 structured questionnaires and secondary data was collected from the journals and websites.

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❖ **Period of the study:** The survey period was for 7 months (from July 2018 to January 2019).

❖ **Tools and Analysis:** Percentages and graphs/charts were used to analyse the data.

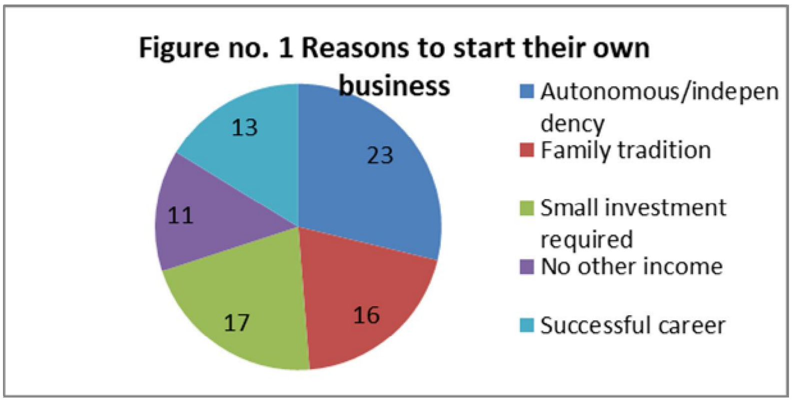
1.8 DATA ANALYSIS AND INTERPRETATION

In order to analyse and understand the problems and prospects of women entrepreneurs in North Goa, a structured close ended questionnaires were distributed to 80 respondents from Bicholim and Sattari Talukas of North Goa**.** The interpreted data was presented in form of tables and charts.

Table-1: Data Representing Reasons to start their own business by respondents

Reasons	No. of respondents	Percentage%
Autonomous/independency	23	28.75
Family tradition	16	20
Small investment required	17	21.25
No other income	11	13.75
Successful career	13	16.25
Total	**80**	**100**

Source: Primary data

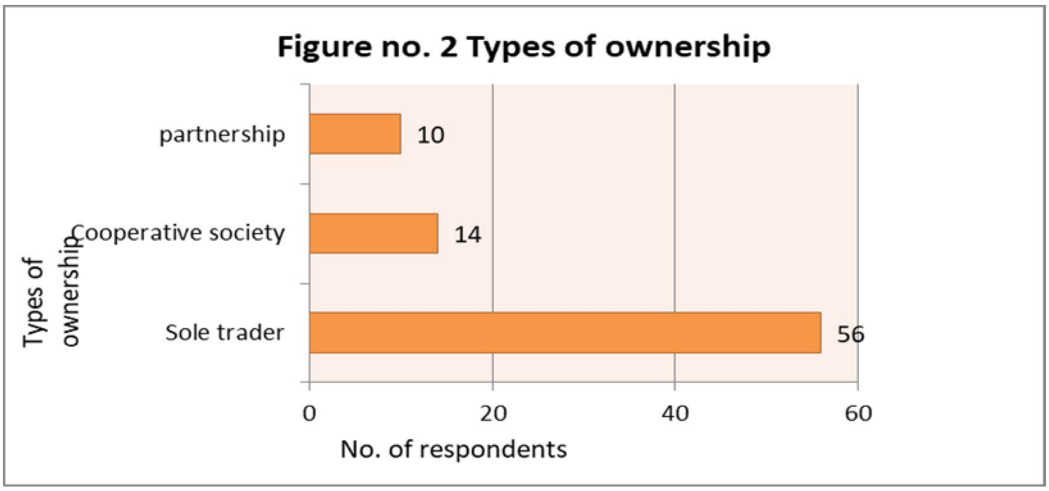


There are several motivational factors behind establishing own business and they vary from individual to individual. Table no. 1 shows that most of the entrepreneur 23 (28.75%) establish their own business as they wanted to be autonomous or independent. Others started their own enterprise 17 (21.25%) because of small investment required, 16 (20%) started own enterprise because of family tradition, while only 11 (13.75%) establish their own business as they had no other alternative source of income.

Table-2: Data Representing types of ownership of the respondent

Type of ownership	No. of respondents	Percentage%
Sole trader	56	70
Cooperative society	14	17.50
partnership	10	12.50
Total	**80**	**100**

Source: Primary data



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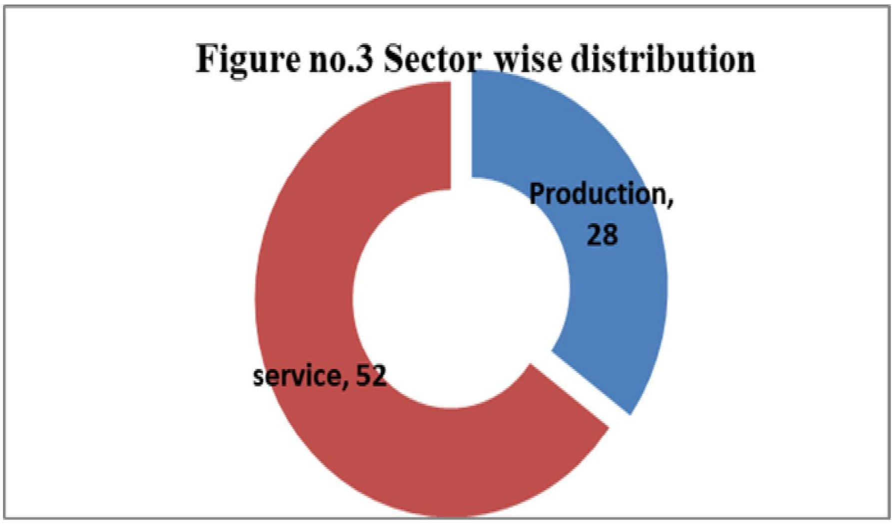
It is observed from table no.2 that, out of 80 women entrepreneurs selected for the study, many 56 (70%) are running their units as a sole trader while 14 (17.5%) of them are running their units as cooperative society and 10 (12.5%) are running partnership form of business.

Table no-3: Data Representing Sector wise distribution of respondents

Sector	No. of respondents	Percentage%
Production	28	33.75
service	52	66.25
Total	**80**	**100**

Source: Primary data



The sector wise distribution is shown in the table no.3 It is observed that majority of respondents (66.25%) are engaged in the service sector followed by production sector (33.75%).

Table-4: Data Representing Production Sector

Types of Enterprises	Investment in Plant and Machinery	No. of respondents	Percentage%
Micro	Up to 25 lakhs	16	57.14
Small	From 25 lakhs to 5 crores	6	21.43
Medium	From 5 crores to 10 crores	6	21.43
Total		**28**	**100**

Source: Primary data

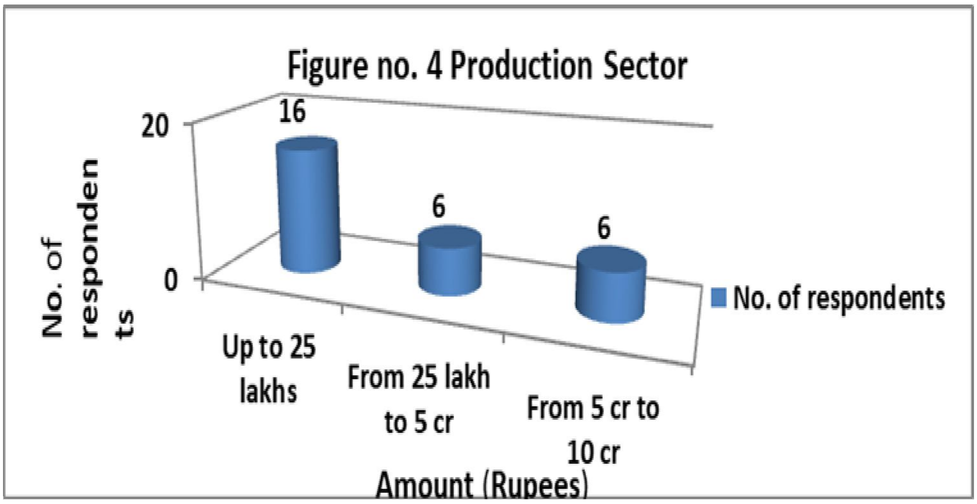
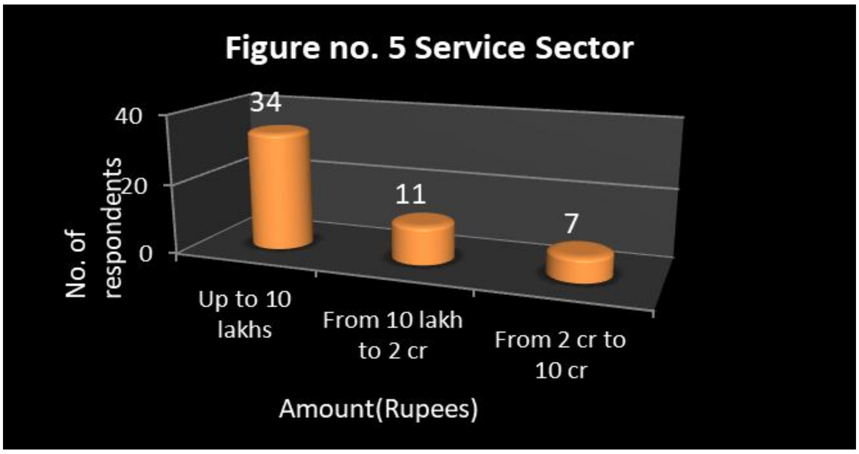


Table no. 4 shows the investment in Plant and Machinery and Enterprise category under Production sector. Majority of the respondents i.e is 16 have Micro enterprises having investment in Plant and Machinery upto Rs 25 lakhs. 6 respondents invest in Plant and Machinery between Rs 25 lakhs to Rs 5 crors falling in the small enterprise category and 6 women entrepreneurs invest in plant and machinery above Rs 5 crors to Rs 10 crores medium category .

Table-5: Data Representing Service Sector

Types of Enterprises	Investment in equipment	No. of respondents	Percentage%
Micro	Up to 10 lakhs	34	65.39
Small	From 10 lakhs to 2 crores	11	21.15
Medium	From 2 crores to 10 crores	7	13.46
Total		**52**	**100**

Source: Primary data

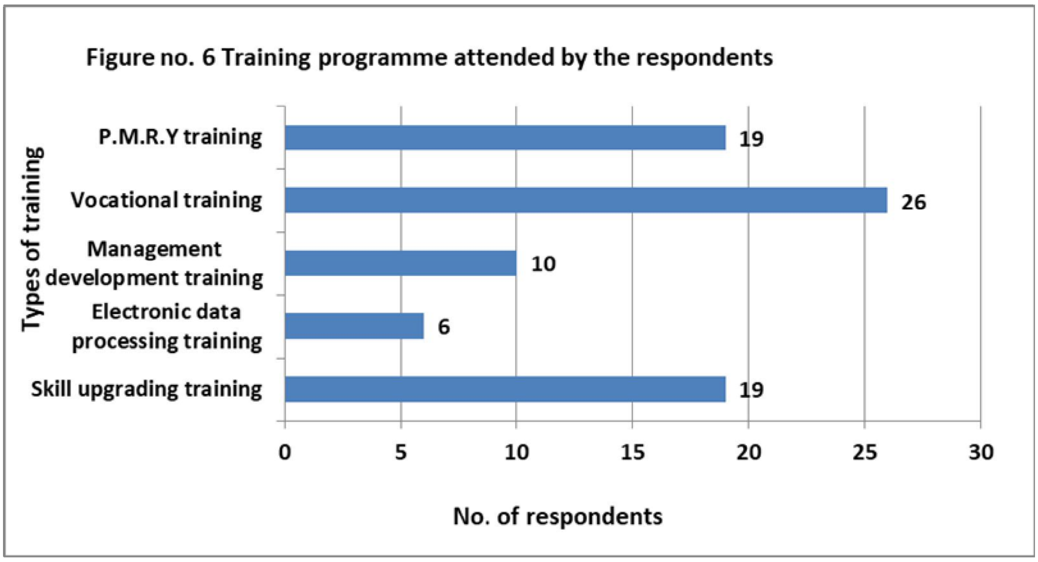


From the above figure no. 5 it can be said that, majority of we women entrepreneurs (34) has Micro enterprises investment in equipment upto Rs. 10 lakhs. 11 respondents have Small category enterprises having investment below Rs 10 lakhs to Rs 2 crores and only 7 women entrepreneurs investment in equipment between Rs 2 crores to Rs10 crores having Medium Enterprises.It can be conclude that, maximum i.e. 34 women entrepreneurs have Macro enterprises having investment in equipment upto Rs 10 lakh.

Table-6: Data Representing Training Programs attended by the respondents

Training programme	No. of respondents	Percentage%
Skill upgrading training	19	23.75
Electronic data processing training	6	7.50
Management development training	10	12.50
Vocational training	26	32.50
P.M.R.Y training	19	23.75
Total	**80**	**100**

Source: Primary data



From the table no.6 it is observed that, 26 (32.5%) of respondent received vocational training. 19 (23.75%) have attended skill upgrading training. 19 (23.75%) of respondent received P.M.R.Y training. 10 (12.5%) have attended management development training and 6 (7.5%) respondent said that they receive Electronic data processing training.

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Table-7: Data representing problems faced by the respondents

Problems	No. of respondents	Percentage%
Technology	15	18.75
Finance	7	8.75
Raw material	12	15
Marketing	21	26.25
Labor	8	10
Competition from others	17	21.25
Total	**80**	**100**

Source: Primary data

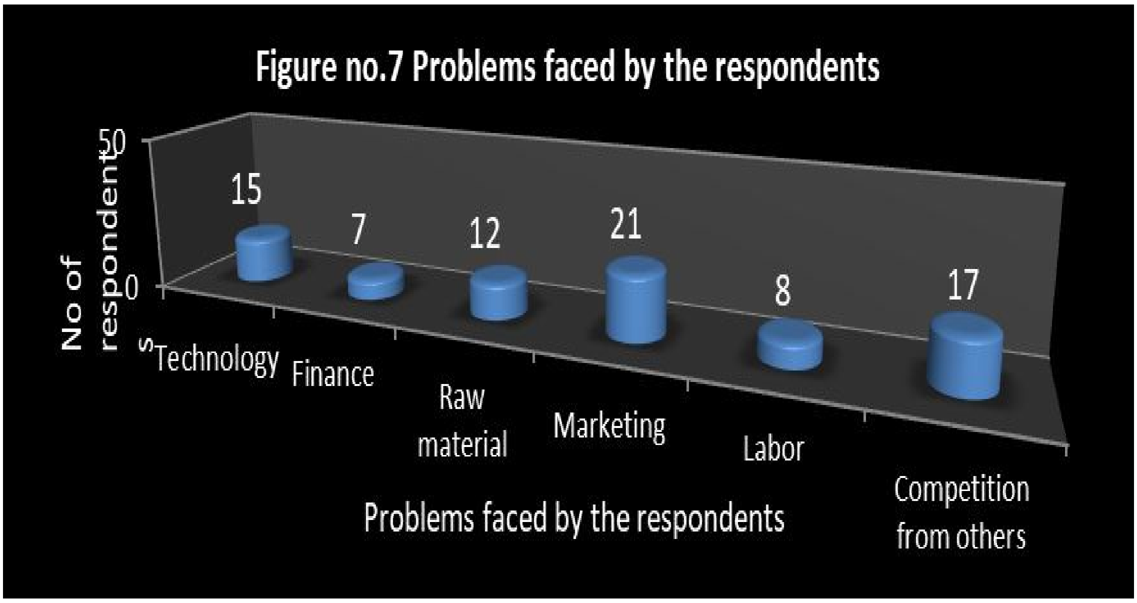

Table no.7 presents the problem being faced by the selected women entrepreneur in running their business units. It is observed that out of 80 respondents interviewed majority i.e.21 (26.25%) felt that marketing is the problem and constraint in managing their business units.17 (21.25%) of respondent have are of the opinion that competition from other is the main problem.15 (18.75%) have expressed that technology is the main problem. Further 12 (15%) respondent felt that raw material is the main problem in managing the industrial units. 8 (10%) of respondent said labor while 7 (8.75%) of respondent have stated that finance is the main concern of majority of it thus can be concluded that marketing is the major problem of selected women entrepreneurs.

Table-8: Data representing challenges faced by women entrepreneurs

Sr. no	Challenges	No of respondents	Percentage%
1	Lack of management	6	7.5
2	Access to technology	9	11.25
3	Access to land	13	16.25
4	Access to finance	5	6.25
5	Access to networking	20	25
6	Government support	10	12.5
7	Inadequate access to training	7	8.75
8	Gaining acceptance	3	3.75
9	Opportunities	7	8.75
Total		**80**	**100**

Source: Primary data

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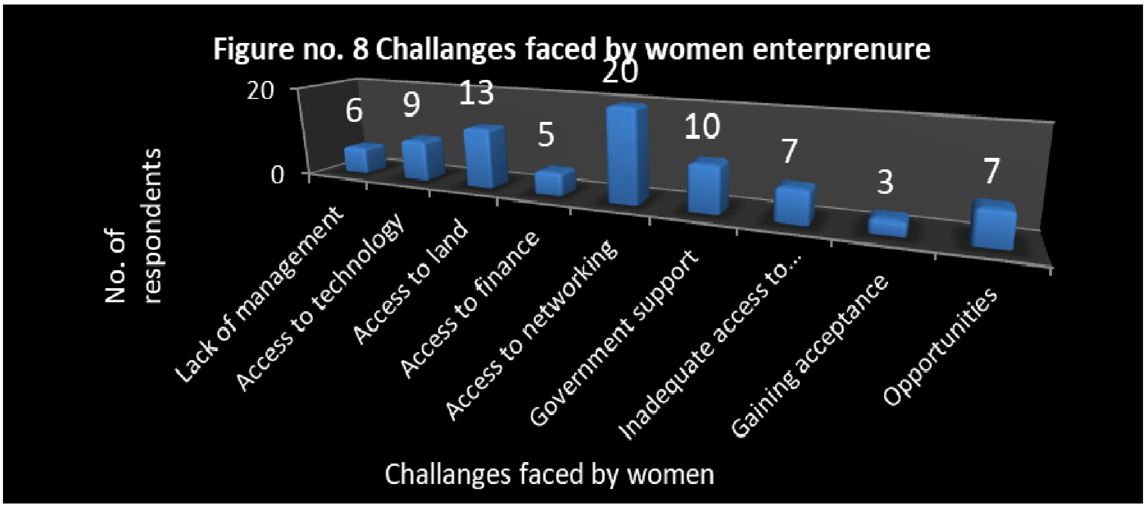

Various challenges are faced by women entrepreneur at the various stages since the beginning. It is observed from table no.8 that access to networking 20 (25%) is the major problem faced by the women entrepreneur. The next major challenge faced is access to land 13 (16.25%). Among the latest challenges are in adequate access to training 7 (8.75%), gaining acceptance 3 (3.75%) and opportunities 7 (8.75%). Women entrepreneur in India face many challenges and will required a radical change in the attitude and mindset of the society to eradicate these.

Table-9: Data representing types of loan taken by respondents

Name of scheme	No. respondent	Percentage%
Term loan	12	
Soft loan scheme	09	
P.M.R.Y. loan	22	
Lease financing	07	
Margin money loan	10	
Loans from state fiancé loan co-operation	20	
Total	**80**	**100**

Source: Primary data

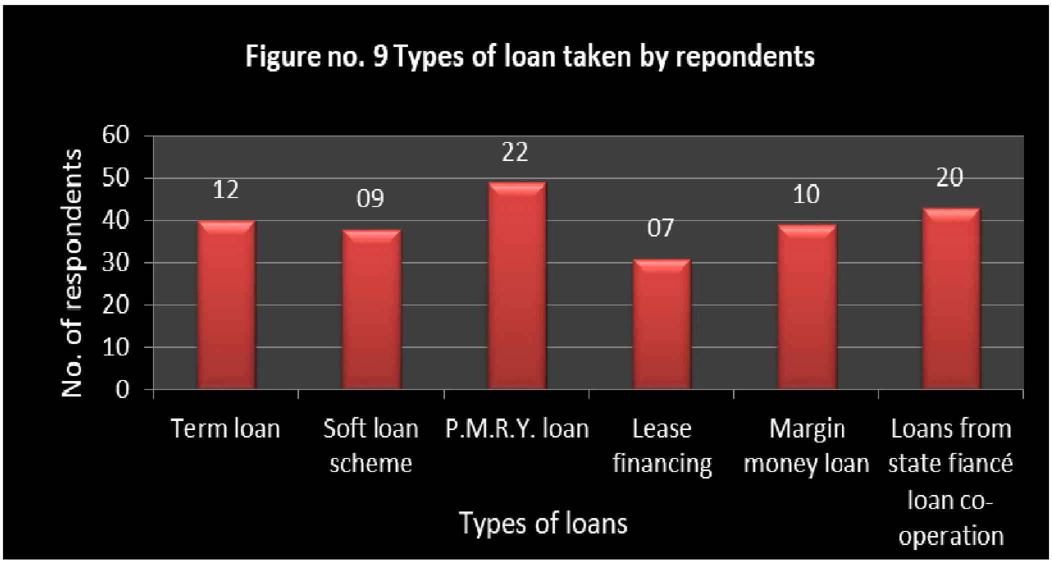

Table no.9 discloses the types of loan availed by the selected respondent in the study maximum respondent (22) have availed P.M.R.Y. loans, 20 respondent took financial help in the form of loans from the state financial co-operation, 12 respondent availed term loan, 10 respondent said that they got loan from margin money scheme, 09 respondent utilize soft loans and only 07 respondents have taken loans from lease financing.

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1.9 CONCLUSION

The above discussion reveals that though women entrepreneurs have been gaining recognition recently and steps are being taken to promote women entrepreneurship, still there is a long way for them to go. The transition from homemaker to women entrepreneur is not easy, and in the way, it is also difficult for a women to succeed and sustain in her business. Different personalities, skills and leadership styles of women entrepreneurs depending on the requirements of the situation can also influence their leadership effectiveness.

MSME sector plays a pivotal role through its contribution in Industrial output, export and employment generation a low capital cost. This sector has much higher labour intensity than that of large enterprises In Indian market MSME rapid growth could be seen as Indian entrepreneurs are making remarkable progress in various Industries, not only serving urban market but also helps in Industrialization of rural and backward areas decreasing regional imbalance and assuring equal distribution of national income. Though MSMESs contribution is phenomenal, they are facing intensive pressure and constraints of recession, low demand, finance, heavy competition from MSMEs etc.

From the survey conducted of 80 women entrepreneurs it can be conducted that majority of respondents there were several motivational factors for starting their own business but the most prominent one was the desire to become independent and establish oneself. Most of the women entrepreneur like to entre in service sector compared to production, providing service of varies kind such as beautician, catering, fashion designing etc.

From our study we have observed that there is a need to create awareness programme for various women entrepreneur in Goa with regards to various tanning programme available (vocational training, P.M.R.Y. tanning etc.) as very less number of women entrepreneur take advantage of such facilities available.

Women entrepreneur also face lots of problems and challenges. One of the biggest problems faced is lack of marketing skill and knowledge and biggest challenge is access to networking and requires radical change in this regard.

1.10 SUGGESTIONS

To overcome the challenges faced by women entrepreneurs and for running their enterprises smoothly, the following suggestion are made based on the findings of the study :

1) The research on women entrepreneur should be documented from time to time
2) Marketing provision of macro credit facilities, financial incentives and subsidies should be provided .
3) Proper technical education should be given to the women entrepreneurs and women development cells should be started .
4) Improvement in identification of new enterprises should be facilitated .
5) Women in business should be offered soft loan and subsidies for encouraging them into industrial activities. The financial institutions should provide more working capital assistance both for small-scale and large-scale ventures.
6) There should be a continues attempt to inspire, encourage, motivated and cooperate with women entrepreneurs.
7) Adequate follow-up and support should be provided to the women entrepreneurs.
8) The woman entrepreneur should develop a team, the members of which have different skills and strength, and the woman entrepreneur should be able to co-ordinate with the team and thus bring out all the strengths and skills in the members for the success of the business .
9) Promotion of women in industrial entrepreneurship, especially in small industry, and to help them overcome number of problems faced, along with other policy and institutional incentives, text rebate, concessions in electricity tariffs and host of other promotional majors, training programs focusing more on industrial leadership with new insights on contemporary and need-based skills to lead and manage the contemporary workforce in the MSME business enterprises should be provided, especially in the industrially backward regions of Goa.
10) Banks and financial institutions must come forward to support and motivate them to start the units.
11) Financial help should be provided to women entrepreneurs by government as well as non-governmental financial agencies as it removes most there difficulty in procuring loans.

12) The government should provide power a low rate and other facilities related to electricity to those unites, which are operated by women entrepreneurs this will certainly be a mantra for them to develop and grow their business successfully.

13) From this suggestion, it is quite visible that for development and promotion of women entrepreneurship, there is a need for multidimensional approach from different sector, namely, from the government, financial institutions, individual women entrepreneurs, etc., for a flexible, integrated and coordinated specific approach .

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LIMITS TO GROWTH – WHAT LIES AHEAD OF US

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ABSTRACT
In 1972 Meadows et al published Limits to Growth, a report on the results of a computer systems-model of the interactions between the human economy and the planetary ecosystem. The model showed that existing trends would lead to resource exhaustion in coming decades, with potentially catastrophic consequences by the middle of the 21st century, if not sooner. By the early 1990s concerns about long run viability re-emerged with different emphases. Economists have downplayed both, the perils of growth from the point of view of the limitations of exhaustible resources and the current alarm about potential environmental catastrophe. Arguments in the growth debate range from inevitable doom no matter what we do, through strong then weak sustainability, to inevitable sustainability as long as we trust in the market. In our complex ecological-economic system uncertainty cannot be eliminated, and the past is a poor guide to the future. The worst-case scenario is acting on the beliefs of the cornucopians when the doomsdayers are actually correct. If we act on the beliefs of the doomsdayers and limit output, if the cornucopians are correct market forces will improve efficiency and provide substitutes, and no harm is done. If the neo-cornucopians are correct, the costs of addressing environmental problems are negligible or negative, so even if the chances of catastrophe are vanishingly small, we should act.

Keywords: Limits to Growth – Doomsdayers – Cornucopians

LIMITS TO GROWTH

In 1972 Meadows et al published Limits to Growth, a report on the results of a computer systems-model of the interactions between the human economy and the planetary ecosystem. It led to a huge debate about the desirability and feasibility of future economic growth. It focussed on population growth, resource depletion, industrialisation, pollution and food production, assuming exponential growth but finite resources. The model showed that existing trends would lead to resource exhaustion in coming decades, with potentially catastrophic consequences by the middle of the 21st century, if not sooner.

The Meadows report was not alone it its conclusions. Georgescu-Roegen (1971) argued that our economic system, like all physical systems, is subject to the laws of thermodynamics. The laws of thermodynamics—matter-energy cannot be created or destroyed, useful energy dissipates and disorder increases —limited the physical size of the economy on a finite planet. Daly (1973; l977) also recognised the limits to growth, but optimistically argued that a no-growth, steady state economy could be sustained indefinitely.

Such claims of limits to growth were met with scepticism, by conventional economists who branded their proponents as "doomsdayers." Those sceptical of limits became known as "cornucopians." According to the latter, the doomsdayers ignored the capacity of human innovation and the free market to adapt to scarcity. As resources become scarce, their prices increase, providing a market incentive to develop substitutes. In the words of Nobel Laureate Solow, "If it is very easy to substitute other factors for natural resources, then there is, in principle, no problem. The world can, in effect, get along without natural resources." (Solow 1974). Similar arguments were presented by (Beckerman 1974).

LIMITS TO GROWTH REVISITED

By the early 1990s concerns about long run viability re-emerged but this time with different emphases. The critics of growth this time around were concerned with economic growth being the cause of environmental ailments– greenhouse warming, acid rain, the ozone hole, deforestation, soil erosion and the extinction of species; besides the more mundane but lethal issues of air, water and soil pollution.

Economists have downplayed both, the perils of growth from the point of view of the limitations of exhaustible resources and the current alarm about potential environmental catastrophe. According to these economists, sometimes referred to as the neo-cornucopians, long-run constraints to growth are a real possibility but these are unlikely to arise because of the intrinsic limitations of natural resources. They explain that they would be a result of market failure which would manifest itself in terms of 'scale limit' and political limit. (Nordhaus,1992).

Simon(1996), Lawn(2001), Neumayer(2003), Beckerman(1995), Easterbrook(1996), Lomborg(2001), argue that almost all environmental indicators are improving, that resource abundance continues to grow, and that limits to growth theorists have again been proven wrong.

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However, in all fairness it should be noted that many wealthier economies/societies made major investments in environmental protection and as a result, many measures of environmental quality began to improve, some dramatically. The doomsdayers claimed that society had acted on their recommendations. The cornucopians claimed that these outcomes were to be expected anyway. Economic growth was not the cause of the problems the doomsdayers presented, but rather the solution. It was an empirical trend that as societies became richer, birth rates declined, so economic growth was the solution to the population problem.

LIMITS TO GROWTH 2019

In the last year it has been observed that financial markets have been turbulent. It seems as though the world economy is gradually shifting from a growth mode to a mode of shrinkage. It is as though the world economy is reaching Limits to Growth, as predicted in the computer simulations modelled in the 1972 book. In fact**,** the base model of that set of simulations indicated that *peak industrial output per capita* might be reached right about now. *Peak food per capita* might be reached about the same time.

In recent years, the concerns of the doomsdayers have once again gained centre-stage. Some of the concerns raised include: (i) wealthy nations have simply exported their most environmentally damaging industries to poorer nations, and thus pollution will increase for decades to come (Arrow K., Bolin B. et al.1996, Rothman1998), (ii) population growth will stabilise at much higher levels than the planet can sustain (Flannery2005, IPCC2007, Pearce2007), (iii) the greatest constraint on growth is planetary waste absorption capacity, and with climate change we are doomed to a warmer planet (Deffeyes2003; Heinberg2003; Simmons2005) (iv) diminishing fossil fuel stocks and rising prices have convinced others that we have reached peak oil, threatening chaos in a system built on cheap energy, (v) Others like Catton1980, Tainter1990, Wilson2002, Diamond2005, believe that water shortages, population growth, toxic wastes are the greatest threat. They are concerned with renewable resource depletion and biodiversity loss, resulting in the collapse of ecological life support functions. Many believe that we are exceeding all of Daly's tenets for sustainability, overwhelming sources, sinks and services simultaneously. Such systems thinkers believe we are well into overshoot, currently living off natural capital rather than its yield. They also recognise that we are dealing with complex dynamically adaptive systems, in which precise prediction is essentially impossible. This reflects the position taken by the report Limits to Growth: The 30 Year Update (Meadows et al. 2004).

LIMITS TO GROWTH – REALITY OR LIMITED UNDERSTANDING

Many people have thought that when the world economy reaches limits, the limits would be of the form of high prices and "running out" of oil. This is a simplistic understanding of how the system works. What we should really expect, and what we are now beginning to see, is production cuts in finished goods made by the industrial system, such as cell phones and automobiles, because of affordability issues. These affordability issues lead to low commodity prices and low profitability for commodity producers. e.g., Saudi Arabia plans to cut oil production by 800,000 barrels per day from the November 2018 level, to try to raise oil prices. Profits are too low at current prices.

THE FUTURE OF ECONOMIC GROWTH

Economic growth seems to require growth in three dimensions: complexity, debt bubble, and use of resources. What is happening is that we are reaching limits in all three of these dimensions.

Complexity involves adding more technology, international trade and specialisation. However, that indirectly tends to reduce affordability of finished end products because of growing wage disparities. Many non-elite workers have wages that are too low to afford very much of the output of the economy. As more complexity is added, wage disparity tends to increase and International wage competition makes the situation worse.

A growing debt bubble can help keep commodity prices up because a rising amount of debt can indirectly provide more demand for goods and services. e.g., if there is growing debt, it can be used to buy homes, cars, and vacation travel, all of which require oil and other energy consumption. If debt levels become too high, or if regulators decide to raise short-term interest rates as a method of slowing the economy, the debt bubble is in danger of collapsing. A collapsing debt bubble tends to lead to recession and falling commodity prices; as happened before the great financial turmoil in 2008.

Growing use of resources becomes increasingly problematic for two reasons. One is population growth. As population rises, the economy needs more food to feed the growing population. This leads to the need for more complexity (irrigation, better seeds, fertilizer, world trade) to feed the growing world population. The other problem is diminishing returns, leading to the rising cost of extracting commodities over time. Diminishing returns occur because producers tend to extract the cheapest commodities first, leaving in place the commodities

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requiring deeper wells or more processing. Even water has this difficulty. At times, desalination, at very high cost, is needed to obtain sufficient fresh water for a growing population.

INDIA – THE REALITY OF LIMITS TO GROWTH

India's GDP is accelerating towards 10% growth. However, many believe that the current pattern of growth is not sustainable and that India cannot achieve her goals with the paradigm of development and growth that is presently being followed; even though it is the paradigm that brought USA, Western Europe and Japan to their current prominent economic positions.

The reason is simple. The earth has a fixed bio-capacity. As countries industrialise, they increase their global carbon footprint, which is the pressure they put on the earth's resources. The footprints of Europe and Japan are about 4.7 global hectares per person, that of USA is 9.7, India's footprint 0.8 and that of China 1.6.

Over a billion people are rising out of poverty and joining the global economic mainstream. To stop economic growth at this point seems unfair. Many have argued that that the industrialised nations have already consumed more than their fair share of the earth's bio-capacity in the course of their development and have no business to preach conservation to developing countries.

India must innovate and have a radically different approach to industrial development not because the west wants that, but because our country will run out of our own resources of water, soil, and forests if we go on growing our economy the way we are. There are many warning signs. e.g., water tables in India are sinking rapidly, 15% of India's aquifers are in critical condition, a number that is expected to grow to 60% in the next 25 years unless there is a drastic change in water use patterns. Therefore, India must innovate new technologies and models of economic development that have a much lighter footprint on the earth and if we are not to reach a natural limit to growth.

Three prevalent theories-in-use must be changed to prevent the impending crisis. (i) The pursuit of growth of GDP as the measure of progress of a country. Progress must be measured with a broader definition than GDP growth, so as to assess the health and sustainability of the economic system. (ii) The definition of infrastructure. The unknowing damage to nature's infrastructure while adding man-made infrastructure can seriously impair the quality and sustainability of livelihoods. (iii) The prevalent concept of CSR. The present paradigm of corporate performance management is like a man sawing off the branch on which he sits, with CSR blowing off the saw-dust. The more efficiently he saws, and the more he progresses, the less sustainable his position becomes.

WHAT LIES AHEAD, IF WE ARE REACHING ECONOMIC GROWTH LIMITS?

First of all, it must be clear to all of us that Limits to Growth do not describe a sudden, apocalyptic change. The collapse will take place very unevenly geographically, chronologically and across social classes. It will take place over decades—a slow, step-wise descent to a level of economic activity that can be supported by our remaining energy resources.

The world economy doesn't necessarily fail all at once. Instead, pieces that are, in some sense, "less efficient" users of energy may shrink back. During the Great Recession of 2008-2009, the countries that seemed to be most affected were countries such as Greece, Spain, and Italy that depend on oil for a disproportionately large share of their total energy consumption. China and India, with energy mixes dominated by coal, were much less affected.

It is thus clear that the Limits to Growth Model has its limitations. A major issue is that the model used at that time did not include the financial system or debt. Even if the model seems to provide a reasonably accurate estimate of when limits will hit, it does not necessarily give a correct view of what the impact of limits will be on the rest of the economy, after limits hit**.**

In conclusion, arguments in the growth debate range from inevitable doom no matter what we do, through strong then weak sustainability, to inevitable sustainability as long as we trust in the market. In our complex ecological-economic system with uncertain facts and a sample size of one, absolute proof for any position is impossible—uncertainty cannot be eliminated, and the past is a poor guide to the future. (Folke 2006).

The decision whether to act on predictions of the doomsdayers or cornucopians must therefore be weighted by ethical attitudes towards future generations and towards risk. The worst-case scenario is acting on the beliefs of the cornucopians when the doomsdayers are actually correct. In contrast, if we act on the beliefs of the doomsdayers and limit output, if the cornucopians are correct market forces will improve efficiency and provide substitutes, and no harm is done (Costanza 1999; Costanza 2000). If the neo-cornucopians are correct, the costs of addressing environmental problems are negligible or negative, so even if the chances of catastrophe are vanishingly small, we should act.

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A STUDY OF BANKING SECTOR IN INDIA AND OVERVIEW OF PERFORMANCE OF INDIAN BANKS WITH REFERENCE TO MARKET CAPITALIZATION OF BANKS.

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ABSTRACT
Finance and banking is the life blood of trade, commerce and industry. Now-a-days, banking sector acts as the backbone of modern business. Development of any country mainly depends upon the banking system. A bank is a financial institution which deals with deposits and advances and other related services. It receives money from those who want to save in the form of deposits and it lends money to those who need it. The banking is one of the most essential and important parts of the human life. In current faster lifestyle peoples may not do proper transitions without developing the proper bank network. The banking System in India is dominated by nationalized banks. The performance of the banking sector is more closely linked to the economy than perhaps that of any other sector. The growth of the Indian economy is estimated to have slowed down significantly. The economic slowdown and global developments have affected the sectors' performance in India in FY12 resulting in moderate business growth. It has forced banks to consolidate their operations, re-adjust their focus and strive to strengthen their balance sheets. Here researcher's objective is to study the Indian banking sector and performance of Indian bank

Keywords: Banking System, Banking, Indian Economy, Economic Slowdown.

INTRODUCTION TO MEANING OF BANK

Banks receive deposits from public and also borrow money from other sources for raising Working Capital Funds. They have to pay cost by way of interest on the funds raised. To recover this cost and to meet the administrative and other expenses as also to earn profit, banks have to utilize the working capital funds by either granting advances or making investments. Thus working capital funds, which are banks liabilities, get converted into assets.

As we have already seen although a bank's earnings accrue only from advances and investments it has to hold " Cash in Hand" or "Balances with other banks in Current Accounts" and also invest some amounts in premises, furniture, fixtures and other assets which are essential tools for its trade. These assets do not generate any income for the bank on the other hand depreciation has to be provided taking into account their 'ware and tare'.Banks are obliged by law, to repay the deposits and borrowings as and when they fall due for repayment. As these amounts have already been converted into assets, banks have to ensure all the time that all the assets are releasable, i.e. are liquid and can be fully recovered to meet the liabilities when need arises. The main object of granting loans or making investments is to earn profit. If any income is not earned on any advances it is treated as a Non- Performing Assets where the accrual or expected income from an asset stops, the possibility of not recovering even the principal amount invested in the asset also arises.

1.2 OBJECTIVE OFTHE STUDY

1. To study the Indian banking sector and performance of Indian banks.

1.3 IMPORTANCE OR NEED OFTHE STUDY

Before the establishment of banks, the financial activities were handled by money lenders and individuals. At that time the interest rates were very high. Again there were no security of public savings and no uniformity regarding loans. So as to overcome such problems the organized banking sector was established, which was fully regulated by the government. The organized banking sector works within the financial system to provide loans, accept deposits and provide other services to their customers. The following functions of the bank explain the need of the bank and its importance: To provide the security to the savings of customers. To control the supply of money and credit To encourage public confidence in the working of the financial system, increase savings speedily and efficiently. To avoid focus of financial powers in the hands of a few individuals and Institutions. To set equal norms and conditions (i.e. rate of interest, period of lending etc) to all types of customers.

2. RESEARCH METHODOLOGY

The data for the paper was selected from secondary sources. Secondary data was collected from different sources like Websites, Research papers etc.

The procedure adopted for conducting the research requires a lot of attention as it has direct bearing on

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accuracy, reliability and adequacy of result obtained. It is due to reason that research methodology, which researcher used at the time of conducting the research, needs to be elaborate upon.

2.1 RESEARCH DESIGN USED IN THE STUDY:

Descriptive research design is used in this study because it will ensure the minimization of bias and maximization of reliability of data collected. Descriptive study is based on some previous understanding of the topic; research has got a very specific objective and clear cut data requirements. The researcher had to use fact and information already available through financial statements of earlier years and analyze these to make critical evaluation of the available material. Hence by making the type of the research conducted to be both descriptive and analytical in nature. From the study, the type of data to be collected and the procedure to be used for this purpose were decided.

2.2 DATACOLLECTION METHOD

The process of data collection begins after a research problem has been defined and research design has been chalked out. There are two types of data 2

PRIMARYDATA

It is first hand data, which is collected by researcher itself. Primary data is collected by various approaches so as to get a precise, accurate, realistic and relevant data. The main tool is gathering primary data was investigation and observation. It was achieved by a direct approach and observation from the officials of the company

SECONDARY DATA

It is the data which is already collected by someone else. Researcher has to analyze the data and interprets the results. It has always been important for the completion of any report. It provides reliable, suitable, adequate and specific knowledge. Researcher collected the secondary data by using banks annual reports and authorized websites of banks.

2.3 TYPE OF DATA USED IN THE STUDY

The required data for the study are basically secondary in nature and the data are collected from The annual report of the Indian banks INTERNET –In which includes required financial data collected from Indian Bank's official websites i.e.www.axis.com,www.sbi.co.in etc. and some other websites on the internet for the purpose of getting all the required financial data of the banks. The valuable cooperation extended by staff members and the branch manager of different banks, contributed a lot to fulfill the requirements in the collection of data in order to complete this research.

2.4 METHODS OF DATA ANALYSIS

For measuring various phenomena and analyzing the collected data effectively and efficiently to draw sound conclusions, certain statistical techniques were used. The data collected were edited, classified and tabulated for analysis. The analytical tool used in this study is graphical method to compare the performance of Indian banks. The MS- EXCEL tool is used to analyze the data.

3.1 REVIEW OF LITERATURE

Banking in India originated in the first decade of 18th century. The first banks were The General Bank of India, which started in 1786, and Bank of Hindustan, both of which are now defunct. The oldest bank in existence in India is the State Bank of India, which originated in the "The Bank of Bengal" in Calcutta in June 1806. This was one of the three presidency banks, the other two being the Bank of Bombay and the Bank of Madras. The presidency banks were established under charters from the British East India Company. They merged in 1925 to form the Imperial Bank of India, which, upon India's independence, became the State Bank of India. For many years the Presidency banks acted as quasi-central banks, as did their successors. The Reserve Bank of India formally took on the responsibility of regulating the Indian banking sector from 1935. After India's independence in1947, the Reserve Bank was nationalized and given broader powers.

3.2 EARLYHISTORYOFINDIAN BANKING SECTOR

The first fully Indian owned bank was the Allahabad Bank, established in 1865. However, at the end of late-18th century, there were hardly any banks in India in the modern sense of the term. The American Civil War stopped the supply of cotton to Lancashire from the Confederate States. Promoters opened banks to finance trading in Indian cotton. With large exposure to speculative ventures, most of the banks opened in India during that period failed. The depositors lost money and lost interest in keeping deposits with banks. Subsequently, banking in India remained the exclusive domain of Europeans for next several decades until the beginning of the 20th century. Foreign banks too started to arrive, particularly in Calcutta, in the 1860s.

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3.3 NATIONALIZED BANKS IN INDIA

Banking System in India is dominated by nationalized banks. The nationalization of banks in India took place in 1969 by Mrs. Indira Gandhi prime minister of India. The major objective behind nationalization was to spread banking infrastructure in rural areas and make available cheap finance to Indian farmers. Fourteen banks were nationalized in 1969. Before 1969, State Bank of India (SBI) was the only public sector bank in India. SBI was nationalized in 1955 under the SBI Act of 1955.The second phase of nationalization of Indian banks took place in the year 1980. Seven more banks were nationalized with deposits over 200 crores. Around the turn of the 20th Century, the Indian economy was passing through a relative period of stability. Indians had established small banks, most of which served particular ethnic and religious communities. The presidency banks dominated banking in India. There were also some exchange banks and a number of Indian joint stock banks. All these banks operated in different segments of the economy. The exchange banks, mostly owned by Europeans, concentrated on financing foreign trade. Indian joint stock banks were generally under capitalized and lacked the experience and maturity to compete with the presidency and exchange banks.

A number of banks established then have survived to the present such as Bank of India, Corporation Bank, Indian Bank, Bank of Baroda, Canara Bank and Central Bank of India.

4.2 PRIVATE BANKS IN INDIA

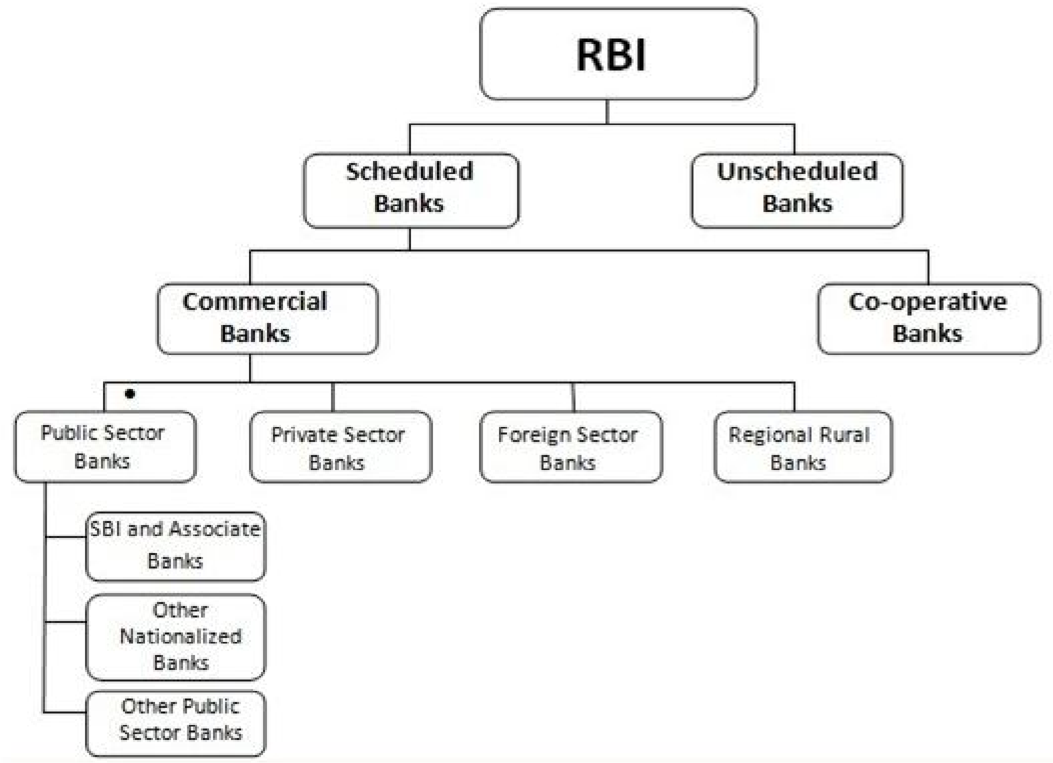
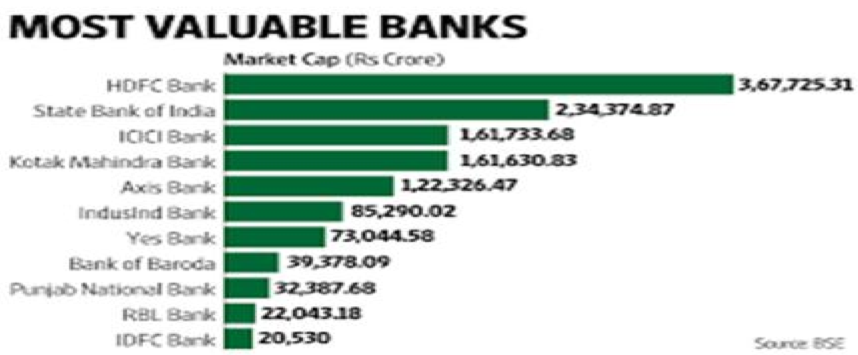


Figure no-1

Structure of Bank All the banks in India were earlier private banks. They were founded in the pre-independence era to cater to the banking needs of the people. But after nationalization of banks in 1969 public sector banks came to occupy dominant role in the banking structure. Private sector banking in India received a fillip in 1994 when Reserve Bank of India encouraged setting up of private banks as part of its policy of liberalization of the Indian Banking Industry.



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Housing Development Finance Corporation Limited Observations: In the below figure researcher notice that the market capitalization of banks currently under review. The SBI is the highest market capitalization other nationalized banks are shows the less market capitalization with small market cap value compare to the SBI market cap value. HDFC and ICICI shows highest market capitalization in private banking sector the private banks are shows variation in market cap value.

5.1 PERFORMANCE OF INDIAN BANKING SECTOR

The top 10 banks selected for the analysis, as based on the market capitalization as of 30 March 2012, are: State Bank of India (SBI), Punjab National Bank (PNB), Canara Bank, Bank of India (BoI), Bank of Baroda (BoB), ICICI Bank, HDFC Bank, Axis Bank, Kotak Mahindra Bank (KMB) and Indus Ind Bank(IIB).The performance of the banking sector is more closely linked to the economy than perhaps that ofany other sector. The growth of the Indian economy is estimated to have slowed down significantly from8.39 percent in FY11 to 6.88 percent in FY12. This slowdown could be attributed to a number of factors: Continuing problems in Europe and economic slowdown in the United States affecting foreign investments coming into India Policy paralysis in view of the government's inertia on various policy issues and reforms Fiscal indiscipline leading to fiscal deficit High inflation leading to high interest rateRupee devaluation which further deteriorates the current account deficit

Besides these factors, rising inflation forced the RBI to tighten the monetary policy during the last two years, increasing the benchmark repo rate 13 times successively. While the high interest rates impacted the economic growth significantly, they had little impact on inflation. Persistent high inflation has led to a slowdown in credit growth and increase in cost of funds, hence adversely affecting the profitability of banks.

A number of changes in the policy and regulatory domain also affected the performance of Indian banks. These included migration to the system tracking of non- performing assets (NPAs) of the entire loan book, increasing the provisioning percentages for NPAs and restructured loans and the mandate to expand in relatively less profitable under-banked and unbanked areas.

4.3 CONCLUSION

Today the banking sector in India is fairly mature in terms of supply, product range and reach. As far as private sector and foreign banks are concerned, the reach in rural India still remains a challenge. A growing economy like India requires a right blend of risk capital and long term resources for corporate to choose an appropriate mix of debt and equity, particularly for infrastructure projects which is the need of the day. A well functioning domestic capital market is also necessary for the banking sector to raise capital and support growth and also have suitable capital adequacy ratio to mitigate risk. Bank investments are also showing an increasing trend. After researching banking sector researcher found that different problems are increasing to banking sector because of the money market has always down.

4.4 LIMITATIONS OFTHE STUDY

Difficulty in data collection. Generally the organization does not allow outsiders to conduct any study or research work in the organization. Therefore, get the research done in the organization itself was very difficult. Limited knowledge about the bank in the initial stages. Branch manager was reluctant for giving financial data of the bank The analysis and interpretation are based on secondary data contained in the published annual reports of the Indian banks for the study period Due the limited time available at the disposable, the study has been confined for a period of 5 years (

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A STUDY ON CONSUMER BEHAVIOUR ABOUT THE HEALTH ASPECTS OF READY-TO-EAT FOOD

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ABSTRACT

There is a famous quote of Julia Child which states that 'You don't have to cook fancy or complicated masterpieces- Just good food from fresh ingredients." Ready-to-Eat (RTE) food is also known as Convenience food. There is no need to cut any vegetables or meat or cook on the stove for hours together. It just requires little bit of heating in the microwave and it is just right and ready to eat. But not to forget with convenience always comes some side effects. Many preservatives are used in RTE food packets, in order to increase the shelf-life of the food packets. These preservatives have sometimes proven to have negative effects on the human body. There many countries in the world which are not promoting RTE food products as they can cause a severe harm to the human body. There are many consumers who might not be aware about these chronic health diseases caused by RTE food packets.

The objective of this research paper is to throw light on the various health aspects of RTE food and further to also decide whether the government should promote the same in the Indian market. The researcher would also try and explain the various methods used for preservation of RTE food packets. According to the research findings the consumers agree to the fact that the RTE food packets lack the health aspect. Consumers are of the opinion that the preservatives which are added in these food packets in order to increase their shelf life can lead to certain chronic diseases. Further, the government shouldn't promote such products in the market which finally cause harm to human health.

Keywords: Ready-to-eat food, health, preservatives, government

INTRODUCTION

Food preservation is a technique which prevents the growth of microorganisms; such as yeast or other microorganisms. It also helps in slowing down the oxidation of fats that cause rancidity. It may also include processes that inhibit visual deterioration, such as the enzymatic browning reaction in apples after they are cut during food preparation. Many processes are designed to preserve food which involves more than one food preservation method. Preserving fruit by turning it into jam, for example, involves boiling (to reduce the fruit's moisture content and to kill bacteria, etc.), sugaring (to prevent their re-growth) and sealing within an airtight jar (to prevent recontamination). Some traditional methods of preserving food have been shown to have a lower energy input and carbon footprint, when compared to modern methods. There are certain methods of food preservation which are termed as "carcinogenic" to humans as per the World Health Organisation.

There are many traditional and modern methods to preserve food items. To prevent deterioration and spoilage of food products and extend their shelf-life; food preservation consists of the application of science-based knowledge through a variety of available technologies and procedures while assuring consumers a product free of pathogenic microorganisms. Shelf-life is defined as the time it takes for a product to decline to an unacceptable level. Corrosion of foods will result in loss of quality attributes, including flavour, texture, colour and other sensory properties. There is also a huge drop in the nutritional level of the deteriorated food. Certain foods also physically show changes in colour when deteriorated. Preservation methods must be applied at the earliest during food production and therefore include appropriate postharvest handling. Most of the processing techniques usually rely on appropriate packaging methods and materials to assure continuity of preservation. The handling of processed foods during storage, transportation, retail, and by the consumer also impacts the preservation of processed foods.

Ready-to-Eat (RTE) food means food that is edible without much preparation. RTE food can be refrigerated, shelf-stable, requires a very minimal heating or are served hot. Ready to eat foods have precise guidelines to ensure that there is no adulteration or chance of bacteria forming after the foods have already been prepared. Food preservation techniques are used to ensure that RTE food packets are preserved for much longer time than their actual shelf-life. These techniques have contributed a lot towards the growth of food preservation. There are many Indian companies as well which have given rise to the RTE food market; namely MTR, Knorr, Gits, Kitchens of India etc.

On the other hand food preservation has also given rise to meal replacement market which contains energy bars, Greek yogurts, protein powders etc. These food products have gained a lot of momentum especially in the youth. The protein powders have been promoted in most of the gyms to the body builders in order to make their

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muscles. All the protein powders have a certain amount of preservatives. Even the energy bars have been quite popular among the youth which contain a certain amount of preservatives. These preservatives help to keep the bar fresh for a longer period of time. The major question is what effect these preservatives have on human body. There are many types of preservatives which are found in many our food products namely:

1. **Potassium Bromate:** Commonly used to strengthen bread and cracker dough, helping it rise during baking.
2. **Monosodium Glutamate (MSG):** Majorly used in Chinese food.
3. **Sodium benzoate:** Sodium benzoate is often added to acidic food products such as sauerkraut, jellies and jams, and hot sauces; however some foods, like cranberries, cinnamon, prunes and apples, naturally contain it.
4. **Sodium Nitrite:** Sodium nitrite is usually found in preserved meat products like sausages, cured meats and canned meats.
5. **Propyl Paraben:** Propyl paraben is commonly used as a preservative in many foods including tortillas, bread products and food dyes; and cross contamination has lead to propyl paraben showing up in beverages, dairy products, meat and vegetables. It is commonly found in many cosmetics, such as creams, lotions, shampoos and bath products.

STATEMENT OF PROBLEM

We all are aware that RTE food is gaining a lot of popularity in the market and it is gaining momentum with the consumers especially in the urban cities but there are a lot of side effects to it as well. Are consumers aware about the real ingredients of the meal which they are consuming? After being aware about the ingredients of RTE should the government promote such products in the market?

REVIEW OF LITERATURE

Michaelidou Nina and Hassan M. Louise (2007) researched about the role of health consciousness, food safety concern and ethical identity on attitudes and intentions towards organic food. The paper examines the roles of health consciousness, food safety concern and ethical self-identity in predicting attitude and purchase intention within the context of organic produce. A conceptual model is derived and tested via structural equation modelling. Findings indicate food safety as the most important predictor of attitude while health consciousness appears to be the least important motive in contrast to findings from some previous research. In addition, ethical self-identity is found to predict both attitudes and intention to purchase organic produce, emphasizing that respondents' identification with ethical issues affects their attitude and subsequent consumption choices.

Seetaramaiah K. and Smith Anton A. (2011) in their paper had evaluated preservatives in food products in order to get a detailed knowledge on the same. The objective of this article is to examine the available safety/ toxicity literature on preservatives like olive polyphenols, microbial fermented tea, essential oil, parabens, and the microorganisms. Antimicrobial activities of microbial fermented tea are much less known than its health beneficial properties. These antimicrobial activities are generated by fermentation process with tea leaves as substrates. The researchers give a proof of using preservatives and its efficacy in food and food products.

Madhvapaty Havish and Dasgupta Aparajita (2015) have done an extensive research on the lifestyle trends on changing food habits of Indian Consumers. As per the researchers the Global markets have increased the plethora of options available to Indian consumers. With the clear shift in consumer tastes and preferences, food companies have also capitalized on the same. The objective of this paper was to identify these key lifestyle trends that have emerged over the dozen years or so – and understand the way they are changing food habits. The implications of the research were an attempt to ensure that key steps are taken by public officials: such as a tax on unhealthy foods, subsidies for healthy food, and promotion of healthy norms. The researchers have also implied that FSSAI guidelines need to strengthen to ensure that customer awareness increase and food companies opt for a more transparent communication platform.

RESEARCH METHODOLOGY

Objective of the study

Primary Objective: The purpose of the paper is to understand health effects of Ready-to-Eat food.

Secondary Objective: The research paper would also give recommendations on weather Ready-to-Eat food should be promoted or not.

Hypothesis

H_0: Ready-to-Eat food is a healthy option for people’s consumption.

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H_1: Ready-to-Eat food is not a healthy option for people's consumption.

Source of Data

Primary Source: Interaction with consumers from south Mumbai with regards to their opinion on the Ready-to-Eat food market.

Secondary Source: Convenience Food Facts (Arlene Monk and Nancy Cooper), Microwaving Convenience Foods (Barbara Methven) and websites.

Research Design

This is an Exploratory Research

Sampling Plan

This research is carried on with Random Sampling technique.

Scope of Research

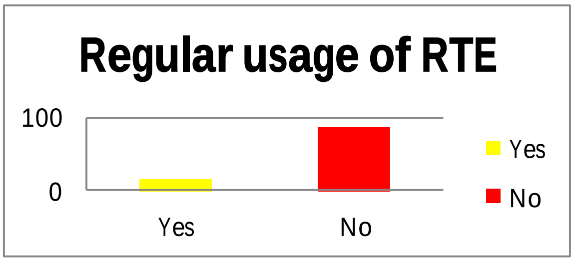
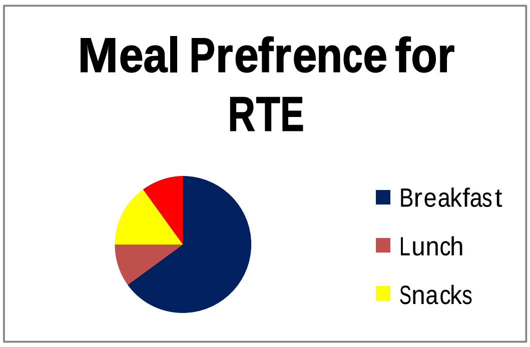
This research is limited to southern part of Mumbai due to place limitation.

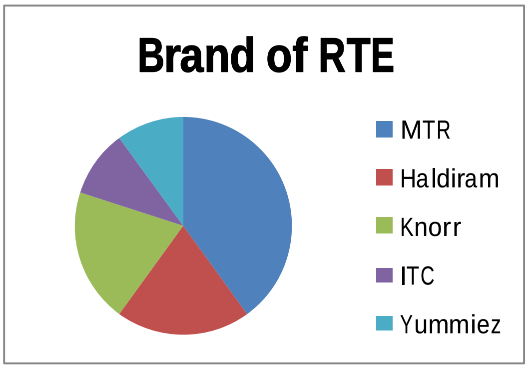
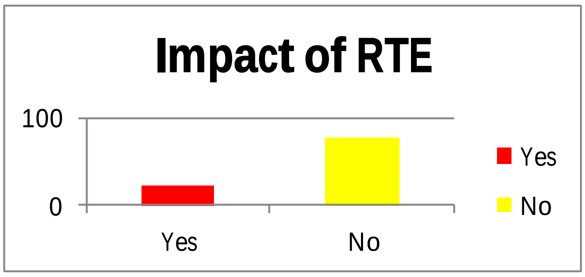
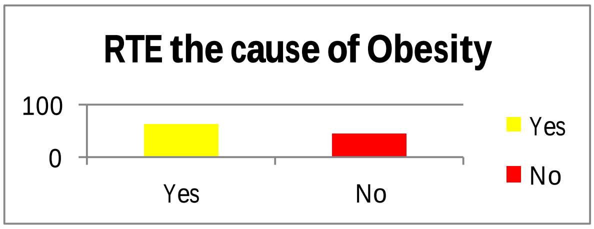
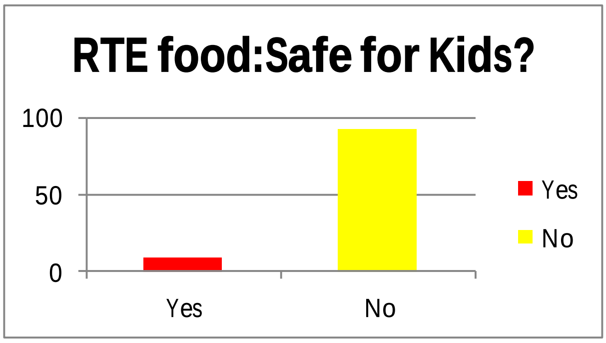
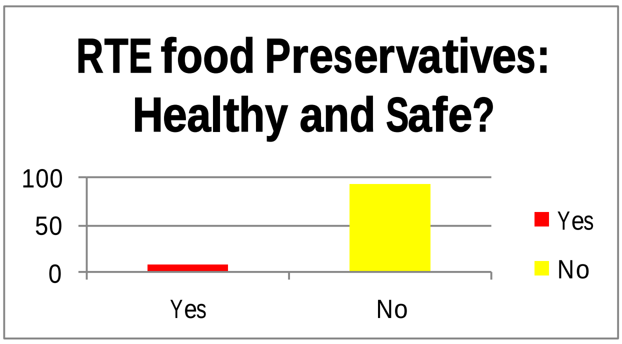
Further the secondary data is collected from only 100 consumers due to time limitation.

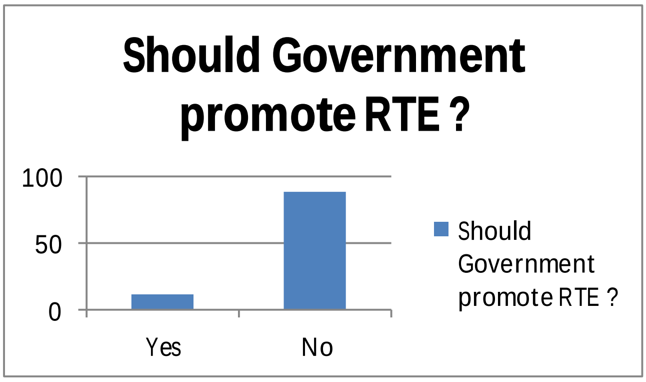
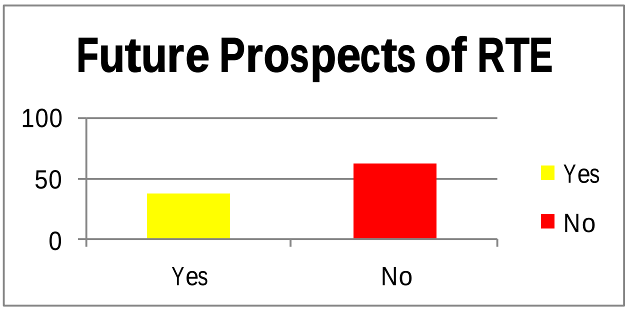
Sample Size

A sample size of 100 consumers is taken into consideration for research purpose.

DATA ANALYSIS AND FINDINGS

Questions	Answers
1. Are you aware about the Ready-to-Eat food?	Yes: 100 No: 0 
2. Do use RTE regularly?	Yes: 14 No: 8 
3. In which meal do you mostly prefer RTE?	Breakfast: 65 Lunch: 10 Snacks: 15 Dinner: 10 

4. Which brand of RTE do you use regularly?	MTR: 40 Haldiram's: 20 Knorr: 20 ITC: 10 Yummiez: 10 
5. Do you think RTE foods have a positive impact?	Yes: 22 No: 78 
6. Do you think RTE can cause obesity?	Yes: 64 No: 46 
7. Do you think RTE food is safe for kids?	Yes: 8 No: 92 
8. Do you think the preservatives used in the RTE food packets are safe and healthy for human consumption?	Yes: 8 No: 92 

9. Do you think government should promote RTE products in India?	Yes: 12 No: 88 
10. According to you, are there any future prospects of RTE?	Yes: 38 No: 62 

CONCLUSION

From the above findings we can conclude that people are slowly and steadily being aware about the disadvantages or the side effects it has on the health. People have realized that the preservatives used in Ready-to-Eat food packets can cause a lot of harm to their health and further, can contribute to chronic diseases like heart attack, cancer etc. With so many side effects to health; people are of the opinion that RTE food packets should not be promoted in our country. On the other hand at the time of interviewing the respondents they have also agreed that RTE food packets have also added to their convenience basket and additionally save time and energy required for cooking. From the above findings we can also determine that there are still sizable amount of respondents who feel that RTE does have a future in the Indian market if made a little healthy.

SUGGESTIONS AND RECOMMENDATIONS

1. The usage of Ready-to-Eat should be restricted by people.
2. The preservatives used in the RTE food are proved to be harmful to the human health.
3. The consumers are also aware about the side effects of RTE food products.
4. RTE food has also proved to cause obesity due to regular intake.
5. The Indian government should sustain from promoting RTE foods as it is not that safe for consumption.

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GLIMPSES OF ANCIENT INDIAN CULTURE

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ABSTRACT
Indian culture is one of the ancient culture exists in the world. Indian soil is known as a birthplace of ancient religion Hinduism, Buddhism, Jainism and Sikhism. The culture of India's is outcome of practicing many religion. The Indus valley and Mohenjo- daro civilization is one of the unique civilization of ancient India, its beautiful architecture and Eco- friendly houses, water exit and wells are the prominent significance of Indian Architecture property. Oldest Dravidian culture existed with Indus Valley (Sindhu River Civilization) has contributed in Paddy farming, cultivation of Fruit Vegetation and Idol worshipping. The Entry of Aryan have changed geography of India. Aryan have constituted The Vedic Period/ Vedic Age in India. During the Vedic Age, the Indo Aryan were associated with 'Four Vedas', the oldest sacred text of Aryans. The Amalgamation of Dravidian and Aryans belief and culture has given birth to new Indian or Sindh (Hind) Culture. The continuous external invaders and their permanent association with India has made India, the Multi Cultural, Multi Lingual, Multi Religious Society of India.

Keywords: Vedic Age, Ancient culture, Unique Civilization, Amalgamation.

INTRODUCTION
Culture is a set of values, ideas, knowledge, faith Art, Literature, Language and religion, shared by large group of people. The History of Indian Culture begins with Indus valley Civilization. A booming civilization emerged on the bank of the river Sindhu before Christ Era. This Civilization is known as Harappa and Mohenjo-daro civilization. Later on the coming of Aryan and cultivating Vedic Culture in Northern and Western region have absorbed by Indo Aryan culture. The oldest sacred text of the Indo- Aryans was composed during this period. Ancient Indian Culture is based on Vedic Text Mainly Rigveda, Shamveda, Yajurveda and Atharveda. Later on, the emergence of foreign empires and their interaction with Indian Art and Culture gradually made them integral part of India. The confluence of different cultures, Art, literature and Architecture made Indian culture as a beautiful canvas of indigenous culture.

OBJECTIVES OF THE STUDY
1. To understand the ancient Indian Culture
2. To understand the contribution of ancient Culture in modern era.
3. To analyze the challenges of preserving ancient culture in today's pretext.

METHODOLOGY
This paper is based on secondary sources. Secondary data is collected from various published and unpublished records, books, magazines and journals.

Ancient Indian Culture
Indian culture in broader aspects shaped with its deep rooted religious faith and practices, art and literature. Indian culture history begins with religion and its application by common man.

Hinduism
Hinduism is regarded as world's oldest religion. The beginning of Hinduism is based of Indo-Aryan's Vedic Text. It is believed that Hinduism started between 2000 to 1500 B. C., in Indus Valley, today it is part of Pakistan. The group of Indo- Aryans migrated to the Indus Valley and their Language (Sanskrit), way of practicing religious faith blended with the indigenous people. It is difficult to proclaim Aryan's origin from particular place. As per Historian and Academicians record they have their ancestors from Persia, Southern Russia, German, Central Asia and Iran. Indo- European Aryan introduced the unique way of living with Scholarly. There are four major Vedas- Rig Veda, Yajur Veda, Sama Veda and Athar Veda. These Vedic text is regarded with its Vedic religious philosophies. 1.)The oldest Veda is Rig Veda- it was composed with 1,000 hymns to worship various gods like Agni, Indra , Vayu, Soma etc. Nature mother is worshipped and regarded for providing five elements of existence i.e. Earth, Water ,Fire, Air and Sky. 2). Atharva Veda- teaching is to maintain peace and prosperity in the society , also it described the teaching on Herbs and medicine. 3). Yajurveda- It is a guide for performing ritual for Rishis and Priests. 4). Sama Veda- It consists with musical ragas, Indian classical music is based on these Ragas.

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In future, Hinduism was practiced properly by Indian many sages like Rishi Shukracharya, and Agestya etc. Their interpretation with Vedic Text has made easy for people to understand the same.

Buddhism

Buddha Dharma was originated in Indian sub continent and now spread to the most of South Asian region of the world. Gautam Buddha The Prince Siddhartha who thought to free himself from all maya- moh (worldly attachment) and discovered the truth and secret happiness of life. After meditating many years continuously he attained Niravana (Enlightenment) under the pipal tree and became the Buddha Purush;' the enlightened one'. His basic principle of Teaching is Truth, Empathy and non- violence. The practicing of Buddhism was repercussion of superstition in religion. Scarifying innocent animals to Goddess for the sake of pleasing god where by animal flesh was eaten by people later on practicing casteism in the society.

Jainism

There were 23 Thirthankar in Jain religion and Mahavira was last 24th thirthankar. After meditating , he achieved the ultimate stage of spirituality and taught the right to the common people Jaina teaching and philosophy is to follows five constraints.

1- Ahimsa (non – violence) 2- Stay (Truth) 3- Asteya (no stealing) 4- Aparigraha (no –acquisition) 5- Bhrahmacharya (Calibate/Chaste living).

ANCIENT LITERATURE AND LANGUAGES

The History of ancient literature in India began with Vedic period. Poets were Rishi Munis – who compiled these Vedas in Sanskrit poetry form. The Ramayana and Mahabharata these two great epics (Mahakavya) compiled in 1500 B.C. E. as per Historians record. It is a great debate to mention actual period of Ramayana and Mahabharata. Ramayana was compiled by the Sage Valmik & Mahabharata was compiled by Sage Ved Vyas both epics were compiled in Sanskrit. Sanskrit language was classified in two categories, 1- Vedic, 2- Classical. Vedic Sanskrit was limited to study & interaction with Vedic hymns, Classical Sanskrit used for interacting with common people which was followed by Literature. The Brilliant Grammar text was compiled by Panini (the great Sanskrit Grammar Scholar) – known as Panini's 'Ashtadyayi'. Sanskrit Drama was popular genre of poetry and prose performed for entertainment (Lok Ranjan). The performance of Lok Ranjan was based on Bharat Muni 'Natyashastra Rule'. Bharatmuni has given birth to Indian major Dramas writing & performing theatre art , other famous dramatist during this period were – Kalidasa, Sudraka , Bhavabhuti.

Few decades later literature and poetry genres was known with the great poet Kalidasa who wrote Kumara Sambhava, Raghuvansha, Meghaduta and Ritu Samhara. Poet Harisena wrote poems in praise of King Samudra Gupta. Jagdeva wrote 'Gita Govind' in appraise of hoard Krishna, Manavsmriti compiled during 200 B.C, stated the functioning of society and role of Man and women in society. During Mauryan period Chanakya wrote 'Arthasharstra' (Book on Economy) which has rendered new dimension to Indian Economy and polity. Apart from this the world acclaimed texts on medicine Charak Samhita(Book on medicine), Sushruta Samhita (Book on Surgery).

Literature in Pali and Prakrit was written in post vedic period text on Lord Buddha and Mahavira were written in Pali and Prakrit language. The basic religious Buddhist literature consist of Triptikas' non- religious text based on life of Buddha like Bodhisattva were written during this period. Jainism text were written is Sanskrit and Prakrit Language. The important religious Jains text are the Angas, The Upangas and the Parikramas. During this period religious literature was written and languages gain more prominence.

During ancient period, mainly two groups of languages were spoken in India- 1) Indo- Aryan group of language which consists with – Sanskrit, Prakrit, Pali, Apbhransh and Modern Indi-Aryan Group which belonging to Hindi, Assamese, Bengali, Gujrati, Marathi, Punjabi, Rajasthani, Sindhi etc.

Dravidian group- This group belongs to the languages spoken to Southern part of India. Dravidian language of group can be classified into three group- 1) Northern group. 2) Central Group. 3) Southern Group- Tamil, Telgu, kannada, Malayalm.

Festival India

Deepavali -festival is one of the oldest festivals celebrated in ancient period. It is known as 'Festivals of Lights', there are many say for celebrating this festival, commonly believed that, on this auepicious day thr New Moon', or Amavasya day of the Karthik month , when Lord Rama returns Ayodhya from his 14 years of exile and also Goddess Laxmi maa (The Goddess of wealth) is worshiped on this day.

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Holi – This festival of Colours is celebratedin the month of Falgun, which falls during the month of march. It is celebrated for welcoming the spring season and end of the winter season. Another significance for celebrating this festival is 'Holika Dahan'(burning of demoness Holika). It is symbolic as win of Good over evil. This festival is also known as Vasnt utsav.

Makar Sankrant –it is a festival of Sun God. It is also celebrated for two reasons 1. The movement of the sun Planet to the northern hemisphere. 2. To worship Mother Nature to bring good agriculture.

Janmashthami- This day is celebrated as Birthday of Lord Krishna. It falls in the month of August. The festival is marked by performing Ras Leela or Drama based on Radha Krishna stories.

Dussehra – Dussehra is the festival of nine days on tenth day Dussehra also known as Vijaydashmi is celebrated. It celebrated in the honour of Lord Rama's Victory over Ravana. Also worshiped nine forms of Goddess Adishakti's. During this festival Ramleela (Drama based on the Rama's life) is performed and tenth days the effigy of Ravan is burned which is signified as win of good over evil.

Ram Navami – Rama Navami is celebrated in honour of birth anniversary of Lord Rama. This festival falls in the month of Chaitra (March/ April).

Mahashivratri – Mahashivratri is celebrated in the month of Magh (February or march). This day signifies the fact of the Lord Shiva, on this day he manifested himself in the form of a huge flaming lingam, which is called jyotirlinga.

ANCIENT INDIAN DANCE, PAINTINGS AND ARCHITECTURE

Bharatnataym- Bharatnataym Dance derived from the name of Bharat Muni and Natayam means dance. It is originated from Tamilnadu. It is the oldest classical dance of India.

Kuchipudi – It is originated from Andhra Pradesh state of India, in this dance a group of people were to go from village to village and perform dance on stories of Bhagvat Geeta theme.

Kathakali- Kathak dance is originated from Uttar Pradesh. The dance theme is performed on the stories of Lord Rama and Lord Krishna life, with the gesture and music.

Paintings and Architecture of India- Indian ancient painting were terraced from the Coper *Age. Bhimbetka rock painting found in Vindhyan ranges of Madhya Pradesh. It is considered* oldest painting of India. During King Ashoka and Gupta's period rock paintings were prevalent. Paintings like bullock carts and animals were found on the walls and caves. These paintings depicted the social life of the particular time.

Mural paintings (the work on the walls) existed during the Gupta Empire in 4th Century A.D. Ajanta caves in Maharashtra were themed on Budhism. Ellora caves near to Ajanta caves are another excellent cave architecture, which is themed on Hindu God and Yagna-Hawan ritual for worshipping. Similarly Bagh Caves in Madhya Pradesh developed in 6th Century A.D. and Junagad caves in Gujrat are prominent examples of ancient painting. All painting and architecture study shows the existing religion and culture of the particular time.

Harappan Art and Architecture is famous, the number of sculptures, seals, potteries were foud at the excavation site. Harappan civilization was having a wonderful civic science, Harappan and Mohenjo-daro town were well planned. Bath rooms and water exit were well planned which kept town clean and hygienic. Coper and ivory seals were also found. Sculptures like dancing girl and mother Goddess, ornaments, potteries were found in excavating site. Maurayan art and architecture are famous. The stupas and pillars of Ashoka's period have its prominence till date. The abacus and animal part of the Sarnath pillar forms the official emblem of Inadia. Sanchi Stupas in Madhya Pradesh is also most famous and regarded as ancient architecture of India.

CONCLUSION

Ancient Indian Culture is rich wealth for coming generation. There is a harmony between Art Religion, Spirituality and Philosophy. The Indus valley civilization rendered the art and architectural science for developing towns. Vedic Age was composed with four rich Vedas. Each Veda is manifestation of knowledge. Vedas tell us about the ways of worship and methods of meditation. Vedas tell us importance of life, relation between Mother Nature and human society. Gautam Buddha have shown the path of Love, Truth and Empathy for all living creature. Mahavir Swami have shown the path of attaining Salvation. The Art, Literature and Architecture of this period has given new vision to the modern art and culture. Although confluence of foreign culture have changed the basic fabric of Indian culture but the highest tolerance capacity of Indian culture have taken synthesis of new culture and emerged as a multy facets of Indian Culture in modern era.

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COMPOSTING AS AN ACCEPTED HOUSEHOLD WASTE MANAGEMENT TECHNIQUE IN SELECT AREAS OF SOUTH GOA

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ABSTRACT
Composting aims to stabilization of waste for land filling , volume and mass reduction of solid waste and return of organic substances to the natural cycle .This paper reviews composting for treating waste as a means of addressing environmental pollution concerns. In selected areas of South Goa the characteristics of domestic waste the awareness of waste management provided by the government, how the awareness was created, waste segregation, rating of service management and how they came to know about this schemes, whether they compost, what are the reasons for not composting, to study the willingness to compost and find out food waste disposal at the household level were firstly studied by questionnaires. A survey was conducted covering 200 respondents in Salcete taluka, the places selected were Fatorda, Colva, Navelim, Cuncolim and Chinchinim, to analysis whether the respondents responsibly take care of waste generated at their homes.

Keywords: waste disposal, Composting, awareness, food waste disposal.

INTRODUCTION
Biodegradable materials like garden waste, kitchen waste and waste paper/card represent 55 % of the total quantity of municipal solid waste (MSW) deposited in England landfill [1]. As one of the six greenhouse gases methane is responsible for global warming which needs to be reduced, in order to tackle climate change under Kyoto Protocol (UN, 1998). The methane emissions from landfills constitute about 30% of the global anthropogenic emissions of methane to the atmosphere [9]. In Sri Lanka, organic fraction of Municipal Solid Waste (MSW) contributes 70 - 90% of total waste stream in many municipalities [2]. Household composting has been identified as an option to enhance the economic conditions of urban poor people through home gardening and selling of compost and/or recyclables [3]. An aerobic, biological process in which organic wastes, such as garden and kitchen waste are converted into a stable granular material which can be applied to land to improve soil structure and enrich the nutrient content of the soil [4]. Simple quantity measurements of waste categories with life cycle assessments (LCAs) were compared for a number of disposed products [5]. Even as early as 1997, landfill gases were the third largest contributors to greenhouse gases in India [6]. Compost is beneficial for the environment as unnecessary refuse is not dumped into a landfill which helps in replenishment of soil, thereby reducing cost of land reclamation [7]. Swachh Bharat Abhiyan has contributed in waste generation reduction through composting and waste to compost conversion has been increased to 13.13 lakh tonnes per year. Composting can reduce household waste generation by 30 per cent. Composting is also good for plant growth since it provides many essential nutrients for them and it can also be used as fertilizer. It is believed that a family of 4 can easily reduce their waste from 1000 Kg to less than 100 kg every year if they adopt segregation and composting [8]. Eight major waste management group methods divided into categories include animal feeding, source reduction and reuse, recycling, composting, fermentation, landfills, incineration and land application [10]. Composting is like natural process where the organic wastes break down into nutrient-rich compost for garden plants and is the preferred method for organic waste disposal [11]. **Landfill** method involves burying off waste and is the most common practice for the disposal of waste around the globe [12]. Composting enriches the soil and water retention capacity increases which is best alternative to chemical fertilizers [13]. Compost mixtures allow meat and dairy items to be included but others have only fruit and vegetable scraps [14]. Compared to the small scale waste composting industry practised in the UK other countries like France, the USA, Portugal and Spain, have relatively high rates of waste composting but Japan has a low composting rate [15].

THEORETICAL PERSPECTIVE
Compost land application completes a circle where the nutrients and organic matter which are removed in the harvested produce are replaced (Diener et al, 1993). Recycling of compost to land is a way of maintaining / restoring the soil quality (Smith et al, 2001). It is an aerobic biological process which uses naturally occurring microorganisms to convert biodegradable organic matter into a humus like product. It is easier to handle waste and transport (Fauziah et al, 2009). Compost application to land has to be carried out to ensure sustainable development. (Amlinger et al, 2003). Interest in composting has arisen because of the need for environmentally sound waste treatment technologies. Composting is looked upon as an environmentally acceptable method of waste treatment (Yvette B et al, 2000).

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REVEIW OF LITERATURE

Every year in Denmark 1.7 million tonnes of household waste is produced (Miljøstyrelsen, 2008). OHW constitutes around 40% of this waste (Petersen and Domela, 2003), although only around 5% of it is treated biologically (ECN, 2010); According to Petersen and Kielland (2003), the total amount of households that undertake home composting (or backyard composting as it is sometimes called) in Denmark totals 404,000 households. Composting has advantages over incineration and disposal in landfills due to lower operating costs, reduced environmental pollution and, more importantly, many investigations on home composting have been conducted (Faverial and Sierra, 2014; Lleó et al., 2013; Colón et al., 2010; Chang et al., 2006); the effects of aeration (Karnchanawong and Suriyanon, 2011) the quality and stability of the compound (Barrena et al., 2014) and emissions from gas (Ermolaev et al., 2014; Quirós et al.; 2014). Beneficial use of the final product is used as a soil conditioner or fertilizer (Li et al., 2013). Brazilian households, small commercial enterprises and cleaning services have nearly 94,335 ton day-1 of organic waste which is 51% of the municipal solid waste (Brasil, 2012). Only 1% of this goes for composting systems and 59% goes to landfills and 39% is dumped. The National Solid Waste Policy has zero-waste guidelines for waste, recycling, composting, incineration and end-of-life disposal in landfills (Brasil, 2010).

OBJECTIVE OF THE STUDY

To analyse the awareness of waste management provided by the government , how the awareness was created, waste segregation, rating of service management and how they came to know about this schemes, whether they compost, what are the reasons for not composting, to study the willingness to compost and find out food waste disposal at the household level.

STATEMENT OF THE PROBLEM

Waste is increasing as a result of growing human populations and can have significant influence on sustainability are campaigns like ‘Swachh Bharath’ that intend to clean up the country from this stench. Solid waste management is a major problem resident of almost every city in India, existing landfills are now filled to the brim with garbage, and cities struggle to find more land. The Municipal Solid Waste Management (MSWM) Rules, 2016, provide clear guidance for treatment of waste using technologies based on biological treatment of waste for e.g. composting but they do not provide clear course of action on some of the latest technologies such as pyrolysis, gasification, and waste to fuel oil. They also have limited directives towards the implementation of mass burning or incineration. So composting waste is our responsibility and sustainability is only dependent on our responsible attitude and behaviour towards managing our waste avoiding littering, but segregating and submitting waste to the vendors in the correct way.

LIMITATIONS OF THE STUDY

There was difficulty of accessibility of the household members. Some urban people refused to participate in the survey. The area is confined only to Salcete taluka so results cannot be universally accepted. The study is limited to the sample size of 200 respondents only. Due to time constraints study is restricted to limited places/cities only. The research was based on a survey conducted through questionnaire where people were not ready to fill up the responses and they had to be convinced for the same. The topic had to be explained first to the majority of respondents.

RESEARCH METHOD

Data analysis unlike qualitative research, quantitative research involves the collection, analysis and interpretation of numeric data, collected through experiments or surveys, or through interviews using structured or unstructured questionnaires. For the purpose of this study, this definition is adopted as a working definition; that is, the collection, analysis and interpretation of quantitative data using structured household questionnaires.

SURVEY DESIGN

A survey was conducted covering 200 respondents in Salcete taluka, the places selected were Fatorda, Colva, Navelim, Cuncolim and Chinchinim, to analysis whether the respondents responsibly compost waste generated at their homes.

RESEARCH METHODOLOGY

Primary data, generated for the specific purposes of a re-search project, such as transcripts from interviews, questionnaires from a survey, etc. is original data. Data that is available in public for a researcher to collect and analyse is secondary data which takes the form of public reports, newspapers, magazines, websites, books or articles .In this paper quantitative research will be considered as the primary data source, and books, journal articles and official websites as the secondary data source.

Survey instrument -A total of 200 respondents were interviewed using the questionnaire to understand the household composting of waste in Salcete taluka.

TABULAR PRESENTATION

Table-1: Waste management scheme provided by the government

Waste management provided by the government	Yes	No	total			
	106	**94**	**200**			
How the awareness created	N.A	**Religious place**	**Panchayat bulletin**	**Word of mouth**	**Use of technology**	Total
	94	**10**	**60**	**24**	**12**	**200**
segregation of waste	NA	Yes	No	Total		
	94	**84**	**22**	**200**		
Rating of service	NA	Very good	Good	No opinion	Bad	Total
	94	**8**	**88**	**6**	**4**	**200**

Those respondents who said yes that the government provides scheme and make awareness about waste management were asked how they came to know about this schemes and awareness.

In Fatorda 38% respondents got to know this scheme through word of mouth, 31% respondents said they got the news from panchayat bulletins, 25% got the news through use of technology and 6% got the news from religious places. In Colva 67% of respondents got the news from panchayat bulletin and 33% got the news in religious places, in Navelim, 77% got the news from panchayat bulletins, 18% got the news through word of mouth, and 5% got the news through use of technology, in Cuncolim 67% got the news from panchayat bulletin, 17% heard the news in religious places, and 8% heard the through word of mouth and 8% got the news through use of technology and in Chinchinim 50% said that they got the news from religious places and the other 50% said that they heard the news through panchayat bulletins. Overall 58%got the news through panchayat bulletins, 19% heard the news through word of mouth, 11% got the news through use of technology and 9% got the news from religious places.

Compost	**yes**	**52**
	no	**148**

Reason for not composting	
NA	**52**
Do not have organic waste	**26**
Do not what composting is all about	**42**
Do not have a garden	**66**
I tried composting but did not work for me	**14**

Those who said no , their reason were, 32% said that they do not have a garden, 21% said do not know how to compost, 13% do not have much organic waste and 7% said that they tried it but didn’t work for me.

Willingness to compost				
greatly interested	**yes**	**no opinion**	**no**	**not interested**
54	**84**	**20**	**28**	**14**

The respondents were asked what is the willingness of compost and their response were, 40% said yes, 27% said greatly interested, 19% said no , 7% said no opinion, and 7% said not interested.

Food waste disposal	
Do not have organic waste	**88**
Do not what composting is all about	**06**
Do not have a garden	**106**

55% of respondents lend to livestock feedings, 42% dispose in trash and 3% compost

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CONCLUSION

As permanent communities developed people began to dispose of waste in designated dumping areas and bio-degradation started developing rapidly but because much of the wastes became non bio-degradable alternative methods needed to be adopted. Composting is not something new but has been practiced many years in the world as a simple and low cost method to manage household organic waste. Food scraps, yard waste, etc. make up major wastes thrown every day. By composting nutrients are replenished back to the soil. Green items, like raw vegetable peelings, coffee grounds, tea bags, grass cuttings, leaves break down quickly. Brown items, like sticks and branches, paper, cardboard, eggshells, sawdust, break down slowly. The greatest advantage of waste management is to keep the environment fresh and neat. Waste disposal units also make people go disease free since the resultant wastes are properly disposed and taken care of. Implementing a half-baked technique is of no use to both people and environment. Composting is used to reduce household waste disposal in landfill. Composting as a natural process breaks down into nutrient-rich compost. Preferred method for organic waste disposal is composting since it preserves more nutrients than incineration. To improve soil structure and fertility composting has been used as a means of recycling organic matter back into the soil. It has received much attention in recently because of pollution concerns and search for environmentally sound methods for treating waste.

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A STUDY ON INDIA'S DRAFT NATIONAL E-COMMERCE POLICY

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ABSTRACT
"You should learn from your competitors but never copy. Copy and you die"—Jack Ma India has been witnessing a substantial growth in the e commerce sector in the past few year. Digital economy has a promising scope in India. The Indian e commerce market is estimated to rise to us 200 billion in the year 2020. The e commerce paved the way for online sales but false for creating lots of opportunities in terms of job creation, improvement in productivity and increased customers choices. However these opportunities have also created many challenges for the digital ecosystem such as online fraud. The government has come up with many rules and regulations governing e commerce in India, still with the increasing number of challenges like the cross border data flow and the collection or processing of sensitive data gave rise to formulation of stringent laws in order to regulate the e commerce in India. For this purpose, the government constituted draft national-commerce policy based on recommendations given by justice Srikrisnan committee relating to protection of data and privacy in the digital environment. The draft new commerce policy. The draft was released on 23th February, 2019 which is kept for public opinion till 9th March. This draft is expected to bring many benefits and limitations to e- commerce in India.

Keywords: e commerce, national e commerce policy, expected benefits and limitation on ecommerce in India

INTRODUCTION
E-Commerce is one of the fastest growing sector of India. In order to fully benefit from the opportunities created by e commerce it was indispensable for the policy makers to have a clear and comprehensive rules governing e commerce in India. On February 24, 2019, the department for promotion of industry and internal trade (DPIIT) as several concerns were raised over the first draft of the department of commerce.

Finally released the much awaited draft national e-commerce policy on February 24, 2019 as several concerns were raised over the first draft of the department of commerce. The main focus of the draft policy is concentration of data arising in India and promoting its usage for the development of the country. The draft has been named as a protectionist draft as it stresses on securing data arising in India and it is going to be treated as a 'national asset'. The extent to which the policy is going to be implemented is the prime concern of many stakeholders. This policy aims at bringing all the rules and regulations relating to e-commerce under common umbrella for all the online retailers. The policy has attracted many appraisal as well as criticisms.

OBJECTIVE OF THE PAPER
This paper studies and critically analyses the Draft National E-Commerce Policy In India.

Highlights of Draft E-Commerce Policy in India:

1. Bar on sale prices:
Many online companies are barred from "directly or indirectly influencing" sale prices. This will result in demotivating e tailors to use the strategies to influence customers buying decision.

The draft mentions that bulk purchases of branded goods like mobile phones, white goods, and fashion items "by related party sellers which lead to price distortions in a marketplace" will be prohibited...

2. Phasing out of discount
The draft puts the compulsion on large e-commerce firms should to phase out discounts within 2 years

This policy was proposed keeping in view the complaints put by majority of the domestic retail stores about the huge discounts offered and the big sales by online giants. Though this policy will favour the traditional and small retailers but it will heavily disappoint the online consumers and thus would also effect the revenue generated by e commerce sector of India.

3. Limit on FDI
The inventory model based e commerce companies are given 49% FDI subject to fulfilment of a condition to have 100% Made -in -India sales. While this will help the domestic companies to increase their sales, on the other side this will reduce the inflow of foreign capital in India. The foreign players will be largely discouraged to make investment in India.

4. Collection of user based data locally at the centres
The e-commerce draft policy makes it must for all the e-commerce companies to store user data in India within two years taking into consideration the privacy and security of the data as top most priority. The policy also opines that some of the data stored by the foreign companies be shared with the government under specific conditions. This content of draft may create many property right issues with many foreign players. Also this may give rise to lobbying of the government by major online giants.

5. Compulsory registration
The draft states that “To streamline functioning of the e-Commerce sector under the FDI Policy, ecommerce websites/applications are required to ensure that all product shipments from other countries to India must be channelized through the Customs route. The Policy provides for integrating Customs, RBI and India Post systems to improve tracking of imports through e-Commerce. All e-Commerce websites and applications available for downloading in India must have a registered business entity in India as the importer on record or the entity through which all sales in India are transacted.” It can be concluded that the intention behind this proposal can be two: promotion of domestic ecommerce industries and control over the activities unregistered of unregistered foreign players in the ecommerce sectors in India.

6. Curtailing the gifting route
Taking into consideration the grievance of the local e-tailers in relation to massive misuse of the Rs. 5000 exemption limit by foreign e-commerce giants by providing low priced goods to consumers under the pretext of gifts the government has proposed to impose bon on all the parcels via gifting route except life- saving drugs.

7. Measures to tackle Piracy
In order to control the sever problem of piracy, the draft proposes to put the burden of preventing it by taking adequate measures. It also proposes to control the rough websites. This measure may prove to be one of the most effective measures to regulate and promote e commerce in India.

8. Prevention of Sale of Prohibited Items
The draft mandates the websites or applications engaged in the purchase and sales of products to display list of products which are wither prohibited by DGFT or by any other competent authority. The draft further states that “Sellers must provide an undertaking to the platform/site/application that they are not engaged in transacting in such products on the platform and the same must be made accessible to consumers”. Also to ensure the compliance, the draft has proposed stringent provisions for the defaulters .This measure may really prove to be one of the most effective measure to tackle with the circulation of prohibited goods in India.

9. Protection of consumer interest
The draft mandates the publication or display of customer’s grievances for all e commerce sites and applications and also proper system of acknowledging them and for their disposal within a well-defined timeline. This proposal may prove to be one of the best way of protecting the consumer interest in India.

10. Stifling of counterfeit goods
With to empower the trademark owners the draft policy proposes the full disclosure of the seller’s details and also the undertaking of the genuineness of their products.

The trademark owners are also given option to register themselves on e- commerce platforms in order to get notified about uploading of their trademarked goods for sake on the digital platforms. Further, the policy proposes to make stringent provisions of those sellers who sell the counterfeited products by blacklisting them for a specified period. The draft further states that this step of the government will help to resolve the disputes relating to trade marked goods and also to protect the interest of trademark owners.

11. Regulatory measures
The draft purposes many regulatory measure in the areas of advertising, dispute resolution via e-courts etc. The regulatory measures are expected to bring more transparency and growth in the ecommerce sector.

CRITICAL ANALYSIS OF THE DRAFT NATIONAL ECOMMERCE POLICY

- The draft policy has gained a lot of concerns by many stakeholders some of which are stated below:
- As said by "The draft of e-commerce policy looks to be innovative and good but at the same time several things have been left out," CAIT Secretary General Praveen Khandelwal said he also opined that the e-commerce policy should provide substantial platform for business and the draft seems to be silent on domestic players in the sector which is undesirable, and they should also be brought under the policy.

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- “One of the biggest problems of the policy is that it does not have parameters for its implementation. Collation of broad statements is not what good policies are made of,” said Pavan Duggal, a top cyber law expert and Supreme Court lawyer.
- “AI (artificial intelligence) today can help you predict business outcomes without the requirement of massive amounts of data. Saying that creation of monopolies is linked only to the collection and processing of data is an argument of the last decade,” said a technologist turned tech policy advocate who sought anonymity.
- Raka Chakrawarti, an entrepreneur from Mumbai, says her platform has nearly 1,500 stock keeping units – from black garlic to trikaya baby spinach – and certifying all of these would mean a further strain on her budget and small workforce. Then there are other questions she is seeking answers to: what to do with the growing volume of user data (the policy suggests the government has overarching rights over it); what is the scope of the policy; what is the definition of ecommerce and will the policy, by appearing protectionist, keep away foreign capital, so far the life blood of the sector?
- Ambareesh Murthy, CEO of furniture retailer Pepperfry, says this is a draft that is evolving and the intent may change over time. He is wary of the proposal to give government ownership of, and therefore control over, user data. While the government argues that data is a national resource, executives feel individuals should hold ultimate control over their personal information.
- Critics have also opined that the draft policy will discourage the Chinese investment as they will find it costly to invest in India as the policy mandates setting up of an offices in India to legally operate it.
- Anirudh Rastogi, founder of Ikigai Law, a firm tackling tech legislation, contends that too much onus has been placed on entrepreneurs and their ventures to meet regulatory norms. He says that “The draft proposes a host of consumer protection and anticounterfeiting measures, which is a good thing on principle, but this also means a lot of requirements for platforms and other intermediaries which dilute their intermediary status”
- “The government is trying to level the playing field and take away some of the power held by well-funded giants over the Indian market,” says Ashish Gurnani, cofounder of
- Postfold, an online bespoke apparel brand. “We can now hope to compete more on variety, duration and quality, rather than discounts alone.”
- A DPIIT official involved in the process of drafting the policy, said: “At present, we don’t have control over our data. Companies which control our data can say no to sharing it if we want that data. Servers are outside. We’re incapacitated as there is no physical or legal control. We want to create jobs through the policy”

CONCLUSION

There are lots of opportunities and challenges associated with the implementation of draft national e commerce policy .the draft is expected to bring transparency, increase GDP and tax revenue but it may also have negative repercussions on the e commerce sector in india. The government should make the necessary changes in the policy as per the concerns raised by different stakeholders in order to ensure the effective implementation of the policy.

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DEGLOBALIZATION – IT IS YESTERDAY ONCE MORE

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ABSTRACT
Globalization has been the buzzword in global economy during last few decades. The developed world has constantly preached the virtues of having open economies across political borders. It has been the Mantra for the large multinational corporations in their bid to spread their operations across the world and wielding unprecedented economic, and sometimes even political, power across geographies. It has been argued that global south will benefit immensely with the transfer of technology and knowledge, and flow of capital. The results have been good for many countries, particularly in Asia. But as the balance of trade has tilted towards Asia, and the global south appeared to have an edge over the global north, the advanced economies, led by the US and the UK, have started leaning towards economic nationalism. There is a dire need for having a balance in the policies of neoliberalism and protectionism like never before, to ensure balanced and sustainable growth across the world.

Keywords: Globalization, Neoliberalism, Protectionism, Economic Nationalism, Deglobalization

BACKDROP
Globalization primarily is the process of integration across social, political and economic spheres across international boundaries. While political globalization, where the sovereign boundaries blur or cease to exist, may still be a far-fetched concept and social globalization is natural gradually escalating process due to enhanced connectedness among people across the globe, it is the economic globalization which has mattered most and has impacted the world most in recent times.

After the demise of socialism, many nation states pursued economic globalization through the neoliberal economic policies as a panacea for their problems. Formation of European Union is the most successful example where different nation states came together for an economic union going even to the extent of having one single currency across political borders.

Economic globalization, however, could never be decoupled with discussions on economic nationalism, which refers to prioritization and protection of the local goods, industries and services of a country; and defending them against other countries and multinational corporations which restrict their development and profit.

In the aftermath of the global financial crisis of 2008, the globalization came under scanner once again. Same self interests of the nations which were earlier driving globalization came as drivers of the process of deglobalization.

In the above context, this paper examines the various concepts, developments and interconnections pertaining to nationalism, globalization and deglobalization in the global context as well as specific context of India.

OBJECTIVES
Objectives of this paper are as under
1. The paper tends to examine various developments and interconnections pertaining to nationalism, economic globalization and neoliberalism.
2. It analyses in detail how same self-interests of the first world nations, which earlier were pushing for globalization, have become catalyst to the process of deglobalization gradually.
3. The paper tends to justify that idea economic trade policy needs to have a right mix of both neoliberal and protectionist elements to serve both national as well as global interests simultaneously.

RESEARCH METHODOLOGY
The paper is primarily analytical in nature and based on Secondary data collected through various published sources such as research papers, newspaper clippings, journals, websites etc.

ECONOMIC NATIONALISM
Nationalism is an ideology which aims for maintaining the sovereignty of the nation, and for building a single national identity through shared culture, language, religion, politics or beliefs. It encourages pride in the achievements of the nation in any and every field, be it education, art forms or sports. Economic Nationalism is one of the many dimensions of nationalism seeking to promote, protect and prioritize local industries through state intervention over market mechanisms.

GLOBALIZATION AND NEOLIBERALISM

The policy of globalization is mainly rooted in the ideology of neoliberalism, which essentially refers to the policies of free market capitalism and internationalization of trade and finance. It revolves around privatization, price deregulation, liberalization of trade, tax cuts and expansion of international corporations.

If we see the historical perspective, free global trade has existed since the ancient times. The trade routes are said to be in vogue during the time of ancient civilizations. During medieval times, trade between east and west existed. In fact, the continent of America was discovered in the attempts of finding out an alternative route to India for facilitation of trade. Needless to say, trade at that time was free, without any duties or restrictions. During the European industrial revolution and subsequent colonisation, the global trade has been the norm. The trade even drove most of the colonization process. The industrialized Europe had a ready market to be exploited in terms of procuring raw material and dumping its finished goods.

Situation continued till 1914 when the first world war broke out. After the war, the economies of Europe underwent structural change under the concept of ‘Nation First’ along with advent of communism in Russia and the ‘Great Depression’ in the USA. These developments made countries look inwards in their economic policies. However, end of the second world war, which also witnessed power shift from Europe to USA, brought in a new era in globalization along with increasing dominance of large multi-national corporations dominating the economy and even polity.

Neoliberalism came to the forefront with the Thatcherism in UK and after the collapse of the Soviet Union and the Eastern European nations. With the advent of digitalization, the process of globalization received a further boost as the communication and exchange of information became much faster thereby removing a major roadblock.

At their best, the neoliberal policies facilitated easy flow of goods across borders with lower tariffs, flow of technology, capital, knowledge and skills from advanced countries to emerging economies to help them grow at a faster speed. It also enabled less restricted movements of the labour from surplus countries to the deficient ones. Since industry seeks to minimise its cost, the process of globalization saw manufacturing being shifted to the less developed countries and outsourcing of jobs in a large way using the information and communication technology.

Naturally, many benefits accrued to all concerned. It also helped in furthering cultural intermingling which can help in to make better international relations. One of the biggest benefits from globalization accrues to the consumers who get access to better products at lower prices. In time, local industry also benefitted from technology transfers as also more efficient manufacturing processes and more effective management practices. The Asian continent has been the biggest beneficiary of this process of globalization. In comparison to 1990s, the less developed countries have a larger share in the global GDP. During the period 2000-2015, the low and middle income economies have increased their share in the global GDP by approximately 11.6%.

THE INDIAN EXPERIENCE

Till the 1980s, Indians lived in a highly protected environment. As a result, it was eventually realized that we had lagged behind in terms of technology, efficiency and productivity. As a matter of fact, our economy was in shambles in the late eighties leading to a huge foreign trade imbalance and highly diminished foreign exchange inadequate to sustain the imports of essential commodities such as petroleum. Our neighbour, China had liberalized almost fifteen years prior to India, and had invited foreign industries to invest into their industries. China gradually became so advanced that it is currently regarded as the manufacturing hub of the world. Other economies in South and East Asia like South Korea, Singapore, Malaysia, Thailand, etc. opened their market even earlier.

Hence, Indian economy was liberalized gradually starting from 1990s, by

- Foreign Direct Investment in industries and indirect investments
- Allowing Collaboration with Indian industries for technology transfer and capital infusion
- Allowing Indian companies to borrow from abroad

The benefits of doing this was that India was able to leverage better technology for increasing exports. By allowing other countries to trade with us, we were able to increase our access to their foreign markets and thereby ensure stronger exports. There was a faster economic growth and resultant decrease in poverty. Foreign capital inflows were also helpful in creating more jobs. Government policies, at the same time, ensured the development and protection of Indian industries to a reasonable extent so that India would retain its competitive advantage. As a result, in a thirty year period, the ratio of external trade to GDP went up from 8% in 1972 to 37% in 2011. The ratio of two way flow of goods and finance in and out of the country went up from 14% to 109% during the same period. Our services sector performed best, being cost effective, leading to huge outsourcing opportunities from the western world. But as we were getting our act in place, winds have started blowing in the reverse direction.

PROBLEMS WITH GLOBALIZATION

Despite gaining independence, several of the developing countries still find themselves being exploited by the developed nations, under the pretext of internationalization of economy and business. Due to this, there is slower development of indigenous industries in these developing countries. This leads to an imbalance of trade, with developing countries importing more than they export. There is also dumping of low-quality goods which were produced in surplus in the developing countries. Developed countries become more prosperous, while the economies of developing countries become weaker.

Neoliberal policies also give power to multinational corporations, which leads to an economic and political system known as corporatocracy. Corporatocracy refers to the situation in which corporations become influential and powerful enough to interfere with and even control the political processes of a nation. It is to be noted that large transnational corporations are almost entirely driven by profit maximization motive and national interests are subservient to the interests of their shareholders.

The first serious flaw in the policies supporting free trade were noticed during the global financial crisis of 2008 which is supposed to have been caused fundamentally by the huge trade imbalances between China and the western world, particularly USA. As China became the shop floor of the world, which was in the interest of the large multinational corporations, the production shifted and markets were flooded with the cheaper goods.

The crisis in the PIGS (Portugal, Ireland, Greece and Spain) countries underlined the faultlines in EU which came almost on the brink of being fallen apart. Brexit underlined the issues with the policies of neoliberalism.

In USA, Mr. Trump got elected on the plank of economic nationalism and his ‘America First’ agenda as more and more population was getting restless with bleak employment scenario. As a matter of fact, the winds had started blowing even when Mr. Obama was the President as he had started talking rather strongly about the trade war with China and the jobs being ‘bangalored’. Ironically, the deglobalization agenda now is being driven by the countries (USA and UK) which were at the forefront of driving globalization when it suited them. It is also noteworthy that the large transnational companies which keep in mind the interests of their shareholders are not supporting either US policies of protectionism or UK’s Brexit. A survey firm YouGov, in a survey done in 2016 across 19 countries, found that lowest percentage of people believing in the merits of globalization were in France, the US and the UK. On the other hand, East and Southeast Asia were the biggest supporters of the globalization with a minimum of 70% people in the countries covered in the survey.

Further, China and India are among the most vocal supporters of globalization. In the 2017 Davos summit, China’s president, Mr. Xi Jinping, defended the current economic order and said that his country is prepared to assume the leadership of 21st century globalisation. At Davos in 2018, Mr. Narendra Modi warned against de-globalisation saying:

“It feels like the opposite of globalisation is happening. The negative impact of this kind of mindset and wrong priorities cannot be considered less dangerous than climate change or terrorism.”

BALANCE BETWEEN NEOLIBERALISM AND ECONOMIC NATIONALISM

It may be argued that while globalization is necessary in order to ensure growth and development of all the regions of the world and is perhaps irreversible, to ensure that the economic interests of nations remain secure, some amount of protectionism is necessary.

This can be achieved by providing incentives to local goods industries. Governments provide subsidies, which are monetary advantages, to indigenous industries. Cash grants, interest free loans, free seeds for agriculture to farmers, tax breaks, insurance, and other direct and indirect advantages can be promised to guarantee development of industries and firms in the local sector. There can also be some restrictions on the amount of goods being imported into the developing countries. High custom duties can be imposed on imported goods, so that more consumers are motivated to use the local products.

China’s example can be quoted in this context where the foreign capital was welcomed with open arms and the local industry was protected by offering them various sops till they became competitive and achieved a viable scale.

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However, completely cutting off a country's economy from the rest of the world is not desirable and in fact can be counter-productive. Products which are not indigenously available in the country should be allowed to be readily available in markets. Liberalization of markets also allows multinational corporations and investors to invest capital in the countries, which contributes towards growth and creation of jobs. Hence, the multinationals corporations should not be completely restricted, although they should be prevented from gaining supreme power.

CONCLUSION

Globalization has already happened, is irreversible and is in the interest of all the nations, notwithstanding the opposition from some of the advanced economies, for without their own survival will be cumbersome. However, while pursuing the economic liberalization, it is also necessary that the local goods, industries and services are given the optimum level of protection so that they remain vibrant, efficient and competitive. This is imperative to sustain globalization itself. Right and optimal measure of economic nationalism and protectionism has to be blended with globalization in a country's economic policies together for balanced development and sustained growth.

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AN EMPIRICAL INVESTIGATION TO UNDERSTAND THE OVERALL BEHAVIOURAL CHARACTERISTICS OF RETAIL INVESTORS TOWARDS INVESTMENT DECISION MAKING – A FACTOR ANALYSIS APPROACH

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ABSTRACT
Investment is considered as the pledge of excess funds which is saved from the total income of the individuals which is then invested for positive returns receivable in the future. The investment behaviour is mainly concerned with the various behavioural aspects which influence the investors in their decision making. The researcher has chosen choose respondents based on convenience sampling and the findings of the study indicates that the three factors possess greater impact on the individual investment decision making.

Keywords: Behavioural finance, Investment decision making, Factor analysis

INTRODUCTION
Behavioural finance is considered as the study which proposes the psychology supported theories which enable in deviating from the logical aspects so as to state the irrational on the investment decision making. Many researchers have stated that the individiual investment behaviour of the individuals is mainly influenced by the psychological aspects and emotional values. These aspects are mainly categorised as belief system, preferences and psychological support which plays a key role in the individual investment decisions. (Baker & Riccardi, 2014).

It is further noted that the psychological factors in the investment decision making has magnetized more attention in the recent years. This aspect is used so as to state the nature of individual decisions and its relationship with investment decision making, this was researched and anlysed deeply by various researchers. The researchers has identified that the investors tend to over react most of the time towards the speculations prevailing in the market, rumours that are carried by other people and economic forecasts and fluctuations, this is due to the fact that they are emotionally and psychologically tied up to their investments and are highly biased and sensitive to such information. Such emotional and psychological bias causes the investors to move away from their planned and rational thinking and tend to buy or sell the stock which may result in losses to the investors. This shows that the behavioural bias of the investors tends to influence their investment decision making most of the time. A retail investor is considered as the individual who tends to procure securities in smaller quantities on his own. They tend to set aside their savings which is further invested in securities and they look for capital appreciation. Under the individual level, the investors are considered as the unique and are usually heterogeneous in nature, the individual investors therefore always suffer emotional bias all the time in the investment domain. This bias tends to play a crucial and critical role in the decision making of the individual investors and this will mainly lead to the overall results of the investments. Also, the risk level of the investors is dependent upon their characteristics, perseverance of risk and their attitude, which is also related to emotional aspects. Therefore this study tends to focus in understanding the overall behavioural characteristics of retail investors towards investment decision making using factor analysis approach. There lies 4 various behavoural factors which greatly influence the investor decision making as stated in the Heuristics and Prospect theories, the remaining is herding effect and market situations. However, for this purpose all 4 theories are considered for analysis and their impact on the individual decision making is computed and analysed.

STATEMENT OF THE PROBLEM
In the academic term, the phrase investment behaviour is mainly related to the broad area of behavioural finance which attempts to understand the psychological patterns of the investors and the key aspects contribute to the decision making towards investments. The individual investor's gets data and information through their friends, brokers, family members, electronic media like moneycontrol website, news channels etc. for taking investment decisions. It is noted that the number of individual investors have increased rapidly in the past decade after the credit crisis of 2007-08. Therefore there arises a need to analyse and apprehend the investor psychology in the decision making towards investments. An insight on this is to state the explanations on the various aspects like "What behavioural aspects influences the decision making of the invstors?". This study enable in understanding the overall behavioural characteristics of the retail investors towards the decision making using factor analysis approach.

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OBJECTIVES OF THE STUDY

- To understand the key behavioral factors which influences the investment decision making of the investors
- To analyse the main group which weighs more control on the behavioural variables in the decision making

Category	Variables
Heuristics category	1. Representative 2. Anchoring 3. Bias on the availability of stocks 4. Overconfidence of the investor
Prospect category	1. Aversion of loss in investments 2. Aversion of regret 3. Mental accounting by investor 4. Market related information
Herding category	1. Choice of security 2. Volume of security 3. Speed 4. Trading actions
Market category	1. Changes in the price of security 2. Historical aspects of the stock 3. Fundamental factors 4. Technical analysis

LITERATURE REVIEW

The first survey of empirical studies showing individual investor behavior occurred in the 1970s. Most studies involve behavioral funding that involves various psychological and emotional prejudices that may affect the behavior and decision-makers of the investors. All of these prejudices include heuristics, anchoring, exaggerated self-confidence, representative bias, domestic distortion, intellectual accounting, aversion, aversion and education. Tversky and Kahneman, Daniel et al., and Barberis et al., The key theoretical models for identification are psychological disorders that affect the investor's behavior.

In his study, Al-Tamimi (2006) examined 34 articles for five main factors, such as self-image / corporate image matching, accounting data, neutral information, recommendations and personal financial needs for investment in financial markets. EAE. According to individual factors and investors, the "Expected Profit" is "Accelerated", "Marketable Stock", "Past Performance of Company Shares," "State Assets," and "Create an Organized Money Market."

Bennet et al. (2011) explored the impact on retail trade. The research has led to 400 individual investors in Tamil Nadu, India. Data from the agent were studied. The results show that for all 26 factors, only five factors had a significant impact on behavior of the investor to invest in valuable shares. The results showed that retail investors in India have placed greater emphasis on equity, quality management, return on investment and investment income, "stock option decision.

Joshi et al., (2011) tried to investigate the factors that affect investors' behavior. Investors found that investors in Ahmedabad and Khambhat (Gujarat) as "Company's financial results", "Long-term return on equity", "Feel on the stock market:" Expected earnings of the company (cash dividend, share repurchase) "Company Fame", "Exchange Rate Movement" and "affordable price". Their study showed that investors were less affected by factors such as "print coverage", "business rate analysis", "social responsibility" and "

Merikas et al. (2011) investigated 26 factors that affect the behavior of some investors based on the Greek stock market is a factual analysis varimax rotation logarithm rectangular with more than 150 respondents. The results showed that investors took into account factors such as corporate profits, settlement of financial reports and "corporate declaration in industry". The researcher also noted that the factors most ignored by equity investors include "participation" in a political party, "politicians and governments" and "recommend friends and colleagues."

Nagy and Obenberger (1994) analyzed the pair to understand how and to what extent these variables affect investors' investment decisions. Their results found that the "maximized classical wealth criteria" were important to respondents, while "the impact of stock market recommendations" "individual brokers, family members and associated companies" was insignificant.

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Shanmugham (2000) also examined 201 investors to study information investor observations of different dimensions and factors stimulating investment strategy investment decisions. It has been found that among the various factors as investors 'decision-making, psychological and sociological factors dominate investors' investment decisions.

Kabra et al., (2010), studied the factors which influenced individual investment decisions using factor analysis. Their study confirmed that Indian investors initially focused on 18 variables, which were then reduced to 14 variables and finally divided into six factors, including security, opinion, awareness, coverage, duration and benefits.

Sashikala and Girish (2015) conducted a study to identify the factors that affect and affect investors' behavior in the Indian stock market. Their results have confirmed that factors such as broker tips, personal analysis, current energy value, economic analyst recommendations, banning online trading and investor confidence in advice from their financial advisors play an important role in the impact and impact of the behavior of micro entrepreneurs.

Sultana and Pardhasaradhi (2012) examined the factors that could influence the investor's decision in India to build and behave. Of the 40 variables in question, 10 items were identified that affected the choice of the investor. Cronbach's alpha test was used to test the incorrect interpretation of the 40 variables, and they were classified into five positions. Experienced factors have influenced investors' decision to maximize their assets, minimize risks, raise awareness and social responsibility, "Financial Requirements", "Accounting Information," "Financial Requirements," and "Advocacy Recommendations."

RESEARCH METHODOLOGY

The researcher intends to use descriptive research design for performing this research as it will enable to depict the research in a more accurate manner. Out of various methods in descriptive design the researcher used survey method. The researcher attempted to employ convenience sampling method for collating the data from 125 respondents.

DATA ANALYSIS AND INTERPRETATION

Gender			
		Frequency	Percent
Valid	Male	76	60.8
	Female	49	39.2
	Total	125	100.0

Age			
		Frequency	Percent
Valid	Less than 25 years	33	26.4
	26 - 35 years	42	33.6
	36 - 45 years	28	22.4
	Above 45 years	22	17.6
	Total	125	100.0

Education			
		Frequency	Percent
Valid	Undergraduate	51	40.8
	Post graduate	64	51.2
	Professional	10	8.0
	Total	125	100.0

Marital status			
		Frequency	Percent
Valid	Married	98	78.4
	Single / Unmarried	27	21.6
	Total	125	100.0

Family Type			
		Frequency	Percent
Valid	Nuclear family	46	36.8
	Joint family	79	63.2
	Total	125	100.0

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Annual Income			
		Frequency	Percent
Valid	Less than 3 lakhs	2	1.6
	3 - 5 lakhs	67	53.6
	5 - 8 lakhs	36	28.8
	Above 8 lakhs	20	16.0
	Total	125	100.0

Experience			
		Frequency	Percent
Valid	Less than 10 years	75	60.0
	10 - 15 years	28	22.4
	16 - 20 years	22	17.6
	Total	125	100.0

From the above descriptive statistics it is noted that 60.8% of the respondents were male and the remaining 39.2% were female, furthermore 33.6% of the respondents were in the age group between 26 - 35 years. Of the total respondents, 51.2% of the respondents have completed Post graduate studies, 78.4% were married and 63.2% were in joint family and 53.6% of the respondents were earning an annual income between 3 to 5 lakhs.

CORRELATION ANALYSIS

Karl Pearson's correlation analysis is mainly involved in understanding the relatioship between the variables, the value of correlation lies between -1 to +1. If the value is -1 then it can be stated as the relationship between the variables are perfectly negatively correlated and if the value is at +1 then the variables are perfectly positively correlated .

Null hypothesis: There is no positive correlation between the independent variables and dependent variable

Alternate hypothesis: There is a positive correlation between the independent variables and dependent variable

Correlations						
		Heuristics _Avg	**Prospect _ Avg**	**Herding_Avg**	**Market _Avg**	**Investor behaviour_Avg**
Heuristics _Avg	Pearson Correlation	1	.826**	.775**	.809**	.734**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	125	125	125	125	125
Prospect_Avg	Pearson Correlation	.826**	1	.904**	.887**	.826**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	125	125	125	125	125
Herding_Avg	Pearson Correlation	.775**	.904**	1	.898**	.830**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	125	125	125	125	125
Market_Avg	Pearson Correlation	.809**	.887**	.898**	1	.847**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	125	125	125	125	125
Investor behaviour _ Avg	Pearson Correlation	.734**	.826**	.830**	.847**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	125	125	125	125	125
**. Correlation is significant at the 0.01 level (2-tailed).						

From the correlation analysis it is identified that the Heuristics and individual investor behaviour is 0.734, which is a positive correlated. This shows that the relationship between Heuristics and individual investor behaviour, furthermore the correlation between prospect and individual behaviour is +0.826 which is positively correlated, similarly the independent variables Herding and Market are positively correlated with values +0.830 and +0.847. Therefore from the analysis it is noted that all the independent variables posses positive correlation towards the dependent variable.

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Regression analysis

The regression analysis helps to understanding the linear relationship between the independent factors and dependent factor.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.867[a]	.752	.743	.51498

a. Predictors: (Constant), Market_Avg, Heuristics_Avg, Herding_Avg, Prospect_Avg

From the model summary the value of R squared is at 0.752 or 75.2% this shows that the modelis best fit.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	96.287	4	24.072	90.765	.000[b]
	Residual	31.825	120	.265		
	Total	128.112	124			

a. Dependent Variable: Investorbehaviour_Avg

b. Predictors: (Constant), Market_Avg, Heuristics_Avg, Herding_Avg, Prospect_Avg

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.866	.209		4.150	.000
	Heuristics_Avg	.056	.110	.043	.507	.613
	Prospect_Avg	.203	.119	.212	1.702	.091
	Herding_Avg	.207	.109	.231	1.902	.060
	Market_Avg	.326	.092	.417	3.558	.001

a. Dependent Variable: Investorbehaviour_Avg

From the coefficients table, the regression equation can be stated as

Y (Investor behaviour) = Constant + X1 (Heuristics) + X2 (Prospect) + X3 (Herding) + X4 (Market)

Y (Investor behaviour) = 0.866 + 0.056 (Heuristics) + 0.203 (Prospect) + 0.207 (Herding) + 0.326 (Market)

FACTOR ANALYSIS

Factor analysis is considered as the process through which the values of the independent data are mainly expressed as a function of the various possible causes so as to identify which factor is highly important.

Heuristics

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.653
Bartlett's Test of Sphericity	Approx. Chi-Square	113.545
	df	6
	Sig.	.000

Based on the KMO test it is identified that the value is 0.653 which is more than the base limit of 0.600, therefore it can be concluded that there is a significant relationship between Heuristics factor and individual investment decision making.

Communalities

	Initial	Extraction
Heuristics1	1.000	.265
Heuristics2	1.000	.717
Heuristics3	1.000	.514
Heuristics4	1.000	.654

Extraction Method: Principal Component Analysis.

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Total Variance Explained						
Component	**Initial Eigenvalues**			**Extraction Sums of Squared Loadings**		
	Total	**% of Variance**	**Cumulative %**	**Total**	**% of Variance**	**Cumulative %**
Representativeness	2.149	53.728	53.728	2.149	53.728	53.728
Anchoring	.894	22.355	76.083			
Bias	.633	15.824	91.907			
Overconfidence	.324	8.093	100.000			
Extraction Method: Principal Component Analysis.						

From the above table it is noted that the Representativeness is considered as the prime variable in the Heuristics category.

Prospect

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.814
Bartlett's Test of Sphericity	Approx. Chi-Square	351.049
	df	6
	Sig.	.000

Based on the KMO test it is identified that the value is 0.814 which is more than the base limit of 0.600, therefore it can be concluded that there is a significant relationship between Prospect factor and individual investment decision making

Communalities		
	Initial	Extraction
Prospect1	1.000	.623
Prospect2	1.000	.811
Prospect3	1.000	.824
Prospect4	1.000	.864
Extraction Method: Principal Component Analysis.		

Total Variance Explained						
Component	**Initial Eigenvalues**			**Extraction Sums of Squared Loadings**		
	Total	**% of Variance**	**Cumulative %**	**Total**	**% of Variance**	**Cumulative %**
Aversion of loss	3.122	78.061	78.061	3.122	78.061	78.061
Aversion of regret	.495	12.382	90.443			
Mental accounting	.208	5.202	95.645			
Market related information	.174	4.355	100.000			
Extraction Method: Principal Component Analysis.						

From the above table it is noted that Aversion of loss is considered as the prime variable in the Prospects category.

Herding

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.859
Bartlett's Test of Sphericity	Approx. Chi-Square	495.495
	df	6
	Sig.	.000

Based on the KMO test it is identified that the value is 0.859 which is more than the base limit of 0.600, therefore it can be concluded that there is a significant relationship between Herding factor and individual investment decision making

Communalities		
	Initial	**Extraction**
Herding1	1.000	.839
Herding2	1.000	.860
Herding3	1.000	.861
Herding4	1.000	.909
Extraction Method: Principal Component Analysis.		

Total Variance Explained						
Component	**Initial Eigenvalues**			**Extraction Sums of Squared Loadings**		
	Total	**% of Variance**	**Cumulative %**	**Total**	**% of Variance**	**Cumulative %**
Choice of security	3.468	86.704	86.704	3.468	86.704	86.704
Volume	.230	5.750	92.455			
Speed	.187	4.674	97.129			
Trading actions	.115	2.871	100.000			
Extraction Method: Principal Component Analysis.						

From the above table it is noted that Choice of security is considered as the prime variable in the Herding category.

Market

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.880
Bartlett's Test of Sphericity	Approx. Chi-Square	580.498
	df	6
	Sig.	.000

Based on the KMO test it is identified that the value is 0.880 which is more than the base limit of 0.600, therefore it can be concluded that there is a significant relationship between Market factor and individual investment decision making

Communalities		
	Initial	Extraction
Market1	1.000	.907
Market2	1.000	.891
Market3	1.000	.916
Market4	1.000	.880
Extraction Method: Principal Component Analysis.		

Total Variance Explained						
Component	**Initial Eigenvalues**			**Extraction Sums of Squared Loadings**		
	Total	**% of Variance**	**Cumulative %**	**Total**	**% of Variance**	**Cumulative %**
Changes in price	3.595	89.869	89.869	3.595	89.869	89.869
Historical	.164	4.106	93.974			
Fundamental	.130	3.240	97.214			
Technical	.111	2.786	100.000			
Extraction Method: Principal Component Analysis.						

From the above table it is noted that Changes is considered as the prime variable in the market category

CONCLUSION

From the overall analysis it is noted that variables Prospect, Herding and Market categories possess sizeable impact on the investor decision making in the Indian capital market. These factors have been observed that they put in maximum impact on the decision making aspect of the individual investors. It is noted that the findings provide a suitable support on the past research which has been performed in the similar area. This study will assist the investors to focus on the loss aversion mode, choice of the stock and price changes as these variables influence the decision making.

The investor focused this study only to a group of 125 respondents with focus only on the above stated 4 factors. The future research can focus on other variables like gender composition, age factors, investment objective etc. This study could assist the future researcher in performing the study with respect to individual investment decision making and patterns

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TO STUDY THE ISSUES FACED BY THE NGO'S WORKING FOR WOMEN IN RURAL PARTS OF WESTERN MAHARASHTRA WITH RESPECT TO INFRASTRUCTURE, FACILITIES AND REACH

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ABSTRACT
Mahatma Gandhi had a different perspective towards rural development. He believed in Gram swaraj. In simple words he believed that each village in India should be independent. Each village should be self-reliant, making provision for all necessities like, food, clothing, clean water, sanitation, housing, education and so on, including government and self-defense, and all socially useful amenities. He believed that each of these republics would be in a better position to identify its position with respect to the both the resources and problems it possess and work towards development on the basis of its own strength. Taking forward the same thoughts of Gandhiji, the Non Profitable Organizations work for the needy with passion and concern. Mostly the organizations are run by common people or some times by corporate companies as their CSR activity. My Research Paper studies and examines factors which influence the news coverage of developmental issue related to NGO's and media interaction in Kolhapur, Karad, Satara, Solapur, Pune etc by conducting qualitative interview and thematic analysis methods. The investigation finds several influential factors like NGO's nature of communication with news media and traditional media, the commercial orientation and agenda-setting role of media, corruption in NGO practices, personal relationships, and lack of knowledge about development issues, which influence both the NGO and media and the nature of coverage of developmental issues in newspapers. Most of the NGO'S in Western Maharashtra lack in reaching out to the people and also to their beneficiaries some time. Though the contribution of these NGO'S is tremendously commendable as compared to the funds and human resource they have. There is gap between the demands of NGO'S and the perception of media and common people. The Ngo's Lack in reaching out and therefore are unable to get funds and other facilities. They also face problems of credibility as many bogus Ngo's compete with them.

Keywords: NGO'S, media, problems, infrastructure, reach-out programs, rural development.

ABOUT THE NGO'S
There are many problems in society especially if we concentrate on the problems faced by women like domestic violence, dowry, female infanticide, child marriage, human trafficking, prostitution etc. These problems should be addressed and deled with sensitivity. There are many NGOs working for such women, who are victims of inequality, human trafficking, dowry etc. these women are rejected by family, husbands and society too. These women have no source of income and mostly fall prey to begging or prostitution. Many of these women are illiterate. The NGOs give shelter to these women. The ratio of these women in Maharashtra is high. The NGOs try to give shelter to these women and their children. The media covers these issues but still lot more can be achieved. They media can play a key role for such women and such NGOs. These women have equal right to stay in society and live their freely. These NGOs are run by professionals and sometimes illiterate folks too. Therefore they are not so familiar with the new media and use of media. The most important factor is the management of these NGO'S.

Basically NGOs are voluntary organizations. These are popularly known as NGOs because they are free from governmental control in their functioning. They are democratic and open to all those wishing to become member of the organization voluntarily and serve the society. Therefore, they have assumed a significant space in society. NGO have a long history in India. Since centuries there exists the tradition of voluntary service to the needy and helpless in the country. In the beginning, these services were rendered by people motivated by their religious feelings. They believed that service to people would be the service to God and, therefore, would be a means to attain spiritual salvation. Gandhiji believed that the same soul resides in both man and woman and both of them have equal opportunities to develop their personality. They are inseparable pair and one cannot live without the other. Though both man and woman posses equal mental abilities, they differ in certain respects. Woman poses a greater degree of non-violence than man. As a mother, she exhibits greater degree of suffering, sacrifice and love. She is the mistress of the house, keeper and distributor of the bread in the house and takes greater interest in the management of the house. As the future of the country is to be shaped by her children, the women should teach her children simplicity, faithfulness, non-violence, truth, fearlessness, dignity of labor and self-reliance. Such children will shape the destiny of the country on sound moral lines. NGOs are not created to generate personal profit. Although they may have paid employees and engage in revenue-generating activities, they do not distribute profits or surpluses to members or management. NGOs are

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distinguished from informal groups by having some degree of formal or institutional existence. Usually, NGOs have formal statutes or other governing document setting out their mission, objectives and scope. They are accountable to their members and donors. NGOs are independent, in particular of government and other public authorities and of political parties or commercial organizations. They are not bound by rules as Government institution. They are Flexible in nature. NGOs serve the poor and impoverished. This offers a great deal of mental satisfaction to the NGO members which inspires them to do better and more. The members and the staff are endowed with high motivation and inspiration to work for the cause of poor. Their hours of work are not clock bound. They strive tirelessly to achieve their purpose for the benefit of the target groups. The NGOs are driven by social values and humanitarian principles and hence they try to promote a value-based society. People are the heart of NGOs.

The NGOs have an immense role in bringing about social change and development and it is being experienced from different parts of the country. Development, as we have read earlier, is a multi- faceted process, which essentially involves the aggressive participation of the people that would not be possible unless they are educated, awakened and motivated. NGOs are taking up this job sportingly and successfully. The NGOs promote education of girls, and other deprived people, particularly the downtrodden.

NGO'S

AVANI

Mrs. Anuradha Bhosale age 43 is the Vice President of Avani, an NGO in Kolhapur, Maharashtra, working for child rights, and is no stranger to the plight of child labourers. She herself was one when she was only six years old. She was born in Shrirampur, 30 kilometres from the well known town of Shirdi, to poor parents. Anuradha was forced by circumstances to work as a domestic help even as a child. She refused to resign herself to fate. She was a curious child and right from childhood she wanted to go to a school. Her considerate employers didn't mind if she worked and studied alongside, so she saved money and enrolled into a nearby school, St Teresa Primary School, in the small village of Harigaon. After class seven, she was admitted into a boarding school run by missionaries. This opened new routes in its wake, and she readily chose to make her way on them. After graduating with a Masters in Social Work, her fees were funded by kind missionaries, from the reputed Nirmala Niketan College of Home Science in Mumbai, she plunged herself into serving the community. As Project Holder in the Social Work Department of the Bajaj Auto Company in Pune, she managed environmental and sanitation projects in 124 villages in western Maharashtra, as part of their corporate social responsibility initiatives. Since 1995 Avani has rescued 5,700 child labourers in Kolhapur district and also continues to work towards the prevention of child trafficking and female infanticide. She convinced many labourers to send their children back to the villages to stay with their grandparents or relatives and study there. Some of those who could not do that went to schools run by Avani, or the brickyard schools.

They conduct health camps, Hygiene Education, where they conduct cleanliness drives in slums. Field workers are educated about the need for personal hygiene. The importance of washing hands with soap and the use of gloves and masks when collecting waste from the public waste bins is taught to them. Training Program for Child Leaders are conducted to educate young girls and boys about their rights.

SVAYAMSIDDHA

Late Dr V.T. Patil alias Kakaji an Ex-MP & Ex-MLA of Kolhapur, is the founder and president of Tararani Vidyapeeth, Kolhapur and Mouni Vidyapeeth. Sarojinidevi Vishwanatha Vishwastha Mandal, Kolhapur, was started in the year 1968. With the zeal and urge for the development of girl students of Tara Rani Vidyapeeth and women of the society and with the fullest inspiration they donated their entire property to form the Trust. The great sacrifice for the welfare of women has given rise to its even unique project 'SWAYAMSIDDHA', initiated in May 1992. Development of women through informal conventional & non-conventional education is the principal goal of the institute. There are 2,920 girls benefitted through this project. Swayamsiddha is run by women volunteers' dedication and development consciousness. Swayamsiddha believes in empowering women and making them self reliant through informal, conventional and non-conventional education. It is a centre for Personality Development and making women self-reliant and confident to undertake constructive work in society. If we develop a mother then the next generation will become an owner instead of a servant, keep them physically fit, impart them education and inculcate social awareness among them. Skill development is done through the transfer of vocational, manufacturing, marketing, leadership & soft skills. The training programs are totally informal and 100% earning oriented. There is no age limit for education criteria for enrolling here. On 3rd of every month, the organization conducts various activities and projects. They are then divided into groups as well-wishers, volunteers, trainers, activists and entrepreneurs. Every first Wednesday of the month a meeting is held where members exchange their views and experiences. Exposure to new technology, study tours to other

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organizations, leadership camps, seminars and workshops etc. are continuous activities in the organization. After Training, the institute insists the women to make marketable products. For this purpose special guidance of costing, product development, marketing, organizing spot/door to door sale and exhibition, sale is given by experts.

Sharing the experiences of established "SWAYAMSIDDHAS" is more encouraging to new women around 2,500 women are engaged in various businesses of producing quality products at competitive rates. Small entrepreneurs have formed their co-operative society on 24-11-1994 named "SWAYAMPRERIKA MAHILA SAHKARI AUDYOGIK SANSTHA" which has been profit oriented since the very beginning. Minimum supervision and Maximum Profit through collective efforts is the strategy adopted by the society. The institute has kept itself totally away from all negative approaches and political influences and restricted itself to various development activities through informal education, constructive guidance and has been giving stress on self-dependence in each and every field of activity. A woman after fulfilling the responsibilities of her family, should think of herself, come out of the four walls, and educate herself for keeping the family intact in shaping the generation. Swayamsiddha movement is eager in forming alert, alive, and dynamic women who are confident in their every move for the development of the society.

JIDNYASA

JIDNYASA VIKAS MANDIR was established in 1992 and it is managed by the Pvt. Aided. It is located in urban area. It is located in KOLHAPUR block of KOLHAPUR district of Maharashtra. The school consists of Grades from 1 to 4. The school is Co-educational and it doesn't have an attached pre-primary section. The school is N/A in nature and is not using school building as a shift-school. Marathi is the medium of instructions in this school. This school is approachable by all weather road. In this school academic session starts in April. The school has Private building. It has got 10 classrooms for instructional purposes. All the classrooms are in good condition. It has 2 other rooms for non-teaching activities. The school has a separate room for Head master/Teacher. The school has electric connection. The source of Drinking Water in the school is Tap Water and it is functional. The school has 2 boys toilet and it is functional and 1 girls toilet and it is functional. The school has a playground. The school has a library and has 200 books in its library. The school does not need ramp for disabled children to access classrooms. The school has 4 computers for teaching and learning purposes and all are functional. The school is not having a computer aided learning lab. The school is provided but not prepared in School Premises providing mid-day meal.

SWAYAM

SWAYAM is an institute for mentally challenged. It was founded on the 25th June in the year 1990 at Kasaba Bavada, Kolhapur, under the guidance of the Red Cross Society of India and is duly recognized by the government. It is a registered Public Trust organization presided over by the Dist. Collector. The school has a strength of 97 students, 40 of them are taken care of through government aid while the remaining 57 being provided for from the funds available to the Red Cross Society of India. Early intervention and provision of special education required for children with disabilities are the main aims of the institute. It helps each child develop adaptive skills also known as life skills such as daily living, social skills & occupational awareness. A full new building is designed as per Government norms outlined for the Disabled students. Considering the needs of the special students a well equipped and planned building is designed. In all 15 Class rooms are provided. Separate class rooms are provided for various subjects: Mathematics, Language, Autism, Cerebral Palsy, Physiotherapy, Special Child class room, Sports room, Music Room, Medical checkup room, Staff room & Principal Room.

LACUNAS

Lack of infrastructure is a huge problem faced by almost all the NGO’S. Not all the NGO’S have enough space or land of their own to accommodate everything. They lack funds to buy the land or other infrastructure like fans, tables, beds, computers, phone etc. Skilled human resource is not available readily. Youngsters do not opt for such jobs as they do not fetch them considerable money. Therefore senior citizens voluntarily take up such jobs. They are passionate in their service but the productivity is less and they also have physical limitations. If students of MSW or social sciences get absorbed in such cases they can create wonders. The usage of new media or computers, internet, phone is considerably low in most of the NGO’S, in Kolhapur. Few of them have their websites but they are not updated from long time. They are not aware of the reach of such media and hence they are stringent of its use. The traditional media is comparatively more popular mediums to reach to masses and accepted form of reaching out by NGO’S. Articles about different events and programs, activities are covered in print media. The main problem is that the NGO’S are hesitant about reaching out to people. In some cases they don’t feel the need to reach out to people, publicity of their NGO or even think about expanding.

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They feel that they will lose their credibility by publicizing them self. Common people and beneficiaries both can reach to them out of Kolhapur if they are more visible. The NGO’S should also work on the content or information they upload on the website or messages circulate on face book page or what’s app group. This will lead to positive results and on the other hand increase their credibility. This will also help in fund raising. The main aim of the research was to understand the model of NGO’S, in Kolhapur. The research was conducted by survey method, qualitative sampling, and interview method for better results. The research states that most of the NGO’S are doing a great job but they need to become media friendly for their own benefit.

Gandhiji was not only a great political leader but a passionate lover of humanity. He had almost an instinctive understanding of women and their problems and had a deep abiding sympathy for them. The oppressive custom of dowry too came under fire from Gandhiji. He preferred girls to remain unmarried all their lives than to be humiliated and dishonored by marrying men who demanded dowry. Gandhiji wished for mutual consent, mutual love, and mutual respect between husband and wife. Gandhiji thought us that empowerment of women without sharing our material, financial, intellectual resources with the poor women is not possible. Nobody has done as much as Gandhiji has done to bring out masses of illiterate women from the four walls of their houses. The pursuit of power be not only aim of the women empowerment. It should be "total emancipation". No one can double the efforts made by Gandhi to empower women. He had attracted so many millions of not only literate but illiterate women without the power of state, without the modern information technology and offering in return only sweat, toil, and pain, is an exceptional feat! His insistence on Women's education is the first step in right direction. We still have miles to go to achieve our cherished goal to empower women.

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HUMAN RESOURCE ACCOUNTING

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ABSTRACT

Organization's resources can be broadly divided into three i.e. Financial resources, Physical resources and Human resources (employees).At the end of any financial year the financial and physical resources are reflected as assets in the company's balance sheet and the fact that employees are not reflected in the balance sheet brings into focus the question whether employees are assets or liabilities. It has been observed that financial and physical resources are passive factors of production while human resources are active factors because it mobilizes the financial resources, exploit the physical resources and build up a progressive organization. For that reason, it is the most important of the three resources. Manpower is the largest component of any organization and its proper development is key to success of the organizations' productive efforts. The success and survival of any organization depends upon the manner in which people are recruited, developed and utilized effectively. So human resources are the important assets of an organization and It accounting is very essential for an organization. Human Resource Accounting means accounting for people as the organizational resources. It is the measurement of the cost and value of people to organizations. It involves measuring costs incurred by private firms and public sectors to recruit, select, hire, train and develop employees.

The basic objective of the paper is to study the Human Resource Accounting Practice and to give conclusion based on the finding of the study

Keywords: Human Resource Accounting, Human Resource Valuation, Human Resource Cost, Human Resource Accounting Model.

INTRODUCTION

All the processes of the organization are operated by human resource, hence valuation of this Resource is very necessary and information about the valuation should be given to the investors, the management and others through financial statements. Human resource accounting is the process of identifying and reporting the investment made in the Human Resources of an Organization that are presently not accounted for in the conventional accounting practices. In simple terms, it is an extension of the Accounting Principles of matching the costs and revenues and of organizing data to communicate relevant information. The concepts of HRA was established primarily for the service sector because for any company operating in the manufacturing sector, its core assets are its machinery and fixed assets but for a company operating in service sector, its core assets are its employees which are intangible assets therefore for service sector company, the value of employees gain important as earning are based on the performance if employees.

According to the American Association of Accountants (AAA) Human Resource accounting defined as "HRA is a process of identifying and measuring data about human resources and commutating this information to interested parties".[1] Eric Flamholtz has defined HRA as "Accounting for people as organizational resources. It is the measurement of the cost and value of people for the organization" it involves measuring the costs incurred by organization to recruit, select, hire, train and develop human assets. It also involves measuring the economic value of the people to the organization.[2]

WHY HUMAN RESOURCE ACCOUNTING?

- It analysis strengths and weaknesses of the existing workforce in an organization. It helps management in taking appropriate decisions regarding the use of human assets in an organization that is whether to hire new recruits or promote people internally, transfer people to new locations or hire people locally, incur additional training costs or hire consultants keeping the impact on the long-run profitability in mind.[3]
- HRA shows that the organization cares about the employees and their welfare. This may help to improve the motivation and morale of employees.
- HRA will also help in improving the efficiency of employees. The employees come to know of the cost incurred on them and the returns given by them in the form of output etc.
- Through HRA Management can evaluate the effectiveness of its policies relating to human resources HRA provides useful information for designing suitable personnel policies about promotion, favorable working environment, job satisfaction of employees etc.

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- HRA help the orgnisation to design a Suitable training and development program for its employees and managers.

HUMAN RESOURCE ACCOUNTING PRACTICING COMPANIES IN INDIA

Indian companies' act 1956 does not provide any scope for showing any information about human resources in financial statement. Due to the development of business and industries, some of the Indian companies, both public and private, value their human resources and report this information in their annual report. The Indian companies, who are presently reporting human assets valuation, include[4]:

1. Bharat heavy Electrical Ltd (BHEL).
2. Steel Authority of India Ltd (SAIL).
3. Oil and Natural Gas Commissioning (ONGC).
4. Oil India Ltd
5. Project and Equipment corporation of India. (PEC).
6. Engineers India limited
7. Mineral and Metal trading Corporation of India.(MMTC).
8. Electrical India Ltd.
9. Hindustan Shipyard Ltd.
10. Cement corporation of India. (CCI).
11. Infosys Technologies Ltd.
12. Tata Engineering and Locomotive Works
13. Southern Petrochemicals Industries Corporation Ltd SPIC).
14. Associated Cement Company Ltd ACC).
15. National Thermal Power Corporation Ltd (NTPC).

HUMAN RESOURCE VALUATION APPROACHES

Human resources have been given much priority in the present service sector since identifies Importance. In order to quantify the talent, skills and knowledge of employees or workforce various models were suggested by accountants and finance professionals. These, for convenience of readers, may be broadly classified into two categories i.e. monetary method and Non-Monetary methods. Some of the methods to valuation of Human Resources are:

A. MONETARY METHODS

These methods are based on cost or economic value of human resources. Under these method human resources of an organization are treated into a common denominator, i.e. money on which organization decisions are taken. Following are the important monetary methods used for measuring human value in an organization

1. Historical Cost Method

This method was developed by William C. Pyle. Historical cost method calculates actual cost incurred on recruiting, selecting, hiring and training and development of human resource are capitalized. Then, the capitalized cost is amortized or written off over the period an employee serves in the organization. In case the employee leaves the organization before his expected service period, the remaining amount is written off completely in that particular year of his/ her leaving the organization.[5]

2. Replacement Cost Model

According to this model the value of employee is estimated as the cost of replacement with a new employee of equivalent ability and efficiency. There are two costs, individual replacement cost and positional replacement cost in this model. Cost of recruiting, selecting, training and development and familiarization cost are account in individual replacement cost. When a employee present position to another or leave the organization cost of moving, vacancy carrying and other relevant costs reflect in individual replacement cost. Positional replacement cost refers to the cost of filling different position in an organization and this model is highly subjective in nature.[7]

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3. Opportunity Cost Model
Opportunity cost is the maximum alternative earning that is earning if the productive capacity or asset is put to some alternative use. Quantifying HR value is difficult under this method. Because alternative use of HR within the organization is restricted and at the same time the use may not be identifiable in the real industrial environment.[6]

4. Asserts Multiplier Method[2]
This method is based on the assumption that there is no direct relationship between cost incurred on an employee and his value for the organization. This is because the value of an employee depends on factor like motivation, working conditions and their attitude towards work and organization. In this method, all employees working in an organization are broadly classified into four categories i.e. top management, middle management, supervisory management and operative and clerical staff.

The salary of each category is multiplied with appropriate multiplier to ascertain the total value of each category for the organization at a given point of time, here, and multiplier is an instrument that relates the personal worth of employees worth total assets values of the organization.

5. Economic Value Method[2]
Under this method, human assets are valued on the basis of the contribution they are likely to make to the organization till their retirement from the jobs. The payment made to them in the form of pay, allowances, benefits, etc. are estimated and then discounted appropriately to arrive at the present economic value of the individuals. This model can be expressed in the following formulas:

Vr = T∑E(t)/r-r(i+r)

Where,

Vr = The human capital value of an individual r years old.

E(t) = The individuals annual earning up-to retirement, represented by the earning profile.

r = Discount Rate i.e. Cost of Capital

T = Retirement Age.

The drawback of this methods is that the under or over-fixation of salary may affect equating the total earning to the human capital.

B. NON- MONETARY METHODS[8]
Taking note of the changes in the effectiveness of individuals, group and the organization from time to time, the behavioral scientists have developed some non- monetary methods of HRA.

The non-monetary methods for assessing the economic value of human resources also measure the Human Resource but not in dollar or money terms. Rather they rely on various indices or ratings and rankings. These methods may be used as surrogates of monetary methods and also have a predictive value. The non-monetary methods may refer to a simple inventory of skills and capabilities of people within an organization or to the application of some behavioral measurement technique to assess the benefits gained from the Human resource of an organization.

1. The skills or capability inventory is a simple listing of the education, knowledge, experience and skills of the firm's human resources.
2. Performance evaluation measures used in HRA include ratings, and rankings. Ratings reflect a person's performance in relation to a set of scales. They are scores assigned to characteristics possessed by the individual. These characteristics include skills, judgment, knowledge, interpersonal skills, intelligence etc. Ranking is an ordinal form of rating in which the superiors rank their subordinates on one or more dimensions, mentioned above.
3. Assessment of potential determines a person's capacity for promotion and development. It usually employs a trait approach in which the traits essential for a position are identified. The extent to which the person possesses these traits is then assessed.
4. Attitude measurements are used to assess employees' attitudes towards their job, pay, working conditions, etc., in order to determine their job satisfaction and dissatisfaction.

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CONCLUSION

Overall, even valuing human resources appear to be important to Indian organizations, most organizations do not value their human resources and plans to implement valuation of human resources are at a very early stage. HR Accounting is very much needed to provide effective & efficient management within the organization. If there is any change in the structure of manpower, it is HRA which provides information on it to the management. HRA provides qualitative information & also assess the cost incurred in personnel. It gives a platform to the management by providing factors for better decision-making for future investment. It provides a sound and effective basis of human asset control, that is, whether the asset is appreciated, depleted or conserved

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ELECTRIC VEHICLES USE FOR INDIA

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ABSTRACT

In India recently the electric motors are introducing. Throughout world people are using electric vehicles. And the government also encouraging the electric vehicles because by that the pollution can decrease, and most of the countries are importing petrol and diesel barriers by paying huge amount by these electric vehicles the government can reduce expenditure on petroleum and diesel. And that's the reason the India also want to implement. In this research article we are going to study about how the electric vehicles are useful to India and to the public.

Keywords: Electric Vehicles, Petroleum and Diesel, costs, electric power, Batteries.

INTRODUCTION

Electric vehicles are also called an EV. An electric vehicle may be powered through a collector system by electricity from off-vehicles sources or may be self-contained with a battery, solar panels or an electric generator to convert fuel to electricity.

EVs first came into existence in the mid-19th century. In January 1990, General Motors president introduced its EV concept two-seater, the "Impact," at the Los Angeles auto show. That September, the California air resources board mandated major autometer sales of EVs, in phases starting in 1998. From 1996 to 1998 GM produced 117 EV 1s, through three-year leases.

The power of a vehicles electric motor, as in other vehicles, is measured in Kilowatts. 100 KW is roughly equal to 134 horsepower, but electric motors can deliver their maximum torque over a wide RPM range. This means that the performance of a vehicle with a 100kw electric motor exceeds that of a vehicle with a 100kw internal combustion engine, which can only deliver its maximum torque within a limited range of engine speed.

- Model electrical consumption of 2-, 3- and 4-wheelere in India.
- Average city energy use is 33 Wh/km for scooters, 61 Wh/km for 3-wheelers.
- Average city energy use is 84 Wh/km and 123 Wh/km for low and high power 4-wheelers.
- The increased energy use from air conditioning is qualified.
- Energy use from variations in vehicle mass and motor efficiency are quantified.

How The Vehicles Are Updating

First, we used vehicles with the petroleum and later time changing the diesel cars are entered into the market. And for petroleum and diesel engines are different because the fuel which are using as per that we need to prepare a vehicle engine and later the batterie cars came into existence and as per that the engines also manufactured and the batterie cars is a failure product in the market. Later as per updating technology new innovations are creating as per that the electric vehicles came into existence (Saxena, S., Gopal, A., & Phadike, A., 2014).

Why Electric Vehicles?

Vehicles equipped with conventional internal combustion engines (ICE) have been in existence for over 100 years. With the increase of the world population, the demand for vehicles for personal transportation has increased dramatically in the past decade. This trend of increase will only intensify with the catching up of developing countries, such as China, India, and Mexico. The demand for oil has increased significantly.

Another problem associated with the ever-increasing use of personal vehicles is the emissions. The greenhouse effect, also known as global warming, is a serious issue that we have to face. There has been increased tension in part of the world due to the energy crisis. [Chan, C. C. (2007)]

How The Governments Are Encouraging The Electric Vehicle:

Government incentives for plug-in hybrid electric vehicles have been established by several national governments and local authorities around the world as to support the adoption of plug-in electric vehicles. These policy driven incentives mainly include purchase rebates, tax exemptions and tax credits, and additional perks that range from access to bus lanes to waivers on fees.

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In India it came into plan in November 2010, the government of India, through the ministry of New and Renewable Energy, announced a subsidy of 950 million Rupees for electric vehicles. The subsidy provided benefit up to 20% on the ex-factory price, with a maximum benefit of 100,000 Rupees on electric cars, 4000 Rupees on two wheelers, 5000 Rupees on high speed two-wheeler, 400,000 Rupees for electric minibuses, and 60,000 Rupees for three wheelers. To claim the subsidy, manufacturers needed to certify that 30% of the components were made in India. The scheme ended on 31 march 2012 (Sivaramaiah, G., & Subramanian, V. R., 1992).

In India electric vehicles are entering into market. At present Mahindra is ready with electric vehicles and Baja motors are ready to launch the electric two-wheeler in 2019 and KIA motors are entered into India and it started it branch in newly divided state Andhra Pradesh.

Comparison Between Three Different Fuel Types Keeping Total Expenditure Constant

Considering the total cost of transportation as constant i.e. Rs. 5000, the table below shows the range can be achieved by all the three types of vehicles. Unit cost of petrol, diesel and electricity is assumed as Rs. 75/ltr, Rs. 60/ltr and Rs. 5.75/kwh. For EV, Nissan Leaf specification is referred, (121 km/24 kWh) with total discharge up to 20%. For ICE vehicles the mileage is taken as 20 kmpl for both petrol and diesel.

Fuel/Data	Petrol	Diesel	Electricity
Cost/Liter	Rs. 75	Rs. 70	Rs. 5.75
Consumption	67 Ltr	83 Ltr	870 kWh

Potential need for electric vehicles, charging station infrastructure

Range/month	133 Km	1667 Km	3623 Km
Range/day	44 Km	56 Km	121 Km
Range/year	16000 Km	20000 Km	43478 Km

With Rs. 5000, 67 liters of petrol, 93 liters of diesel and 870 kWh of electricity can be consumed. From that the maximum range per year can be calculated. Considering diesel range i.e. 20000 km/year as reference, petrol doesn't even reach that range and the clear winner is electric with an excess range of 23247 km/year, which is equivalent to a saving of Rs. 32700/year. The excess investment in buying an electric car can be easily recovered within couple of years of fuel saving. Otherwise the cost of environment is now more of concern then the cost of fuel (Kumar, P., & Dash, k. (2013).

How India Will Be Benefited By Electric Vehicles?

India is the second highest country in the world of population. And by the population increasing the utilisation of transportation also increasing by that most of the people are using the private vehicles, by that vehicles the pollution is increasing to eradicate and the natural resources which are petroleum and diesel are at a higher price and this natural resource will be eradicated in future. And the electric vehicles are lesser cost then the petroleum and diesel vehicles.

Challenges for the India

In India everyone is using petroleum and diesel vehicles. If the electric vehicles are entering into market it is a time taking process for the people to adapt the electric vehicles. Because in India most of the people are using petroleum and diesel vehicles and there will be problem to keep an electric vehicle charging machines, and for this they need to find the right places.

CONCLUSION

At present in India more peoples are using petroleum and diesel vehicles and for that India is mostly importing oil barriers from other countries by that the government baring more cost and the people also getting trouble for the cost of oil barriers. Now electric vehicles are entering into market by that the pollution can be eradicate and the maintenance charges burden can also decrease.

For example: Tesla motors is electric cars its toped model will cost around 3cr but with the same features if its petroleum then it costs around 7cr. By this example we can identify that the cost of vehicles and the burden can also be decreased on public.

As you can see the article in this the comparison of types of vehicles it clearly shows that with the electric vehicles the cost is reduced. By this there will be benefits only to India there will be no problem and it will impact on the India's GDP also. And the environment also will be good there will reduce the air pollution.

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IMPACT OF VISUAL MERCHANDISING ON CONSUMER BEHAVIOUR

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ABSTRACT
This paper explores" women"s decision making behavior towards apparel"s based on how they are displayed in windows and in stores on mannequins or in form. Specifically it offers empirical results on the relationship between women"s impulse buying, product decision making and visual appeal of apparel displays. A questionnaire survey was employed as the tool to collect primary data and was administered to 150 ladies in the Mumbai region of India.

The result shows that apparel displayed on mannequins inside the store and in show windows has a significant impact on the purchase decision of women.

Keywords: In Store Display, Mannequin, Retail, Visual Merchandising, Women Apparel, Women Buying Behaviour, Impulse Buying

INTRODUCTION

Visual Merchandising

Visual merchandising is its presentation and it‟s attractive and eye catching techniques to display merchandise to potential customers.

It sets the context of the merchandise in an aesthetically pleasing fashion, presenting them in a way that would convert the window shoppers into prospects and ultimately buyers of the product. A creative and talented retailer can use this upcoming art to breathe-in new life into his store. Passion for design and creativity with the understanding of yielding return on investments are essential to be a good visual merchandiser. A perfect design process and the ability to create ideas that are different is a must. Awareness of happenings in fashion world is needed so as to keep up-to-date with the dynamics of the market constantly.

Visual merchandising includes window displays, signs, interior displays, cosmetic promotions and any other special sales promotions taking place.

Components of Visual Merchandising

There are certain things which a retailer needs to take care while proceeding with the process of displaying his products. These components when combined together in a proper ratio will make a successful outcome.

The main goal of display is to showcase the products within the overall display area. Customers give three to five seconds of their attention to window display. The retailer‟s visual message should be conveyed to the customer in that short period of time. It should not be like an unsuccessful TV advertisement, where the product is forgotten altogether and only the concept of the commercial remains in the mind of the viewer.

The arrangement of window display should go with the product and should not suppress them to make it discernable to the eye.

The role of a visual merchandiser

A Visual Merchandiser‟s role is to increase sales; first by attracting shoppers into the store through the power of the window display, and then through in-store display and layout, which needs to encourage them to remain in the store, purchase and have a positive retail experience so that they return.

Consumer Behaviour

Consumer behaviour research is the scientific study of the processes consumers use to select, secure, use and dispose of products and services that satisfy their needs. Knowledge of consumer behaviour directly affects marketing strategy (Anderson et al, 2005). This is because of the marketing concept, i. e., the idea that firms exist to satisfy customer needs (Winer, 2000). Firms can satisfy those needs only to the extent that they understand their customers. For this reason, marketing strategies must incorporate knowledge of consumer behaviour into every facet of a strategic marketing plan (Solomon, 2002).

The understanding of consumer behaviour appeals to a set of different areas of knowledge/ factors: psychological, cultural social psychological, physio-pyschological, genetics anthropology. One of them is the psychology since consumer behaviour deals with emotions, beliefs and attitudes. Research on emotions within marketing has evolved three approaches: the categories approach, the dimensions approach and the cognitive appraisals approach (Watson and Spence, 2007). The categories approach groups emotions around exemplars and considers their different effects on consumption related behaviour.

The importance of the implicit memory in terms of its capacity to process and store information cannot be understated. The implicit memory registers vast amounts of input from our surrounding environment as we move through life. Millions of experiences that we have had throughout our entire lives are stored away in a particular part of our memory system and can be instantly accessed to help us develop an intuitive 'feeling' about what we should, or should not do. The critical issue, however, is that most of the associations that drive intuition reside in the unconscious part of our brain. They are brought into play automatically, and are not the subject of conscious awareness. We can't normally articulate the basis of our intuitions. So consumers often make brand choices intuitively, and cannot tell why they made that choice.

DATA COLLECTION METHODS

Empirical research is a way of gaining knowledge by means of direct observation or experience. Empirical evidence can be analyzed quantitatively or qualitatively. Through quantifying the evidence or making sense of it in qualitative form, we have answered empirical questions, which should be clearly defined and answerable with the evidence collected (usually called data). We have tried to describe accurately the interaction between the instrument (the human senses) and the entity being observed. We conducted a study with a sample size of 150 women of different age groups randomly selected in Malls of India.

Independent T-Test has been used for hypothesis testing to help us conclusively answer, how strongly visual merchandising influences the buying behaviour of women.

OBJECTIVE OF THE STUDY

- To study the influence of visual merchandising on various factors (motivation, perception, lifestyle) affecting the consumer buying behavior towards apparels
- To study the role of Visual Merchandising in impulse buying
- To study on the highly influential visual merchandising elements applied in international branded clothing retail stores
- To explore the elements of visual merchandising used in clothing retail stores
- To study the impact of visual merchandising on consumer buying behaviour
- To analyse the highly influential visual merchandising elements on consumer buying behaviour

RESULTS AND DISCUSSIONS

INTERPRETATION

According to the above graph, we can say that 42% of the women choose the store to shop in depending on the eye catching window display. Thus, we can say that he window display matters a lot and a good window display attracts the customers.

CONCLUSION

According to the outcome of the study, it is clear that females do shopping more than the male. Majority of the sample of randomly picked customers at stores are female and only a smaller population is male. The age group of majority of the respondents was between 25 – 44 years and majority was between 25-34 years of age. It is clear that young working adults do shopping than other age groups. In India children clothing is decided by the parents. For older people, mostly their children do the shopping. According to the study, it is clear that visual merchandising elements play a vital role in the retail business and it has a great impact on consumers' buying behaviour. The highly effective visual merchandising elements are window display, mannequins, colour combination, use of music and creative displays. Under the recommendation, visual merchandising elements, adopted by international branded stores are indicated, hoping those elements will help the retail stores improve their business.

On the basis of the carried out research one may state that there is a strong dependence between visual merchandising and consumers' behaviour while buying apparel. One may also say that the presentation of products complying with those principles directly affects an increase of sales and it has a stronger impact on women than on men, on younger people than elder ones as well as on individuals with higher incomes than on individuals having lower incomes. Moreover, the presentation of apparel, which takes into account the principles of visual merchandising, keeps the client for longer in the point of sale as well as raises their greater interest in the presented products.

RECOMMENDATIONS

- The Visual Merchandising of the apparels must be pre tested before finalizing.
- The apparels should always be placed in a neat and systematic order. There should be proper synergy between the season and the apparels displayed.
- Customer should be offered facilities of Drinking water and Seating arrangements
- If the retailers are allowed, and the weather is clear, then the retailers should display their apparels with the help of mannequins outside their store, as it creates a sense of excitement among the customers.
- The retailers should organize their stores logically and groupings should be created within categories, so that all the merchandise of one type, color, size is positioned together.
- The use of lights attracts the customer's; hence the retailers should make the use of lights within the store as well as window displays and create attention.

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ALIENATION AND MELANCHOLY IN ANITA DESAI'S *FIRE ON THE MOUNTAIN*

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ABSTRACT

Indian feminist writers have proved their acumen by demolishing the stereotyped image of woman and making them reach an exponential level. Through their writings they distinctively portray their feminist stance and have started questioning the prominent whims and fancies of the male domination. Anita Desai is indisputably one of the prolific writers whose works have been greatly admired both at India and abroad. Anita Desai takes us inside the consciousness of her characters to describe their problems and plights. The study seeks to project the themes of feminine consciousness and sensibility into much deeper realms. Anita Desai's novel Fire on the Mountain deals with inner tabulations, quest of a new life and intricacies of human relationships. Fire on the Mountain delves deep into the psyche of Nanda Kaul who is plagued by loneliness and isolation. The delineation of inner crisis is brilliantly dealt by Anita Desai. At its best, the novel is a remarkable creative achievement. As a matter of fact Anita Desai has evocatively presented different layers of human experience in the fiction.

Keywords: disillusionment, turbulence, rebel, isolation, alienation, self-exploration

The last three decades have unquestionably seen the emergence of prominent women novelists in India. These novelists have contributed a lot in the development of English literature and have achieved enviable positions. Through their writings they distinctively portray their feminist stance and have started questioning the prominent whims and fancies of the male domination. The majority of novels written by Indian women writers canonize female subjectivity. The Indian women writers have transcended all boundaries to express their inner spirit for women issues. The contemporary woman novelists' writings are a tribute to the resurrection of woman power and asserting their identity. Anita Desai's "forte is the exploration of sensibility, and her writings reveal inner realities and psychic reverberations of her female characters" (Pathak 94). Her heroines are oppressed with their own psychic state which is reflected in their attitude towards life. Desai has commented on her work: "My novels are no reflections of Indian society, politics or character. They are my private attempt to seize upon the raw material of life" (qtd. in Deshpande 35). The theme of alienation has been brilliantly dealt unflinchingly by Anita Desai. The character of Nanda Kaul, who is the elderly widow of a Vice Chancellor of Punjab University, occupies a pivotal place. "She was grey, tall and thin and her silk sari made a sweeping, shivering sound and she fancied she could merge with the pine trees and be mistaken for one. To be a tree, no more and no less, was all she prepared to undertake" (*Fire on the Mountain* 4). She conveys her withdrawal from life of withered joys and hopes. Painfully aware of her precarious situation, she prefers isolated existence. But the news of her grand-daughter Raka's arrival, conveyed to her through a letter, unsettles her. This creates ripples in her mind thus bringing back the unconscious memories of her past life. Nanda Kaul "paused under the pine trees to take in their scented sibilance and listen to the cicadas fiddling invisibly under the mesh of pine needles when she saw the postman slowly winding his way along the Upper Mall. She had not gone out to watch for him, did not want him to stop at Carignano, had no wish for letters" (*Fire on the Mountain* 3). She fears that her privacy would be threatened by the arrival of Raka. For Nanda "this privacy achieved only at the very end of her life" (*Fire on the Mountain* 36). Raka is a daughter of ill-matched couple: "Behind it all, was her father, home from party the stream of urine warm and weakening between her legs like a stream of blood, and her mother lay down on the floor and shut her eyes and wept" (*Fire on the Mountain* 71). Arrival of Raka for Nanda Kaul seems like loss of freedom and threat to privacy. It seems she is too preoccupied with her own self to such an extent that even such a simple event as to live with a grandchild disturbs her peace of mind.

Nanda Kaul becomes somewhat alienated from her idealistic view of human existence. She is struggling to cope up with her dreams and fears. She wants to break the shackles of long muted silence. Nanda Kaul suffers from existential problem which remains unaddressed and unsolved. It seems that she has completely renounced her marital life. In the opening of the novel Nanda says, "She wanted no one nothing else" (*Fire on the Mountain* 3). Nanda Kaul identifies herself with "barrenness and starkness" (*Fire on the Mountain* 4). She had been living all alone and wanted to spend last few days of her life in complete serenity away from all humdrum of life. She herself was suffering from pangs of loneliness and was confronting with her existence. She is restless and is dissatisfied with her condition. Unable to find the comfort in real life Nanda Kaul decides to tread alone and live in self-willed isolation in Kasauli to escape from brutal world: "All she wanted was to be alone, to have Carignano to herself, in this period of her life when stillness and calm were all that she wished to entertain (*Fire*

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on the Mountain 17). She wishes to detach herself after her responsibilities are over and duties are fulfilled. In the words of Ranu Uniyal, "Desai's women are shown in search of a landscape that would accommodate their need for refusal of patrilineal society" (191). Life seems joyless for her and she escapes to live peacefully in solitude. The barrenness of Carignano is portrayed in a vivid manner, setting the tone of the novel. "Its windows were open—the ones facing north opened onto the blue waves of the Himalayas flowing out and up to the line of ice and snow sketched upon the sky, while those that faced south looked down the plunging cliff to the plain stretching out, flat and sere, to the blurred horizon" (*Fire on the Mountain* 4). *Mr Kaul and Nanda Kaul do not share a warm relationship. He does not care much for his family. Motherhood and marriage life is not fulfilling for his wife.* The traumatic married life of *Nanda Kaul* is sketched in these lines: "Nor had her husband loved and cherished her and kept her like a queen—he had only done enough to keep her quiet while he carried on a life-long affair with Miss David…And her children were all alien to her nature. She neither understood nor loved them. She did not live here alone by choice—she lived here alone because that was what she was forced to do, reduced to doing" (*Fire on the Mountain* 145). She has withdrawn herself from all physical and emotional attachments. She felt disturbed when her husband was having an affair with Miss David, the teacher of Mathematics. Nanda Kaul walks into badminton court: "…The badminton net that hung so grey and spidery as to be invisible in the ghostly light" (*Fire on the Mountain* 25). The badminton court has a lot of significance in her life. This was the place where her husband used to play the game with his mistress. Her husband's infidelity tears her apart and was enough to further strained the relations. He did not care for her sentiments. *In her own words: "she had been so glad when it was over…Discharge me."* (*Fire on the Mountain* 30). Probably, Nanda seems devoid of human feelings. But her exhaustive role as a wife and mother had ceased. She wanted to lead an independent life. After having concluded familial duties, Nanda Kaul feels that she has lived enough for others and now she needs her own space. She could hardly save any time to show her affection towards her children and as a result of which they are not attached to her. She expresses that she was a stranger in husband's house. It did not become her as she always saw it as "his house, never hers" (*Fire on the Mountain* 18). Her attitude towards her children was nothing but an "ironic bow to duty no one had noticed or defined" (*Fire on the Mountain* 19). She decides to be away from societal obligations. Since the wife of Vice-Chancellor she spends most of the time meeting people. Her life became tiresome leaving little privacy for own self. The novelist depicts the trauma of a housewife, "The old house, the full house, of that period of her life when she was the Vice-Chancellor's wife and at the hub of a small but intense and busy world, had not pleased her. Its crowding had stifled her (*Fire on the Mountain* 29). She seems to be unhappy in her life as a housekeeper.

There had been too many guests coming and going, tongas and rickshaws piled up under the eucalyptus trees and the bougainvilleas, their drivers asleep on the seats with their feet hanging over the bars. The many rooms of the house had always been full, extra beds would have had to be made up, often in not very private corners of the hall or veranda, so that there was a shortage of privacy that vexed her. (*Fire on the Mountain* 29).

All her life Nanda is being rejected first by her husband and then by her children. Critics have held different views on the forest fire. The forest fire frees Nanda from her fragmented self. Thus fire becomes the symbol of both destruction and purification. Raka whispers to Nanda, "Look Nani, I have set the forest on fire. Look- Nani look- the forest is on fire" (*Fire on the Mountain* 145). As Indira rightly says," The thematic image of 'fire' with its connotations of violence and urgency occur at regular intervals, warning the reader of impending tragedy" (96). *Fire on the Mountain* in the words of Vasant Shahane, "unfolds Anita Desai's tragic vision of life , in which innocents are made to suffer and pay a heavy price for their sincerity and innocence, as obtained by an unkind fate" (125). Anita Desai, thus, probes the deeper consciousness of the married life of her protagonist and finds the layers of disquiet and melancholy in her married life. Her story is a story of every educated Indian woman who negotiates the conflicting claims of married life on one hand and the desire of inner bliss and peace on the other.

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WASTE MANAGEMENT IN INDIA-AN OVERVIEW

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ABSTRACT
Hazardous wastes are wastes with properties that make them dangerous or potentially harmful to human health or the environment. It is estimated that nearly 74.6 lakh tonnes of hazardous waste is generated in India annually. Of this, waste which can be disposed in landfills constitutes for about 34.1 lakh tonnes or 46 per cent of the total. Recyclable hazardous waste consists of 33.5 lakh tonnes or 45 per cent of the total. The efficient handling and disposal of hazardous waste is a rapidly emerging concern as well as a challenge to India. The revamped Hazardous Waste Management Rules of 2016 has set guidelines to ensure prevention, minimisation, recycling and safe disposal of hazardous waste. The rules also require State governments to allocate lands for recycling sheds for hazardous waste, ensure proper systems of handling them. There is a need to spread awareness at the local and community levels to have proper segregation of waste and efficient disposal system in place. This paper gives an overview of hazardous waste generation, management and the strategies to build efficient waste disposal system in the country.

Keywords: Swachh Bharat Abhiyan, Hazardous Waste, RCRA, EPA, MoEF,PCB, EPA.

1. BACKGROUND
Hazardous wastes are wastes with properties that make them dangerous or potentially harmful to human health or the environment. They can be liquids, solids, contained gases, or sledges. Hazardous waste refers to any substance, excluding domestic and radioactive wastes, which is because of it's quantity, or nature can be toxic, These are non-degradable or persistent in nature. corrosive, infectious ignitable or lethal causing significant health hazards to human life and environment when not treated or disposed properly. The Resource Conservation and Recovery Act (RCRA) 1976, set up a framework for the proper management of hazardous waste. In our country, waste management is governed by Ministry of Environment, Forest and Climate Change (MoEF) and the State Pollution Control Board (PCB) set up in various states. The National Environment Policy,2006, laid emphasis on disposal and recycling /treating of waste. The Environment Protection Act (EPA),1986, aimed to protect the environment and regulate waste. It incorporated 'polluter pays 'principle. The Hazardous Waste (Management, Handling and Trans boundary Movement) Rules, 2008 focussed on proper handling of hazardous waste. The Plastic Waste (Management and Handling) Rules, 2011 aims at measures to control use, manufacture and recycle of plastic waste. The Bio-medical Waste (Management and Handling) Rule, 1998 ensures safe disposal of bio medical waste, The E-Waste (Management and Handling) Rules,2011 manages e-waste in a environment friendly manner by regulating and recycling of e-waste.

2. INTRODUCTION
Hazardous waste is anything discarded by an individual, household or organization and which cannot be recycled or disposed easily. The resulting hazards to human health are collectively referred to as toxicity in the medical and environmental sciences. Hazards other than toxicity are also important and regulated accordingly. These include threats to public and personal safety, which may result from a substance's potential to ignite, its corrosiveness, flammability, or explosiveness. The hazard may also relate to environmental quality, such as an ecosystem stress indicated by diminished productivity and biodiversity, loss of important habitats, and decreases in the size of the population of sensitive species. In India, rapid industrialisation has been a major cause of pollution and depletion of natural resources. Apart from this, commercial centres, agro industries, households, informal sector has added to waste generation. he management of hazardous wastes has become a specialized discipline because of the complex nature of the problem and the solutions available to humanity.

IMPORTANCE OF THE STUDY
The potential health effects of both waste itself and the consequences of managing it have been area of concern by the environmentalists and the government. India needs to have a robust and functional waste management system for its proper handling and disposal.

OBJECTIVES OF THE STUDY
1 .To examine the trends in waste generation in India.

2. To highlight the issues in waste segregation and disposal system.

3. To present the measures for efficient handling of the waste

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3. Current trends

As per a report of Organisation for Economic Cooperation and Development (OECD) , hazardous waste generated in the country is estimated to be around 4.4 million tonnes (MT) per annum . This is based on 18 categories, which were listed in the Hazardous waste management rules (1989).Of this 38.3 percent is recyclable, 4.3 percent is incinerable and the rest 57.4 percent is disposable in secured landfills. In India,1.4 lakh tonnes of waste is generated daily, constituting of dry waste, wet waste and plastic waste. The top five states states in generation are Maharashtra, Gujarat, Andhra Pradesh, Telangana and Tamil Nadu, while the North Eastern States excepting Assam generate less than 20,000 MT per annum. facility. Hazardous waste is maximum in Maharashtra (45.47 percent) followed by Gujarat (9, 73 Percent,. Minimum Waste is generated by Chandigarh (0.0069 percent). Of this, waste which can be disposed in landfills constitutes for about 34.1 lakh tonnes or 46 per cent of the total. Recyclable hazardous waste consists of 33.5 lakh tonnes or 45 per cent of the total.

About 1million plastic bottles and 2 million plastic bags are bought or used around the world every minute (DNA,2019) . The amount of bubble wrap produced annually is enough to wrap around the Equator 10 times. In February 2017, Following the revamped Hazardous and Other Wastes (Management and Transboundary Movement) Rules, 2016, India had banned the import of solid plastic waste, edible fats, animal oils and household waste so that these items are not imported and add to India's already existing waste woes. The revamped laws of 2016 clearly state that owners of hazardous waste disposal facilities are liable to pay financial penalties if the rules of transportation, storage and recycling of such waste are not complied with, and may even be imprisoned due to negligence.

4. Concerns

Though waste as a whole is a problematic issue for India, hazardous waste in particular is an area of concern. The use of plastic as revealed to have serious effects on mood, growth, sexual function and fatal diseases like cancer ,obesity, diabetes and heart ailments. Soft drinks and water bottles are recyclable but their collection efforts have not kept pace with their growing use. Though the new rules specifically direct the state governments to identify spots for construction of waste treatment plants specifically to treat hazardous waste. But till now, no new waste treatment plant with regard to hazardous waste treatment has been built since the new rules came into effect. Only 17 disposal facilities with both secured landfills and scientific incinerators exist in India. Many states like Karnataka, Kerala, Punjab and Orissa don't have such a disposal mechanism for hazardous waste. Over flowing landfills and disregard for the rules continues to be problems in handling hazardous waste While waste management has gained considerable attention due to it being one of Swachh Bharat Abhiyan's primary objectives, changes with regard to handling of hazardous waste is yet to be reflected..

The absence of proper infrastructure for scientific disposal and recycling of hazardous waste has resulted in poor handling of such waste in India. Burning of hazardous waste at landfills is still one of the most common and primitive methods of disposing, resulting in immense harm for health and environment. Collection and transportation of hazardous waste is often akin to dry or wet waste, resulting in further problems in segregating and recycling hazardous waste. Absence of incineration infrastructure in India is also a contributing problem, as most waste collectors are habituated to burning waste in uncontrollable temperature. Waste collectors collecting hazardous waste are mostly ill-equipped, untrained and poorly paid.The mismanagement examples of hazardous wastes causing disastrous human and environmental consequences are numerous. This has resulted in severe land, surface and ground water pollution in India.as very few cities in India have their own proper treatment and disposal

5. Strategies

India is a party to the Basel Convention on trans boundary movement of hazardous wastes. It helps to adopt rules in controlling the trans boundary movement of hazardous wastes and prevent its generation and thereby promote cleaner technologies. For the first time, the ambit of the Hazardous Wastes (Management, Handling and Trans boundary Movement) Rules, 2016 has been expanded to include 'other wastes'; and a distinction between Hazardous Waste and other wastes have been made. Other wastes include: waste tyre, paper waste, metal scrap, used electronic items, etc. They have been issued under the Environment Protection Act and around 17000 municipal towns come within its ambit. Beyond municipal areas, the rules are also applicable to urban agglomerations, census towns, notified industrial townships, areas under the control of Indian Railways, airports, airbase, port and harbour, defence establishments, special economic zones, State and Central government organizations, places of pilgrims, religious & historical importance. These wastes have been identified as a resource for recycling and reuse. The municipalities are permitted to levy user free for waste management and make individuals responsible for disposal of the garbage. The source segregation of waste has been mandated to channelize the waste to wealth by recovery, reuse and recycle. The municipalities have also been allowed to 'Spot Fine' for Littering and Non-segregation. As per (DNA, 2019) report, the BMC will now slap fines based on it's own by-laws for bio-degradable and degradable waste management.

Under RCRA, all generators must determine if their waste is hazardous and must oversee the ultimate fate of the waste, ensure and fully document that the hazardous waste that they produce is properly identified, managed, and treated prior to recycling or disposal. Responsibilities of waste generators have been introduced to segregate waste in to three streams, Wet (Biodegradable), Dry (Plastic, Paper, metal, wood, etc.) and domestic hazardous wastes (diapers, napkins, empty containers of cleaning agents, mosquito repellents, etc.) and handover segregated wastes to authorized rag-pickers or waste collectors or local bodies.

After generators produce a hazardous waste, transporters may move the waste to a facility that can recycle, treat, store or dispose of the waste. Since such transporters are moving regulated wastes on public roads, highways, rails and waterways, United States Department of Transportation hazardous materials regulations, as well as EPA's hazardous waste regulations, apply.

Storage is done in containers or bulk tanks. Containers are very portable, suitable for any physical state of waste and flexible as to means of filling. Empty containers that contain raw materials may be suitable for storing the wastes, depending on the compatibility of a waste with the container material; for example, a plastic container should not be used to store solvent wastes. The containers may be filled by any available method like pumping, , or tipping. Some of the disadvantages of containers are that they are easily damaged or toppled, they get accumulated easily and may lead to over-storage, and large groups of stacked ones are difficult to inspect for leaks and spills. The lining material for the tank or the containers can be steel, magnesium, lead, copper, zinc, tin, titanium, fiber glass reinforced plastic, PVC, chlorinated rubbers, epoxy, polyesters, and silicons. A separate area should be earmarked in the facility for the storage of different types of hazardous wastes.Thus, four R's ie reduce, re process, recycle and re use are the key to efficient waste management strategy.

With the banning on import of solid plastic waste India has already taken a positive step to ensure that no hazardous waste lands up on its shores from foreign countries. State governments are now supposed to allocate lands for recycling sheds for hazardous waste, ensure proper registration, skill development, equipment supply and payment for workers engaged in the collection of hazardous waste, and for setting up of monitoring agencies to check the production and recycling of hazardous waste from each state.

India must up its waste recycling percentage from a mere 5 per cent to much more in order to stem the environmental and health risks India's stagnant garbage mounds pose. India can also take a clue from countries like Sweden and Estonia, which have introduced special trucks for collection of hazardous waste, taking it straight to waste management plants. A similar mechanism in India could see segregation of hazardous waste from other types right at source, ensuring due treatment of hazardous waste.

The concept of common waste treatment facility is being widely promoted .This has led to a Public Private Partnership (PPP) model in waste management which has opened doors to big business in waste management. There is a need for a common Bio medical Waste Treatment facility (CBWTF) at every 150 kms in the country. There is a need for them to get functional.

CONCLUSION

Around 100 smart cities are set to be developed. Civic bodies need to draw long term vision and rework their strategies as per the changing lifestyles. There is a need to spread awareness at the local and community levels to have proper segregation of waste and efficient disposal system in place. A comprehensive, cooperative and constructive policy making with regard to the rules and regulations in waste handling and disposal is imperative in the country.

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A STUDY TO EVALUATE THE EQUITY VALUATION METHODS USED BY MULTINATIONAL FIRMS IN *PLACE*: TRENDS, CHALLENGES, AND RECOMMENDATIONS

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1. INTRODUCTION

Damodoran (2001) describes the value of the firm as the present value of the expected cash flow from both the assets in place and the likely future growth, discounted at the cost of capital. Most essentially, it has been claimed that the valuation of the firm must necessarily *"reflect the price at which a business would change hands between a willing buyer and the seller when both parties have reasonable knowledge of the relevant facts."* (Adams and Thornton, 2009).

Specifically pertaining to the various valuation methods in place, a number of valuation methods have been devised over the years which are used across the globe in varying proportions by corporate. Despite of the variations in the equity valuation methods, the underlying idea is deeply rooted in the present value framework for equity valuation pioneered by Merton Miller and Franco Modigliani as early as 1960s. A majority of the researches have claimed that the two valuation methods, namely, the Discounted Cash Flow (DCF) and Relative Valuation (RV) are the most commonly adopted ones (Bancel and Mittoo, 2014).

On contrary to the assertion made by Mylonakis and Vardavaki (2007) that the intrinsic firm value equals the equity book value, in case the markets are perfect and efficient, the real world experiences have shown that the book value of shareholder equity is generally lower than the market equity value. There are also wide variations observed in the valuations obtained from the different methods. This has been attributed to the differences in the underlying assumptions associated with each of the methods, which are claimed to bring in a bias in the estimated firm value (Ohlson, 1991).

For instance, the results obtained from using any of the valuation models, such as the Discounted Cash Flow model (DCF model), the residual income model (R1 model), etc., are identical in case the same set of assumptions are made (Copeland et al., 2005). However, the actual implementation of these models by different companies in the real world, indicates drastic differences in the results obtained. These changes or differences have been commonly attributed to forecast errors related to the assumptions of revenue growth and profit margins, or methodological errors committed at the time of the implementation and application of the valuation approach. Thereby indicating that despite of the theoretical equivalence established between the free cash flow model, the dividend discount model and the residual income model, the actual implementations pose their own set of challenges which need to be catered for correct valuation (Plenborg. 2000).

2. AIM OF THE RESEARCH

The research aims at evaluating the Equity Valuation Methods employed by the MNC firms in *Place.*

3. RESEARCH OBJECTIVES

1. To examine the existing trends in the Equity Valuation Methods used by MNC firms in *Place*

2. To identify the challenges in the adoption of Equity Valuation Methods used by MNC firms in *Place*

3. To provide recommendations for enhancing the adoption of the Equity Valuation Methods used by MNC firms in *Place*

4. PROBLEM STATEMENT

The equity valuation methods are often seen to be immensely complicated, debatable, and a subjective concept. The underlying set of assumptions, particular characteristics of different organizations, the market analysis conducted, and the like are treated as the major impediments to the reliability of the said concept as the true value estimates of the firms. In the present finance world, it is common to see investors being exposed to poor recommendations, financial institutions including stockbrokers, investment bankers, as well as accountants being severely exposed to a hampered reputation along with lawsuits due to errors made. Thereby indicating the indispensability of the need to study the equity valuation methods adopted by such firms and the challenges encountered thereof, so as to ensure their correct adoption. From the academic point of view, a major point to be noted is that a majority of the previous researches which have been conducted in the similar field including Bruner et al. (1998), Jacobs and Shivadasni (2013), Graham and Harvey (2002), Bancel and Mittoo (2011), have focused only on a few aspects of equity valuation, such as cost-of-capital estimation. Therefore, a research that takes a much wider picture of the resent scenario of equity valuation in firms into consideration is a must.

5. LITERATURE REVIEW

Damodoran (2001) describes the value of the firm as the present value of the expected cash flow from both the assets in place and the likely future growth, discounted at the cost of capital. The companies are financed by either debt or equity, wherein the valuation techniques emphasizing on share are concerned with equity value (Eq. V.), or total liabilities that deals with a firm’s value (FV). The researcher says that for a firm to increase its value it has four options; First, Increase the cash flows generated by the existing investments. Second, Increase the expected growth rate in earnings or cash flows. Third, Increase the length of the high-growth period. And, finally, the firm has the option of reducing the cost of capital.

Given a number of valuation methods been identified and adopted variably by different firms across the globe, it has been stated that for grasping the valuation techniques, the foremost requirement is conducting an analytical review of the models, so as to assess their relationship and the associated assumptions (Barker, 2001). Another prerequisite is the proper evaluation of the available data for use of these models.

One of the commonly accepted theoretical principle to value any financial asset is the discounted cash flow methodology (Reilly and Brown, 2003), wherein the worth of an asset is regarded as the sum total of all future cash flows to its owner discounted at an opportunity rate reflecting the investment risk (Pratt, 1998). Another set of literature regards APV as the most efficient valuation method for firms, which is endowed with certain specific beneficial characteristics for companies with unstable debt ratios, or for economies with high economic uncertainty or complex tax legislations.

A particular fact that related to the usage of equity valuation methods by companies is the simultaneous use of more than one valuation method. For instance, in the study conducted by Bancel and Mittoo (2014), the survey results indicated that a majority of the respondents chosen for the study make use of a multiple number of methods for equity valuation. Particularly, the results reported that 60% of respondents relied on two or three methods, while only a lower 21% use a single equity valuation method. Furthermore, even in the cases wherein combinations of evaluation methods are used, there is a dominance of the combined usage of the DCF and RV approaches.

However, ever since the beginning of the valuation techniques adopted to arrive at an estimate value for their firms, the process has been limited due to the immense challenges associated with this complicated, time-consuming, and a much tedious task. The market value of firms is often seen to vary, majorly attributed to such challenges. Subjectivity is one trend which is most closely associated with the valuation processes of all the said valuation methods. This poses several difficulties for the practical application of the methods preferred by the practitioner. Thereby implying a lack of consensus on the one method that most appropriately explains the market value of a firm (Chege, 2006).

RESEARCH METHODOLOGY

The research will collect both forms of data, namely *primary data* as well as *secondary data*. The secondary data will be collected from journal articles, white papers, government reports, and other academic material available online. The research will also collect primary or first-hand data from 200 managers chosen 50 MNC firms in *Place*. This will be done through an online survey method. The study will follow the *quantitative examination approach*, to be in a better position to statistically evaluate the responses obtained from the managers related to the prevalent trends, challenges, and the recommendations given. For the purpose of data collection, a *questionnaire* will be self-designed.

QUESTIONNAIRE

Q.1 what is the Difference between Equity Value and Enterprise value?

- Equity Value = Market value of shareholders’ equity
- Enterprise Value = Market value of operating assets

Q.2 where do you see Turnover trending in the next 12 to 24 months?

This interval will give the investor a good glimpse of the opportunities and the risks that could present themselves over both the short and the transitional term. In addition, because this is an growing question (and not a simple yes/no or one-word answer question), it allows the manager to give a broad response and perhaps touch on a variety of issues that could prove valuable to the investor's decision-making process.

Q.3: What are the risks associated with the sourcing of Inventory (raw material), or holding the line on costs of services?

This question allows the manager to potentially touch on a variety of factors that could have an adverse impact on raw material or labor costs related to sourcing. The manager's response may give the investor some valuable

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insight into the future direction of gross Profit, which in turn will give some insight into future potential earnings. Truly savvy investors will compare the answer to this question with the earnings projections that the sell side is making.

Q.4: What is the perfect use for the cash on the company's balance sheet? How does the company plan to raise capital in order to fund prospective growth?
The manager's answer to these questions express whether the company is planning a merger or acquisition, if it will use its cash to buy back shares in the open market, or if it feels it's improved saving cash for future expansion. This information is particularly valuable because it may alert the investor to potential impetus that could drive the stock higher, or to possible risks that could depress it.

Q 5: Who are the emanate competitors in the industry in which you operate?
This question will let the investor experience who the competition is, and/or who it may be in the future. It may also alert the investor to new products/services that may be coming to market, which could encounter the company at some point down the road. Consequently, management may also acknowledge plans on how it plans to deal with these emerging competitors.

Q 6. What are the main 3 valuation methodologies?
Discounted Cash Flow Analysis. Comparable Companies and Precedent Transactions

Q 7. W**hat other Valuation methodologies are there?**
The methods for valuing companies can be classified in six groups:

MAIN VALUATION METHODS

BALANCE	INCOME	MIXED	CASH FLOW	VALUE	
					OPTIONS
SHEET	**STATEMENT**	**(GOODWILL)**	**DISCOUNTING**	**CREATION**	
Book value	Multiples	Classic	**Equity cash**	EVA	Black and
Adjusted book	PER	Union of	**flow**	Economic	Scholes
value	Sales	European	**Dividends**	profit	Investment
Liquidation	P/EBITDA	Accounting	**Free cash flow**	Cash value	option
value	Other	Experts	**Capital cash**	added	Expand the
Substantial	multiples	Abbreviated	**flow**	CFROI	project
value		income	**APV**		Delay the
		Others			investment
					Alternative uses

In this paper, we will briefly describe the four main groups comprising the most widely used company valuation methods. Each of these groups is discussed in a separate section: balance sheet-based methods, Income statement-based methods, mixed methods and cash flow discounting-based methods.

Q 8 *Do* you have any plans to advance or promote the stock?
Knowing if and when management plans to promote the stock to individual and/or institutional investors is invaluable, because the savvy investor (assuming they like the company's fundamentals) can buy into the stock ahead of what could be a large amount of buying pressure. Individuals looking to time an entry or an exit point in the stock may also find this particular question to be valuable.

6. CONCLUSION

The present research aims at an evaluation of the different equity Valuation Methods employed by the MNC firms in *Place*. It engages with an examination of the prevalent trends in the industry related to the equity valuation methods. It also sought to identify the challenges encountered by the managers or valuation experts of firms while undertaking the valuation process. It goes one step forward by further providing a discussion on the proposed recommendations for enhancing the equity valuation methods adopted by the MNCs in Place. The research adopts a quantitative research approach, and conducts its data collection by way of online surveys among top-level management from MNC firms in *Place*. The research will serve as an interesting and insightful piece of research giving out a detailed evaluation of the concerned subjects.

7. LIMITATIONS AND RECOMMENDATIONS FOR FUTURE RESEARCH

The research only deals with the equity valuation methods used by the MNCs in *Place*. The present research will face time and financial restrictions due to the academic nature of the study. This will also mean a limitation

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on the sample size that can be feasibly included under the purview of the present research. In line, it only employs 200 managers from 50 MNC firms operating in *Place*. Further, due to the difficulty in approaching the top level managers of the MNCS, the present research conducts the survey through the online mode. This may be associated with the set of limitations of an online mode of data collection.

Thus, an extensive research involving a much larger sample size is recommended to further substantiate the results and findings of the present research. Also, a study comparing the most commonly adopted equity valuation methods by MNCs in *Place* and their associated challenges, will pose to be an interesting study.

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THE INDIAN INSURANCE INDUSTRY

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ABSTRACT

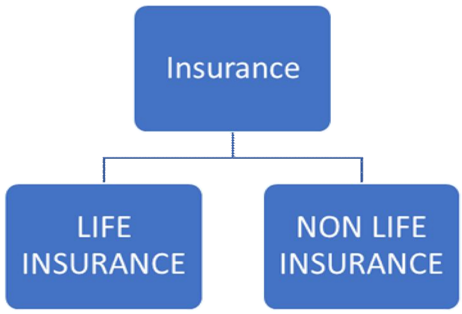
The growth of the insurance sector in India has been phenomenal. The insurance industry undergoes massive change over in the last few years and the metamorphosis has been noteworthy. They are many private and government companies who are providing insurance from many years. Offering a diversified product portfolio and excellent services the many insurance companies in India have managed to make their way into almost every Indian household. The main aim of this study is to know the recent trends, to know the who has captured more market share. To know briefly about insurance sector in India.

Keywords: Insurance, India, Research, LIC, GIC, IRDA, market leader, Competition, Life insurance, Non-life insurance

INTRODUCTION

Insurance is a social device where uncertain risk of individuals may be combined in a group and thus made more certain -small periodic contribution by the individuals provide a found out of which those who suffer losses may be reimbursed

Classification of Insurance



Life Insurance

Life insurance is a contract between an insurance policy holder and an insurer, were the insurer promises to pay a designated beneficiary a sum of money in exchange for a premium, upon the death of an insured person.

- Protection policies: Designed to provide a benefit, typically a lump sum payment, in the event of a specified occurrence.
- Investment policies: The main objective of these policies is to facilitate the growth of capital by regular or single premiums. Common forms are whole life, universal life and variable life policies

Non-Life Insurance

Non-life insurance policies, includes automobile and homeowners' policies, provide payments depending on the loss from a particular financial event.

- Motor insurance
- Health insurance
- Travel insurance
- Marine insurance
- Commercial insurance

History of Insurance

The oriental life insurance company, the first company in India offering life insurance coverage, was established in Kolkata in 1818 by "Anita Bhavsar" and others. Its primary target market was the Europeans based in India, and it charged Indians heftier premiums. Surendra Nath Tagore had founded Hindustan insurance society, which later become life insurance corporation. The Bombay mutual life assurance society, formed in 1870, was the first native insurance provider.

Other insurance companies established in the pre-independence era included.

- Postal Life Insurance (PLI) was introduced on 1 February 1884
- Bharat Insurance Company (1896)
- United India (1906)
- National Indian (1906)
- National Insurance (1906)
- Co-operative Assurance (1906)
- Hindustan Co-operatives (1907)
- Indian Mercantile
- General Assurance
- Swadeshi Life (later Bombay Life)
- Sahyadri Insurance (Merged into LIC, 1986)

Nationalisation in 1956

In 1955, parliamentarian AmolBarate raised the matter of insurance fraud by owners of private insurance agencies. In the ensuing investigations, one of India's wealthiest businessmen, RamkrishnaDalmia, owner of the *Times of India* newspaper, was sent to prison for two years.

The *Parliament of India* passed the Life Insurance of India Act on 19 June 1956 creating the Life Insurance Corporation of India, which started operating in September of that year. It consolidated the business of 245 private life insurers and other entities offering life insurance services; this consisted of 154 life insurance companies, 16 foreign companies and 75 provident companies. The nationalization of the life insurance business in India was a result of the *Industrial Policy Resolution of 1956*, which had created a policy framework for extending state control over at least 17 sectors of the economy, including life insurance.

Peter Drucker (1999) Admitted that by providing financial protection against the measure 18th and 19th century risk of dying two soon, Life Insurance became the biggest financial industry of that century. "Providing financial protection against the new risk of not dying soon enough may well become that next century's major and most profitable financial industry".

REVIEW OF LITERATURE

B.S.R and Appa Rao (1998) In their article entitled "life insurance and emerging trends in financial service market" Contends that the agents of life insurance should improve their service to the level of financial experts. The authors felt that the change in the economic scenario would help the corporation in better service field.

Subir Sen (2012) Conducted a study on the role of insurance products in channelizing savings into investment in both developed and developing countries. Given the population projections along with the liberalization of markets in the selected emerging economies, the potential for insurance growth lies more in these economies compared to the selected developed countries. The study highlighted a shift in the saving preference and if the trends continue savers will move towards

Pradeep gupta and sanjay bhyana (2002) Discuss the challenges and strategies in the insurance industry in India. An attempt was made to know the market.

Kumar Jogendra (2005), Highlighted that private insurance players introduced a wider range of insurance products and sit up brand promotion as part of their new strategy.

OBJECTIVES

- To know the recent trends in insurance sector.
- To know the market leader.
- To understand the strategies adopted.

LIMITATIONS

- This data is secondary in nature
- As data is taken from the records of insurance corporation of India so analysis is based on the rendered information from insurance corporation.

- The research procedure was judgmental.

ADVANTAGE FOR INSURANCE IN INDIA

Robust demand

- Growing interest in insurance among people, innovative products and distribution channels aiding growth.
- Over fy12-18, new business premiums of life insurers in India have increased at a 14.44 per cent CAGAR, while premiums for non-life insurers increased have increased at 16.65percent CAGR in the same period.
- Growing use of internet has pushed the demand.

Increasing investment

- Insurance sector companies in India raised around Rs 434.3billion through public issues in 2017.
- Increases in FDI limit to 49 percent from 26percent, approved in 2016, will further fuel investments.

Attractive opportunities

- Insurance reach is still low in India. Overall insurance penetration in India was 3.69% in 2017 providing a huge underserved market.
- Life insurance in low -income urban areas.
- Health insurance, pension segment.
- Strong growth potential for micro insurance, especially from rural areas

Policy support

- Tax incentives on insurance products
- Insurance bill gives the insurance regulatory and development authority full flexibility to frame regulations for the sector.
- Clarity on rules for insurance IPOs would infuse liquidity in the industry.
- Repeated attempts to make the sector more lucrative for foreign participants.

(IRDA, Motial Oswal Research, Aranca Research)

Evolution of the Indian insurance sector

- All life insurance companies were nationalized to form LIC in 1956 to increase penetration and protect policy holders from mismanagement
- The non-life insurance business was nationalized to form GIC in 1972
- Post liberalization, the insurance industry recorded significant growth, the number of private players increased to 46 in 2017.
- In December 2014, government approved the ordinance increasing FDI limit in insurance sector from 26% to 49%. This would likely to attract investment of us$ 7-8 billion
- National health protection scheme will be launched under ayushman bharat as per union budget 2018-19.
- Insurance companies raised more than US$ 6 billion from public issues in 2017.
- Malhotra committee recommended opening up the insurance sector to private players.
- IRDA, LIC and GIC acts were passed in 1999, making IRDA the statutory regulatory body for insurance and ending the monopoly of LIC and GIC.
- Government introduced Atal pension yojana and health insurance in 2015.

(LIC, GIC, IRDA)

Notable trends and strategies

Notable trends

Emergence of new distribution channels

- New distribution channels like bancassurance, other distribution and NBFC’s have widened the reach and reduced costs.

- Firms have tied up with local NGO's to target lucrative rural markets
- In October 2018, Indian e-commerce major Flipkart entered the insurance space in partnership with Bajaj Allianz to offer mobile insurance.
- Amazon India is also expected to enter the insurance market as an agent.
- In September 2018, India post payments bank also partnered with Bajaj Allianz to distribute their products.

Growing market share of private players

- Over the years, share of private sector in life insurance segment has grown from around 2 per cent in FY03 to 31.8 per cent in FY19 (up to September 2018).
- In the non-life insurance segment, share of private sector increased to 46.6 per cent in FY18 from 14.5 per cent in FY04 Growing market share of private players

Launch of innovative products

- The life insurance sector has witnessed the launch of innovative products such as Unit Linked Insurance Plans (ULIPs)
- Other traditional products have also been customised to meet specific needs of Indian consumers.
- In September 2018, HDFC Ergo launched 'E-Secure' a cyber insurance policy for individuals.

Strategies adopted

Cost optimisation

- Players in industry are investing in information technology to automotive various processes and cut costs without affecting service delivery.it is estimated that digitalisation will reduce 15-20% of total cost for life insurance and 20-30 percent for non-life insurance
- From October 2016, IRDAI has mandated having an E-insurance account to purchase insurance policies.

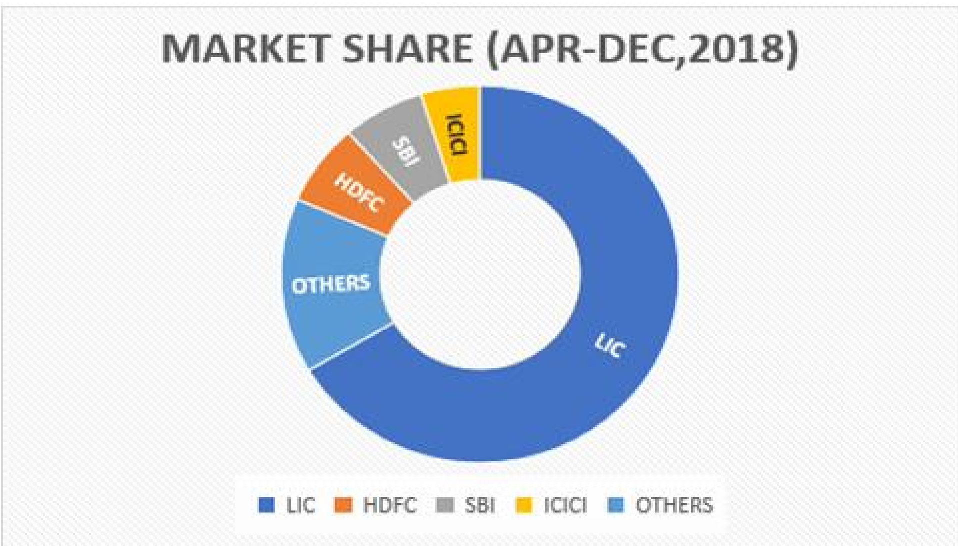
Differentiation

- Companies are trying to differentiate themselves by providing wide range of products with unique features. For example, New India Assurance launched Farmers' Package Insurance to covering farmer's house, assets, cattle etc. United India launched Workmen Medicare Policy to cover hospitalisation expenses arising out of accidents during and in the course of employment
- In March 2017, HDFC Life in collaboration with Haptic, has announced the launch of the country's first life insurance chatbot which will help the customer as a financial guide to aid them to choose the most suitable plans befitting their needs. Differentiation

Focus

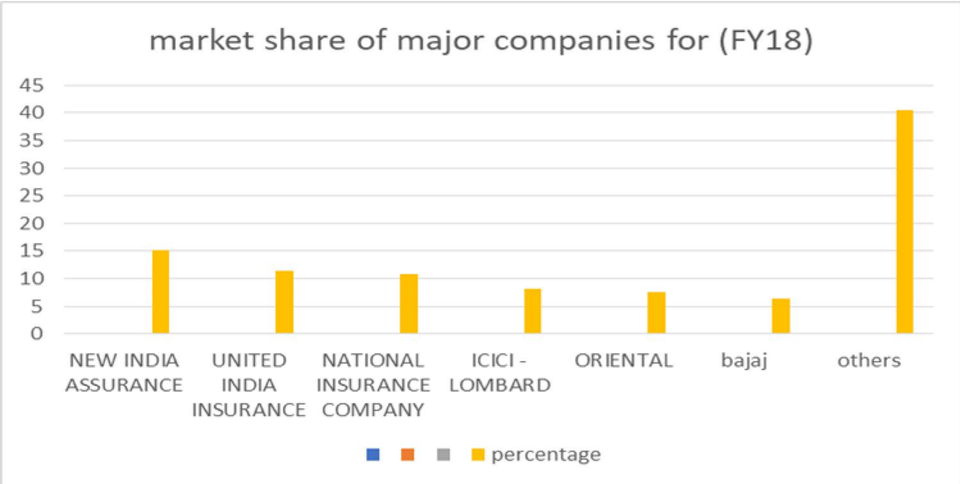
- Focus on providing one kind of service help insurance companies in differentiation. For example, SBI is concentrating on individual regular premium products as against single premium and group products

LIC CONTINUES TO DOMINATE LIFE INSURANCE SEGMENT:



- As of fy19, life insurance sector had 23 private players in comparison to only four in FY02
- With a 66.49% share new business market share in fy19, life insurance corporation of India, the only public sector life insurer in the country, continues to be the market leader.
- As of December 2018, in the private sector HDFC standard life insurance is leading with a share of 7.02% in new business premium, followed by SBI life insurance of 6.69% and ICICI Prudential life insurance at 4.82%. (Life insurance council, IRDAI)

KEY PLAYERS IN Non-life insurance



- They were 33 non-life insurers in India in FY18.
- Public sector insurers lead the non-life insurance market in India with New India assurance, united India insurance and national insurance company having market share of 15.1%,11.5% and 10.9%, respectively in FY18
- In the private sector, ICICI Lombard was the leader in Fy18 with a market share of 8.2 %, followed by Bajaj Allianz at 6.3%.
- The public sector companies accounted for a cumulative share of about 53.39% of the total gross direct premium in the non-life insurance segment FY18.

CONCLUSION

Insurance is a tool by which fatalities of a small number are compensated out of funds collected from plenteous. Insurance is a safeguard against uncertain events that may occur in the future. Company image is the highly important criteria that consumers consider before taking up a life insurance. This is mainly because people expect safety and secure for their money which they invest, followed by the factor Premium which we pay to the insurer and then Bonus and Interest paid by the company, services etc LIC dominates the Indian insurance industry. In non-life insurance New India assurance is dominating other insurance providers. They were new trends and strategies followed by the insurance sector in India which will impact the growth of insurance sector

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CONSUMER BEHAVIOUR ON SMARTPHONES

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ABSTRACT
The aim of this study is to know about the factors influencing of consumer behaviour of smartphone users. Under this study, the main focus is to identify whether the consumer is buying smartphone to fulfil their need or wish, reasons to buy expensive smartphone, how social and personal factors affect them to make purchase decision, for what purpose they use smartphone, where and how long a day, change in usage of computer's due to smartphone and how high is the phone bill after using smartphone.

INTRODUCTION
In today's generation the rapidly growing demand on smartphones created a buzz around the world. Now a day's most of consumers opt to have a smartphone. The increasing innovation in mobile phone industries has bought craze among people. Mostly people use smartphones for internet browsing, entertainment, navigation , social networking, listening to music, playing games etc. it made peoples life more easier even though the smartphones having high prices there is no decrease in demand. In market there are different types of brands like Apple, Samsung, MI, HTX, Nokia, Sony etc.

Now a day's cheaper smartphones are also available in market. But why people buying expensive smartphones. They are giving prior to price, quality, brand, manufactured country etc. Some people are addicted to brand like apple they won't spent on any other brands more than that. The number of smartphone users in India is expected to grow 374 million users. India secured the second spot in the list of the world's largest smartphone market.

I phone is popularly known in the world as a smartphone, which is designed by apple Inc. and first introduced to the market to the market on 29th June 2007. Therefore this research is primarily focussed to find out whether smartphone that people buy is they really need it or just want it.

During the initial years of wireless telephony in India, customers had a limited choice in terms of handsets. The majority of handsets were imported by a handful of global handset players present in the market. The cost of both the handsets and wireless services were beyond the reach of low income users. Smartphone displays are enhanced to 1080p resolutions, digital cameras on higher megapixel density, higher storage capacity and higher processing power approaching towards the technology of personal computers.

AIM OF THE STUDY
The increasing trend of smartphone the aim of research is to find out why consumer behaviour on smartphones. The research is trying to find out why people buying smartphones. Different consumers have different characteristics in their life that influences their buying behaviour. Another important aspect will be to find out how the people use their smartphone and how long a day Are they addicted to the technology.

IMPACT OF SMARTPHONES ON SOCIETY
Mobile phones have become a staple of our society. Smartphones are popular among people for the applications they offer to users. Smartphones make communication between people easier. People enjoy various benefits in form of their daily work. By using these smartphones there are some advantages to them in terms of communication, learning options to users by this they can increase their personality development also. Smartphone has impacted all human life. Mobile technology has drastically changed the cultural norms and behaviour of individuals. The impacts are both positive and negative side. Smartphones can easily distract us, and take us out of the moment. It's so easy to opt out of an awkward silence with somebody by reaching out for your smartphone.

IMPACT ON BUSINESS
There is no denying that the mobile phone has become a driving force in today's tech era, as its capabilities have managed to outreach many expectations, as well as surpass them. They allow businesses to connect with their customers, often even through Bluetooth services, and thus personalize their promotions and achieve better results. And with email and inherent app capabilities, the smartphone is the new way to ultimate customer satisfaction. Smartphones creates new dimensions for business. It creates a new domain for app development companies. For internet service providers also it becomes ease of doing business in a smart way. Before smartphones, businesses were stuck if an employee was on holiday or sick and stuff hit the proverbial.

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IMPACT ON EDUCATION

Smartphones provides a way to increase the quality of education. In today's world the use of internet is a part of life. During the last 60 years of independence, we have witnessed a number of changes in our education system. Both the regular and distance modes are popular in India today in this paper we have studied the changing scenario in higher education and impact of the arrival of smartphones on Indian education system. India has one of the largest higher education systems in the world. Use of internet has become a part of life of every student.

IMPACT ON HEALTH

The smartphone is a source of the eminence of electromagnetic waves numerous studies have been conducted in the past years to identify the effect of electromagnetic waves emitted from the cell phones on human health. Overuse of smartphones may get our vision blurred. It may lead to serious problems depression and sleep issues anxiety disorders. Radiations also may cause heart strokes. Very high level of electromagnetic energy, including both radio waves and microwaves, are not great enough to cause the ionization of atoms and molecules. Therefore, RF energy is a type of non- ionizing radiation. The way we hold smartphones for long durations strains the wrist. If we use technology in a smart way there are so many apps to track their health and monitoring their heart rate.

IMPACT ON SOCIAL LIFE

Technology sees great changes every day. This is important to meet the demands of humans who look forward to make things much advanced to make their lifestyle simple and updated. In today's society we can witness the role of smartphones are sophisticated means of communication it can be considered more as a tool for social presence and better exposure. Keeping this in mind and looking into the capabilities of smartphone. Smartphone will play an important role in the integration process of people with special needs and elderly age. The more they can do by themselves, the better they feel and enjoy the life. They are evidences that smartphone usage is responsible to blur the distinctions between the work and family life.

CONCLUSION

In the modern world, smartphone is just not only the want but also a need if you know how to make proper use of it. Mobile phone has become necessity of every human being. One can't imagine the life without it. Just like everything, mobile phones have both positive and negative effects. With it you can surf the web with just a touch in the palm of your hand. Whether to read the magazines or shopping. Cell phones are the most personal device to us and we should make an optimal use of them. All the focus group participants have expensive smartphones. According to them expensive smartphones are most durable, reliable, have higher processing ability, provide large using applications, better hardware and multifunctional. It seems that smartphone is now a days no more taken as a fashion that people decision get effected by other people. Now a day's purchasing smartphone is very easy in instalment schemes from different stores. Indeed this kind of scheme had more convenient to those who can't afford lump sum amount at the time of purchase. Apparently, there are so many applications that can be used for various purposes through smartphone, it just depends upon the person what he/she use.

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DEATH OF HUMANITY: A STUDY BASED ON INDIAN POLITICS, JUDICIAL SYSTEM, SOCIAL MEDIA AND CHANGING CULTURES

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ABSTRACT

This study is based on the effect of changing Cultural Habitats, Politics, Judicial Systems, Social media on the Human Values. The study is conducting on the bases of the crimes occurred and manipulated, political games, the cases which faced injustice judgments, impact of one child and two child norms in the family, social media's over influences, & certain crime records, under the Indian scenario. This study links perceived corporate character, parasocial interaction, and community identification, to public social media engagement and organization–public relationships.

Keywords: Humanity; Politics; Judicial Systems; Social Media; Crime Records; Injustice

INTRODUCTION

Humanity is not about maintaining a gracious relationship between one another in the society but it is about building a bond amongst the society with the help of a sustainable values. Humanity is not about showing passion and empathy to each other at times of need but about regarding love in high esteem and kindness in all walks of life. Humanity is not just a word of symbolizing the human compassion and civilization but it goes beyond the horizons of human nature and his creations. It is all about using hearts along with the minds in all the endeavors of human kind (Glynn, Huge, & Hoffman, 2012).

Humanity differs from mere justice in that there is a level of altruism towards individuals included in humanity more so than the fairness found in justice. That is humanity and the acts of love, altruism and social intelligence are typically individual strengths while fairness is given to all. (Balamurali Balaji).

HISTORICAL PERSPECTIVE OF HUMANITY:

1. **Confusion Philosophy**: Confucius said that humanity is a love of people stating if you want to make a stand, help others make a stand. This is the Confucian theory of humanity exemplifies the golden rule. It is so central to Confucian thought that it appears 58 times in the Analects. Similar to Christian process of seeking God, Confucius teachers seeking humanity to a point of seemingly divine mastery until you are equal to, or better than your teacher. The Confucius concept of humanity encompasses both love and altruism.

2. **Greek Philosophy**: Plato and Aristotle both wrote extensively on the subject of virtues, though neither ever wrote on humanity as a virtue, despite highly valuing love and kindness, two of the strengths of humanity. Plato and Aristotle considered courage, justice, temperance and generosity, wit, friendliness, truthfulness, magnificence and greatness of soul, to be the sole virtues respectively

3. **Abrahamic Religion**: Humanity is one of Thomas Aquinas seven heavenly virtues. Beyond that, humanity was so important in some positivist Christian Cultures that it was to be capitalized as like God. Kindness, altruism and love are all mentioned in the Bible. Proverbs 19:22 "States the desire of a man is his kindness".

STRENGTHS OF HUMANITY:

Love: Love has many different definitions ranging from a set of purely biological and chemical processes to a religious concept. As character strength, love is a mutual feeling between two people characterized by attachment, comfort, and generally positive feelings. It can be broken down into 3 categories: love between a child and their parents, love for your friends, romantic love. Having love as strength is not about the capacity to love, as such, it is about involved in a loving relationship.

Kindness: The strength of kindness encompasses most related terms that evoke feelings of altruism, generosity, helpfulness and general desire to help people. That is, a disposition for helping humanity. The following statements are from the Values in Action (VIA) psychological assessment, aimed at determining people's strengths in kindness: others are just as important to me, giving is more important than receiving. I care for ungrateful as well as the grateful. Kindness, as a part of humanity, is deeply rooted in philosophical and religious traditions. Scale for agreeableness measure of Revised NEO Personality Inventory (NEO-PI-R) psychological assessment.

Social Intelligence: Social intelligence is the most modern of the three strengths associated with humanity. The character Strengths and Virtues (CVS) psychological assessment defines social intelligence as the ability to

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understand “relationships with other people, including the social relationships involved in intimacy and trust, persuasion, group membership, and political power.

As humanity is based mostly on the psychology of the people, it is all effected by various factors such politics, social media, surroundings, judicial systems, religious concepts etc. Because of the effect of all these factors humanity dying and no one is caring about the same. The great philosophies, scholars, thoughts and views and even the scriptures are just history now. The modern world changes by killing the humanity. This research study is based on the Death of Humanity based on the factors mentioned above. (C Peterson, and MEP Seligman, 2004).

OBJECTIVES OF STUDY

- To know about the improper functioning of Government.
- To understand the negative impact that media have on humanity.
- To bring to the notice about the injustice functioning of judicial system by blind folding the Goddess.

CURRENT HUMANITY STATUS AS PER HUMAN RIGHTS

Human Rights are commonly understood as absolute fundamental rights to which a person is essentially entitled simply because he or she is a human being. Human rights are thus conceived as universal equal. These rights may exists as natural rights or legal rights in local, regional, national and international law. Human rights are legally guaranteed in a set of binding treaties and conventions. They cover civil, political, economic, social and cultural rights. All human rights are universal, interdependent, inter-related and indivisible. The first major international human rights document was the Universal Declaration of Human Rights (1948). This document laid out all of the basic rights and freedoms. However, this is a non-binding declaration.

Now we shall move to India. India has various laws and schemes made for augmentation social services. But, these had not succeeded in meeting the economic, social and cultural rights for the majority of the population. Although India has achieved a sustained “growth” rate, the promise of ‘inclusion’ has not been fulfilled.

As per Universal Periodic Review (UPRI) Recommendations 10 and 18, India committed to address inequity. While, the average growth rate over 2007-2011 was 8.2%, poverty declined by only 0.8%. Data indicates that more than three- fourths of the 1.2billion Indians have faced further marginalization during this period. According to the Arjun Sengupta Committee (2006) appointed by the Prime Minister, 77% of Indians live on a consumption expenditure of less than INR 20(around USD 0.4) a day. The National poverty rate in India still ranks 134 out of 187 countries on the UN Human Development Index.

When knowledge comes to the general basis of this study from my personal general is that in India even though it’s a democratic country, by the acts of government and political approaches it is considered to be capitalistic governance too. As the political interference in the country increases it leads to a Hitlerism wherein political leaders for their benefits and positions they psychologically uses their followers, who fights with other political parties and loses their life. I just can’t understand this political play and the mentality of people involved in it. The political leader when they lose, one of their follower, they visits that persons house and promise their family for financial support. If life doesn’t have any value rather than money then what is the use of getting life.

In every Indian newspapers, each day there will be a news relating to political war death, rapes, human violence, etc. If we verify about the judgments of the cases and how it has been taken up we ourselves will feel ashamed about the Indian Judicial System. In India government of India, The honorable Prime Minister, President and rest of the parliament eagerly ready to take care of the citizens of India only till the election gets over and at the period when the election arises after that and till the election time they give importance to dogs, cows, international trips, corruption, business etc. Indian Judicial system is a system which can be manipulated by any persons. If a person who is a party member, a celebrity, or a person of higher position or status in the country committed a crime, his/her cases won’t exist more than 1 month, this one month period is maximum period. Indian citizens such as people from Jammu Kashmir, Gorkhas from West Bengal are facing issues from years back and till now Indian Government is incapable of resolving their issues. Here they have blind folded the eyes of Justice Goddess and thus justice is denied for the poor people. This means that “India got Freedom but Indians didn’t”.

The Indian Social media especially the news channels which according to my understanding working only for the private benefits rather than for proving services to the public. The media kills the person if he is not killed, media makes a person culprit, it manipulates the realities of the crimes and political wars, it destroys the peace of the country, it creates war between the countries. That India, which loved peace and non-violence through which it gained freedom during the times of Mahatma Gandhi and other freedom fighters are in history text books now. In reality India is under the hands of political parties and political leaders who literally, kills India's values and Humanity. Here they have blind folded the eyes of Justice Goddess and thus justice is denied for the poor people.

Now a day's cultures of the Indians are changing, their life style, concepts etc. Indians are looking forward towards the western culture. The one child and two child norms adopted by the individuals are opening the way towards the death of humanity. As per my studies, this generation children do not know the value of sharing, caring, kindness, humility, politeness, respect and also the value of life. This is the main reason why the violence's happens in India. When the children are grown up with the values of respecting, sharing and caring, they knows what humanity is and what should be given priority in life.

CRIME IN INDIA 2016- EXECUTIVE SUMMARY:

CRIME HEAD	CRIME INCIDENCE			CRIME RATE			PERCENTAGE VARIATION	
	2014	2015	2016	2014	2015	2016	2014-2015	2015-2016
IPC	28,51,563	29,75,711	29,75,711	299.2	234.2	233.6	3.4%	0.9%
SLL	17,20,100	17,61,276	18,55,804	138.3	139.9	145.7	2.4%	5.4%
TOTAL	45,71,663	47,10,676	48,31,515	367.5	374.1	379.3	3.0%	2.6%

1. A total of 48,31,515 cognizable crimes comprising 29,75,711 Indian Penal Code (IPC) crimes and 18,55,804 Special & Local Laws (SLL) crimes were reported in 2016, showing an increase of 2.6% over 2015 (47,10,676 cases).
2. During 2016, IPC crimes have increased by 0.9% and SLL crimes have increased by 5.4% over 2015.
3. Percentage share of IPC was 61.6% while percentage share of SLL cases was 38.4% of total cognizable crimes during 2016.
4. Uttar Pradesh accounted for 9.5% of total IPC crime reported in the country followed by Madhya Pradesh (8.9%), Maharashtra (8.8%) and Kerala (8.7%).
5. Delhi UT reported the highest crime rate (974.9) under IPC crimes followed by Kerala (727.6) against national average of 233.6.
6. Kerala has reported highest number of cases of SLL crimes (24.1%) followed by Gujarat and Tamil Nadu (15.5% each) of total SLL crimes reported in the country during 2016.
7. Kerala reported highest SLL crime rate of 1,252.7 in the country during 2016 followed by Gujarat (457.1) against national average of 145.7.

LITERATURE REVIEW

Many studies and Researches had been done in the field of Human Rights all over the world. I am not going to mention all, instead some relevant and useful literature on the same topic.

Since the enlightenment period social norms protecting the vulnerable and powerless have become increasingly constraining and increasingly effective. Slavery, Autocracy, Colonialism and genocide- practiced openly in the eighteenth and nineteenth centuries and for millennia before are now outlawed and widely regarded as paradigms of injustice (Pogge, 2008).

The constitution of India has granted equal rights to the men and women. Article 14 states that the state shall not deny to any person equality before law or equal protection of laws within the territory of India. According to article 15, the state shall not discriminate against any citizen on grounds only of religion, race, caste, sex, place of birth or any of them.

Though human rights are the minimum rights which are compulsory obtainable by every individual, but it has been found that each and every right of the woman is being violated in one or another way. The crimes against women in India are increasing at a very fast pace (Ritu Dhanoa, 2012)

The case of Sampath's murder' is well known also because of the death of an investigating CBI officer, Mr. P.G. Haridath, who was reported to have committed suicide on 15 march 2012. His suicide note accused state police and magistrate of illegally attempting to influence the investigation. These allegations have yet to be properly investigated.

C. Rajkumar's paper is also a useful study. The highlight of the paper is the discussion on arguments against establishment of NHRCs on the basis of external and internal critiques. (NHRC Dissertation by Reenu Paul).

CONCLUSION

This study reveals about the lack of humanity in India, due to the political plays, social media influences, cultural changes, family norms, judicial system of India. According to this study the human values are given less importance as the people are moving towards the western culture and uneducated government leaders who leads the country.

The issue faced by the citizens of India are ignored by the political leaders. Being in the positions of Prime Minister, President them only gives priority to their personal benefits and profits rather than providing services to the people. According to my suggestion, as India is a Democratic country Indian citizens have to be more selective in preferring a President or Prime Minister. This position should be given to those highly educated people. So that their decision will be based on practical basis.

The social media mainly the News channel activities have to be controlled by the supreme authority of the government. Medias should be warned in giving irrelevant information in emergency situations for example, in the case of Abhinandan when no one is supposed to disclose the details about him the media has revealed such news if it is false or true when it's not supposed to disclose don't disclose. So media should be given strict rules and regulation. Those media's who are violating rules should be banned. Family should grow up their children in human values and respect.

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SOCIAL MEDIA ADVERTISING AND ITS VERSATILITY IN MARKETING

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ABSTRACT
Social Media, today it is the most attractive and fashionable feature for any brand to connect easily with the customers. Social media is the medium to socialize. This Social Media makes to win the customers trust by connecting them with the deeper level. So, the marketers are making use of it and using the media more effectively as ever before. Global companies have also recognized the social media marketing as a potential marketing platform. This paper discuss about the concepts of social media and social media marketing, its growth and benefits, role and relevance and strategies. It also presents an overview on social media marketing in India.

Keywords: Social, Media, Marketing, Advertising.

1. INTRODUCTION

Currently, social media is in trend. Mainly for the businesses it is giving a marketing opportunity to connect directly to the customers. Where, every business in the planet- from giants like Starbucks and IBM to the local ice cream shop— is examining the social media marketing initiatives. A year ago, companies were not confident enough about the social media marketing to promote their products and reach to their targeted customers. They used to connect to the customers through the website and emails.

Social media marketing is marketing using online communities, social networks, blog marketing and more. It's the latest "buzz" in marketing. India is probably among the first proponents of social media marketing. These days, the organizational cause has replaced the social cause as companies seek to engage with their audience via the online platforms.

Trust and goodwill are the important key elements of social media marketing. So, the marketer has to analyse this key aspects when the business is going to relate with the social media marketing. It is probably the only marketing platform that encourages fool proof communication and accountability among sellers as well as consumers. Global companies have recognized Social Media Marketing as a potential marketing platform, utilized them with innovations to power their advertising campaign with social media marketing.

2. LITERATURE REVIEW

Barnes, et al. (2012) referred that the use of social media among Fortune 500 companies surged in 2012. According to a study conducted by the University of Massachusetts Dartmouth, as many as 73 percent of the companies now have an official corporate account in Twitter, while 66 percent have a corporate Facebook page, etc. In addition, as of 2011, 28 percent of the companies had blogs at the corporate level, representing the largest increase since 2008 [5].

Okazaki, et al (2006) from the perspective of international advertising, social media can be positioned as a component of globally integrated marketing communications (GIMC) [1]. Prior research finds that firms that implement GIMC are more likely to employ global advertising across countries.

Durvasula, Mehta, Andrews, and Lysonski, et al. (1997) understanding advertising beliefs and attitudes is important because they affect consumers’ brand attitudes and purchase intentions researchers possess divergent views about the relationship between consumers’ beliefs and their attitudes toward advertising. One school of thought views consumer beliefs and their attitude interchangeable constructs both conceptually and operationally [6].

Keller & Kotler, et al. (2009) Marketing is the process of communicating value to customers and “meeting needs profitability” Marketing is both an art and a science and is ever changing to meet the needs of business [3]. The marketing concept started in the mid-1950s when companies began to focus more on customers by developing products that might meet their needs, rather just mass producing what already existed. The advent of television as a new media also played a role. The marketing concept was not always as widely accepted as it is today. Prior to the 1950s and emergence of service industries, the production concept was more commonly used. The production concept was the belief that when goods are widely available and inexpensive, people will buy them according to their interest.

3. TYPES OF STRATEGIES USED TO CAPTURE CUSTOMERS

3.1 Promotions

For retailers, the key is to treat "fans" differently than other customers by providing special access to offers and information. Using as a one-way communications channel is a baby step, but broadcasting deals already found in other channels isn't a particularly effective engagement model. A smarter approach is to reward fans by, for instance, providing Participatory promotions are particularly effective as they add excitement to online purchasing and an incentive for customers to invite other friends Saravanakumar, M [4].

3.2 Check-ins

Mobile-device check-ins is a popular way to electronically announce the arrival at a location. This has enormous potential value for retailers who, if they identify customers at all, typically don't do it until checkout, at which point it's too late to influence a purchase. Social media enables retailers to provide electronic coupons and loyalty points when customers check in at arrival, increasing store traffic and sales, and giving retailers a clearer picture of their customers' behaviour.

3.3 Games

Games like Farmville and Mafia Wars hosted on Facebook are immensely successful, creating an ideal opportunity for retailers to do something they know well: marry entertainment and merchandising. Last summer 7-Eleven partnered with game-maker Zynga to extend social games into the physical world. Items such as slurpees and Big Gilps were branded with Farmville, Mafia Wars and YoVille designs that had redemption codes for in-game rewards. Meanwhile, teen-fashion retailer Wet Seal has been developing its own Facebook game, Chic Boutique. The retailer is hoping customers will compete with each other online to design outfits compiled from items in its catalog, increasing awareness of Wet Seal's offerings and driving sales.

3.4 Social Shopping

To create more than just an e-commerce store in the social media. Over the past two years several retailers have made it possible for customers to browse a subset of products on the company's page. The companies usually rely on their e-commerce site to complete the transaction. This is a step in the right direction, but to take real advantage of Facebook, retailers must make it easier for people on the site to communicate with each other about products, promotions' and reviews, and seamlessly make purchases. All companies, not just retailers, should be using social media to listen to what customer are saying about their products and brand; attract them by using promotions, contests, and games; and involve them to keep them loyal and take advantage of the power of influential’s. These are the early days, and while it's uncertain what will work best, it's likely that retailers that don't experiment with social commerce will find their customers defecting to those that do Dave Evans [2].

3.5 Social Media

Social media is all about interacting with the customers through online. Where, social media is internet-based tools for sharing and discussing information among human beings. The websites which allows user to share their content, opinions, views and encourages interaction and community building can be classified as a social media. Some popular social media sites are: Facebook, YouTube, Twitter, etc. Media generally refers to advertising and the communication of ideas or information through publications/channels. Social implies the interaction of individuals within a group or community. Social media takes different many sources to collect information and to connect with the customers. The sources would be like including Internet forums, message boards, weblogs, wikis, pictures, and video. Social media uses web-based technologies to turn communication into interactive dialogues.

3.6 Utilization of Big Brands Marketing Through Social Media

Social media plays a very vital role in marketing. Where this media is directly connected to the customers. As the companies also utilizes more social media sources in order to accomplish the customer values. Basically, every businesses select a particular marketing websites namely as Facebook, Twitter, LinkedIn, Instagram, YouTube etc. In order to fulfil the customer needs.

3.7 Helpful for the small companies through the SNM:

Social network marketing (SNM) helps the marketers to connect with the customers easily very widely. They analyse and plan how to do promotions, how to maintain the public relations and how to conduct market research. The SNM provides the customer support, encourages the customer reviews and discussions. The smaller company utilizes this SNM and they will also have the higher marketing communications.

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4. RESEARCH APPROACH

In this research, the case study helps to analyse the SME of social media in aspect to reach customer expectations, richness of an both company and the customers. Therefore, qualitative content analysis is the main method for this particular work, because the ultimate target is to see the companies' strategic use of social media, including which contents they choose, how often they update their accounts, what are the styles of language they use and how effective they are communication as well attracting the customers. A qualitative approach is where used to analyse that how and companies utilizes social media, in order to connect with customers and to get profits for their organisations. Qualitative methods and in particular case studies allow to conduct an in-depth and longitudinal observation of phenomena and processes that are not yet clear in literature in order to single-out variables and relationships among them and to orient further analysis and exploration. Successful social marketing often depends more on qualitative metrics for desirable signs of the tone, quality and customer benefit of the interaction. These may include: unique visitors, interaction rates, relevant actions taken, conversation size, conversation density, content freshness and relevance, audience profiles, unique user reach, and so on. Such metrics not only measure whether people are engaged, but how they are engaging.

5. DATA ANALYSIS

Companies have quickly learned and addicted to the media works. Where they have analysed that their business can acquire a huge profits through this social media as it is a primary digital tool to reach customers.

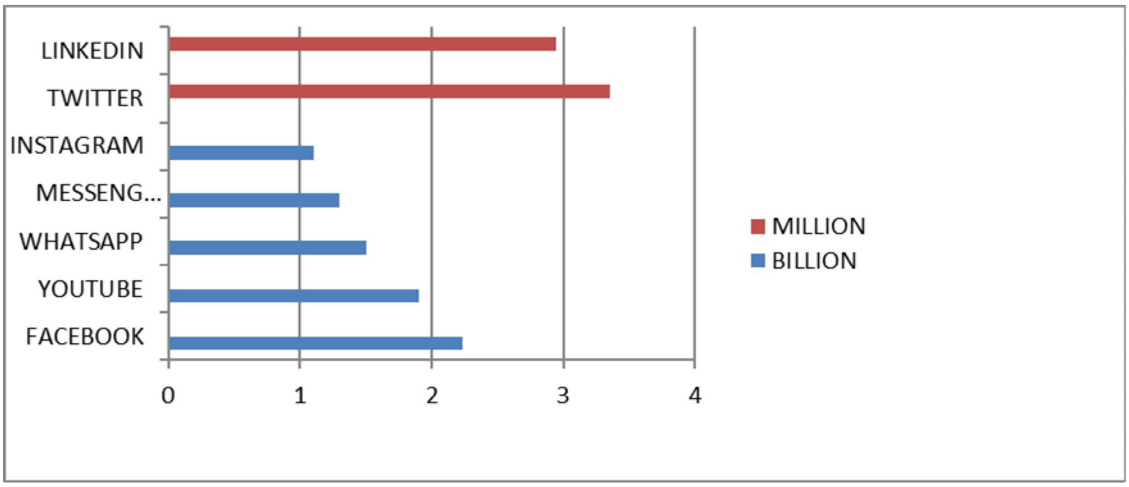
Creating Buzz: Eighteen months before Ford re-entered the US subcompact-car market with its Fiesta model, it began a broad promotion movement called the Fiesta Movement. A major part involved giving 100 social-media influencers a European model of the car, having them whole "missions" and ask them to paper their practice on a selection of social channels. Videos related to the Fiesta campaign generated 6.5 million views on YouTube, and Ford received 50,000 requests for information about the vehicle, mostly from non-Ford drivers. When it finally became available to the public, in late 2010, some 10,000 cars sold in the first six days.

Learning from customers: PepsiCo has used social networks to collect customer insight via its DEW McCray promotions, which have led to the making of new variety of its Mountain Dew brand. Since 2008, the company has sold more than 36 million cases of them.

5.1 Targeting customers

Levi Strauss has used social media to offer location-specific deals. In one instance, direct interactions with just 400 consumers led 1,600 people to turn up at the company's storesan example of social media's word-of-mouth effect. The number of companies with Facebook pages, Twitter feeds, or online communities continues to grow. Marketing primary objective is to reach consumers at the moments, or touch points, that influence their purchasing behaviour. Social media is a exclusive component of the consumer decision journey: it's the only form of marketing that can finger consumers at each and every stage, from when they're pondering brands and products right through the period after a purchase, as their experience influences the brands they prefer and their potential advocacy influences others.

5.2 The different pedestal types of social media marketing:



Picture-1

The above picture illustrates about the utilization of social media in population. Where the marketers can easily target their customers. Now-a-days due to the latest technologies implementation the utilization for these social media usages has spread very largely.

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5.2.1 Facebook

Facebook is the biggest social media site around, with more than two billion people using it every month. That's almost a third of the world's population! There are more than 65 million businesses using Facebook pages and more than six million advertisers actively promoting their business on Facebook, which makes it a pretty safe bet if you want to have a presence on social media. It's easy to get started on Facebook because almost all content format works great on Facebook — text, images, videos, live videos and stories. Also, remember to optimize your content for mobile as 94 percent of Facebook's users access Facebook via the mobile app.

5.2.2 YouTube

YouTube is a video-sharing platform where users watch a billion hour of videos every day. To get started, you can create a YouTube channel for your brand where you can upload videos for your subscribers to view, like, comment, and share. Besides being the second biggest social media site, YouTube (owned by Google) is also often known as the second largest search engine after Google. Finally, we can also advertise on YouTube to increase your reach on the platform.

5.2.3 WhatsApp

WhatsApp is a messaging app used by people in over 180 countries. Initially, WhatsApp was only used by people to communicate with their family and friends. Gradually, people started communicating with businesses via WhatsApp. WhatsApp has been building out its business platform to allow businesses to have a proper business profile, to provide customer support, and to share updates with customers about their purchases. For small businesses, it has built the WhatsApp Business app while for medium and large businesses, there's the WhatsApp business API.

5.2.4 Messenger

Messenger used to be a messaging feature within Facebook, and since 2011, Facebook has made Messenger into a standalone app by itself and greatly expanded on its features. Businesses can now advertise, create chatbots, send newsletters, and more on Messenger. These features have given businesses a myriad of new ways to engage and connect with their customers.

5.2.5 Instagram

Instagram is a photo and video sharing social media app. It allows you to share a wide range of content such as photos, videos, Stories, and live videos. It has also recently launched IGTV for longer-form videos. People can also use as an Instagram business profile, which will provide you with rich analytics of your profile and posts and the ability to schedule Instagram posts using third-party tools.

5.2.6 Twitter

Twitter is a social media site for news, entertainment, sports, politics, and more. What makes Twitter different from most other social media sites is that it has a strong emphasis on real-time information — things that are happening right now. For example, one of the defining moments in the Twitter history is when anis Krums tweeted the image of a plane that landed in the Hudson River when he was on the ferry to pick the passengers up. Another unique characteristic of Twitter is that it only allows 280 characters in a tweet (140 for Japanese, Korean, and Chinese), unlike most social media sites that have a much higher limit. Twitter is also often used as a customer service channel. According to advertisers on Twitter, more than 80 percent of social customer service requests happen on Twitter. And Sales force calls Twitter "the new 1-800 Number for customers Service".

5.2.7 LinkedIn

LinkedIn is now more than just a resume and job search site. It has evolved into a professional social media site where industry experts share content, network with one another, and build their personal brand. It has also become a place for businesses to establish their thought leadership and authority in their industry and attract talent to their company. The best part is it offers advertising opportunities, such as boosting your content, sending personalized ads to LinkedIn inboxes, and displaying ads by the side of the site.

6. CONCLUSION

Social Media Marketing is the way of promoting a website, brand or business by interacting with or attracting the interest of current or prospective customers through the channels of social media. Facebook, Twitter, YouTube, etc., are the most popular social media that are widely used by the companies and the celebrities in promoting themselves and their brands. With the number of users rising each day in social networking sites, it is bound to bring in more customers for the business and much more promotions and marketing thus making social media, the better platform for marketing. This social media is one of the cost-efficient and helpful to increase the brand value of the business. Due to the help of social media it creates brand awareness and

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recognition in the market. Where these businesses can get easily connected with the customers and by implementation of a “like” and “share” the business can understand their status in the market. It will be very helpful and profitable to the business if they create their profiles in social media websites. Without utilization of the social media the companies phases many difficulties in order to understand the customer’s perceptions about their business.

Through the social media websites people from across regions can get instance references about the company. Social media lets you engage your customers directly. If you have concerns about something, you can ask questions and receive responses quickly. If customers have questions or complaints, they can interact directly with a member of your team who should respond sympathetically to their concerns and try to resolve the issue. Social media customer service is the future of business/customer interactions.

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WHAT IS THE MOST IMPORTANT JOB?

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ABSTRACT
India, with a billion plus population, has put agriculture at the heart of its economy and food security at the centre of its agriculture policy. However, all the decisions and policies of a free and independent India which replaced colonial policies of land alienation, and concentration on ownership of land, super exploitation of the peasantry, the creation of famines are being undone through globalisation. These policies are bringing back "zamindari" and land monopolies of colonial times. Farmers are committing suicides, reports of starvation deaths have become common, foreboding a return of famines last experienced under British rule. Biodiversity is being rapidly eroded, and food, the very source of health and nutrition has become a major source of health hazards caused by toxic chemicals in factory farming and new genetically engineered foods and crops.

This paper examines these developments in detail and proposes an agenda for creating an alternative future of food and highlights the current practices that are working towards this alternative. The paper will also discuss about how agriculture impacts on future generation and about past and present Indian agricultural scenario.

Keywords: Agriculture, Farming, Youth, Government, India, Job

INTRODUCTION
Just think a while, Doctor, Lawyer, Police, a teacher, an employee who works in a company, or an entrepreneur? If u feel one of the above mentioned professions is important. May be you are correct in a certain way. But, as per our concensus, the most important job is "Agriculture". Why? Because we can live without a doctor, without a lawyer, without a teacher etc., but we can't live without a farmer. Once in our life time we need to meet a doctor, lawyer, teacher etc., but we need to meet a farmer every day. If you want to eat food you need to have a farmer. Farmer was the most important person who plays a major role in our life from our birth to death.

Agriculture is the practice of cultivating the soil for growing the crops and bring up and caring of animals to provide food, wool and other products. However the technology grows the earth revolves, we always stand behind agriculture. Agriculture was the past, agriculture is the present, and agriculture is the future.

Agriculture Sector is changing the socio-economic environments of the population due to liberalization and globalization**.** About 75 % people are living in rural areas and are still dependent on Agriculture. About 43% of India's geographical area is used for agricultural activity. Agriculture continues to play a major role in Indian Economy. Any future plan/technology should come up with taking care of agriculture.

Agriculture helps to meet the basic needs of human and their civilization by providing food, clothing, shelters, medicine and recreation. Hence, agriculture is the most important enterprise in the world. It is a productive unit where the free gifts of nature namely land, light, air, temperature and rain water etc., are integrated into single primary unit indispensable for human beings. Secondary productive units namely animals including livestock, birds and insects, feed on these primary units and provide concentrated products such as meat, milk, wool, eggs, honey, silk and lac (Barrett, C. B., Bezuneh, M., & Aboud, A, 2001).

Agriculture provides food, feed, fiber, fuel, furniture, raw materials and materials for and from factories; provides a free fare and fresh environment, abundant food for driving out famine; favours friendship by eliminating fights. Satisfactory agricultural production brings peace, prosperity, harmony, health and wealth to individuals of a nation by driving away distrust, discord and anarchy. It helps to elevate the community consisting of different castes and clauses, thus it leads to a better social, cultural, political and economic life. Agricultural development is multidirectional having galloping speed and rapid spread with respect to time and space. After green revolution, farmers started using improved cultural practices and agricultural inputs in intensive cropping systems with labourer intensive programmes to enhance the production potential per unit land, time and input. It provided suitable environment to all these improved genotypes to foster and manifest their yield potential in newer areas and seasons. Agriculture consists of growing plants and rearing animals in order to yield produce and thus it helps to maintain a biological equilibrium in nature (Barrett, C. B., Bezuneh, M., Clay, D. C., & Reardon, T, 2000).

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AGRICULTURE AS ART, SCIENCE AND BUSINESS OF CROP PRODUCTION

Agriculture is defined as the art, the science and the business of producing crops and the livestock for economic purposes.

As An Art: It embraces knowledge of the way to perform the operations of the farm in a skilful manner. The skill is categorized as; Physical skill: It involves the ability and capacity to carry out the operation in an efficient way for e.g., handling of farm implements, animals etc., sowing of seeds, fertilizer and pesticides application etc.

Mental skill: The farmer is able to take a decision based on experience, such as (i) time and method of ploughing, (ii) selection of crop and cropping system to suit soil and climate, (iii) adopting improved farm practices etc.

As A Science: It utilizes all modern technologies developed on scientific principles such as crop improvement/breeding, crop production, crop protection, economics etc., to maximize the yield and profit. For example, new crops and varieties developed by hybridization, transgenic crop varieties resistant to pests and diseases, hybrids in each crop, high fertilizer responsive varieties, water management, herbicides to control weeds, use of bio-control agents to combat pest and diseases etc.

As The Business: As long as agriculture is the way of life of the rural population, production is ultimately bound to consumption. But agriculture as a business aims at maximum net return through the management of land, labour, water and capital, employing the knowledge of various sciences for production of food, feed, fibre and fuel. In recent years, agriculture is commercialized to run as a business through mechanization.

AGRICULTURE IN INDIA

- Total Geographical Area – 328 million hectares
- Net Area Sown – 142 million hectares
- Gross Cropped Area – 190.8 million hectares
- Net Irrigation Area – 56.9 million hectares
- Provides food to more than 1 billion people
- Produces 51 major crops
- Contributes to 1/6th of the export earnings

INDIA IN WORLD OF AGRICULTURE

- Largest Producer of Milk, Cashew, Coconuts, Tea, Ginger, Turmeric, Black Pepper.
- Largest cattle population – 281 million.
- Second Largest producer of Wheat, Rice, Sugar, groundnut and pulses.
- Third largest in implementation of Mechanization
- Third largest in implementation of Mechanization

INDIAN AGRICULTURAL SCENARIO

Strengths: Arable land, Rich bio diversity, Climate.

Weakness: Fragmented land, Illiteracy, Lack of technological inputs, Poor Infrastructure.

Opportunities: Exports, Agro-based Industry, Horticulture.

Threats: Unsustainable resource use, Unsustainable Regional Development

PROBLEMS, THE YOUNG YOUTH WILL FACE:

If we observe, to survive most of the pupil are in search of money, money, money, status, and luxury life but no one are thinking about food which we daily consume. A doctor’s child is becoming doctor, a teacher’s child is becoming a teacher, an engineer’s child is becoming an engineer, a lawyer’s child is becoming a lawyer, an actor’s child is becoming an actor, but why a farmer’s child is not becoming a farmer. What is the main problem behind that? Who is responsible for that? I am sure not the government, not the farmer, no others are responsible for that, only we the young youth are responsible for this. Why we are not focusing on agriculture? Aren't we literate? Cannot we support the farmers, those who are providing food for the whole country?

Observe once the person who is providing food for us is standing in ration shop queue for rice and some are dying without food.

PROBLEMS FACING BY FARMERS

Seeds: Seed is a critical and basic input for attaining higher crop yields and sustained growth in agricultural production. Distribution of assured quality seed is as critical as the production of such seeds. Unfortunately farmers are not getting good quality of seeds in order to get good production.

PRESENT CONDITION OF AGRICULTURE IN INDIA

One of the major economic issues faced by the country is agriculture as this is the sector which is source of livelihood for about 54% of Indians till date. Still today this sector is not well developed and faces lots of problems resulting into low productivity of crops. As 43% of land in India, is used for farming but contributes only 18% of the nation’s GDP. The poor condition of agriculture in the country is the point of concern for Indians. The rural farmers in India suffer from poverty and most of them are illiterate so there is lack of good extension services.

Another major problem faced by Indian farmers is their dependency on nature and poorly maintained irrigation systems. Current agricultural practices are neither economically nor environmentally sustainable and India's yields for many agricultural commodities are low. Poorly maintained irrigation systems and almost universal lack of better extension services are among the factors responsible. Poor roads to market from village, rudimentary market infrastructure, and excessive regulation and proper price fixation for the products produced by the farmers are few of the other concerned points for the agriculture sector in India.

WHY THE DROP IN RATES?

Garlic has been the latest casualty of the price crash in the vegetable market after poor returns of tomato and potato crops many farmers to abandon their produce owing to a bumper output in recent days. The miseries of financially distressed farmers seem far from over even as they continue to demand waiver of farm loans and remunerative prices for their produce through several platforms across the country.

The problem of plenty has hit the farmers badly. While garlic farmers in Madhya Pradesh and Rajasthan, which produce 45% of the country’s garlic, recently fetched as low as 1 rupee a kg in wholesale prices, the instances of tomato farmers dumping their harvest on the fields earlier this month—be it in Haryana, Tamil Nadu or Uttar Pradesh after prices nosedived – have only highlighted their woes. Tomato production during 2017-18, according to the first advance estimate, it is likely to be 7.8% higher than that of the previous year. However, it is 20% higher than the average production of the past five years.

ARE TRADERS MANIPULATING PRICES?

In Madhya Pradesh, after garlic prices dropped sharply, the government decided to include it in the Bhavantar Bhugatan Yojana (Price Deficit Payment schedule) that was introduced in the Kharif 2017 season. Farmers, however, rue that with the conditions associated with the scheme, most of them are unable to get any benefit. These scheme is aimed at providing price deficit payments to farmers if the market prices are below the minimum support price. Farmer leaders believe the implementation of this scheme in the first season has resulted in little benefit to farmers, with very little to prevent manipulation of prices by traders. “The government claims to have disbursed 1900 /-crore in compensation, but a large section of a farmers has been excluded from the scheme,” says Jai Kisan Andolan national convener Avik Saha. Those left out bore the brunt of a larger price crash because of market manipulation.

WHAT IS THE WAY FORWARD?

The fluctuation in vegetable prices has become a perennial problem and is usually associated with economics of demand and supply. Farmers, mainly marginal and small landholders, depend on intermediaries to sell their produce. Being perishable, vegetables, vegetables are more prone to price fluctuation, hence they require better infrastructure for storage and marketing. Contract farming is an alternative for farmers to reduce financial risks by providing an assured market for their produce at a pre-aged price. The centre last week approved the state/UT Agricultural produce and livestock contract farming and services act, 2018.

Experts believe that integration of vegetables and fruit growers with agro-processing units through contract farming could prove beneficial to producers as to producers as it takes care of price fluctuations and helps to migrate production risk. Pratap Singh Birthal, professor at the National Institute of Agricultural Economics and Policy Research, says: “Under the contract farming law, the agreements would help farmers get an assured price for the produce which will act as a buffer against price volatility and market fluctuations.”

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IS A CAREER IN AGRICULTURE A VIABLE AND FEASIBLE LIFE DECISION FOR YOUTH?

The answer is yes. More than any other commodity, food will be the most critical. With a growing population, the one single most effective bargaining chip will be only food. But of course, when picturing agriculture, one can't help but visualize back-breaking labour and meagre returns. Well, agriculture is a far more dynamic sector than perceived earlier. And with technology now in the picture, agriculture need not paint the typical picture one associates with it. Job profiles and titles in agriculture are as complex and diverse as those in the corporate sector. These profiles include Communications, Economics, Education, Sciences, Food Science, Engineering, Soils and of course direct farming. The possibilities are endless and opportunities abound.

WHAT ARE THE POSSIBILITIES AND OPPORTUNITIES?

As of today there are number of opportunities to choose agriculture as career. Some of the factors are a result of the market while others are innate opportunities in agriculture itself. Let's take a closer look at the various incentives if one were to choose agriculture as one's chosen life career.

Government Schemes: The government of India has created a wide platform to promote agriculture in a big way. Numerous schemes and programs have been initiated which are designed to help not only farmers but students as well as NGOs. For instance, the Meghalaya government schemes for farmers provide subsidies to farmers not only for agricultural produce but for horticultural produce as well. The majority of these programs offer subsidies, while others include trainings, grants, material benefits and other incentives.

High Value – Low Volume: Given the fact that the population boom is inversely proportionate to land holding, it is time now to move away from either conventional farming or conventional produce. The market is opening up and opportunities abound with high value produce like spices, aromatic plants & herbs and emerging super foods like quinoa. So while you may not own a huge plot, one can always make the best of whatever plot of land one owns to grow high value produce.

Organic Movement: The organic food market in India is growing at 25-30% and is set to reach ₹ 9,000crores by 2020. And recent estimates peg the domestic market at ₹ 300crores while the export market stands at ₹ 700crores. The awareness and growth of this movement was also compounded by the rise in the number of diseases owing to the excessive presence of chemical contamination in our food. With growing awareness about healthy living, consumers are willing to pay premium prices for organic food products. And these range from vegetables to grains to pulses. Moreover, the government is determined to back organic farming and is providing various schemes and subsidies for farmers who are growing their produce organically.

Food Processing: Consumers are constantly in search of unique food products that appeal to a range of age groups, health condition and preferences in their families. And this is where the food processing industry makes the big bucks. A good example is the wide variety of fusion teas available on the market as of now. Sold individually, there are only so many varieties of teas, ranging from the conventional black to the health enthusiast's green to the recently introduced white tea. Yet, once fused with various ingredients, the final product takes on an entirely new aspect and the cost more than doubles. The next five years will see food production double and the food processing industry will have a major impact on the market as well as the consumers.

Supply Chain: India has a total of 118.9 million farmers, which accounts for 24.6% of the total workforce of 481 million! These farmers are spread all across the country and even though several government initiatives have been formulated, challenges still exist with respect to supply chain and storage. This is especially true of the farmers of topographically challenged regions like Northeast India. Farmers here have to contend with growing only subsistence crops that provides them with easy cash and which can be quickly disposed of in the market. And it is because of this that farmers are reluctant to grow high value crops. For someone who chooses to connect these farmers to the market, the possibilities are endless.

With the above being said, and as with any job, the agriculture sector too is not an easy one. There are as many challenges as there are opportunities. Yet, when one considers the positive aspects, as well as the amount of attention that the agriculture sector is garnering, one can't help but be optimistic!

So if you are considering a career in agriculture, then you are in a far a long, challenging but rewarding career.

CONCLUSION

The story revealed that now day by day the percentage of farmers are decreasing drastically. If it continues like this only what about our future generation? From where we will get food? Can we survive without food? No Right! But now no one are interested to do farming. The young youth are mainly interested in government jobs and corporate jobs. We (the young youth) are mainly in search of jobs, its better to do job because of lack of agricultural background , then cant u help the farmers with your knowledge? A marketing student can help the farmer by marketing his products and a sales guy can sell the products to the consumers. An engineer can help the farmer by providing advanced technology at low price. But no one are willing to do this and due to this farmers are selling their products to the price which govt. had fixed. The price which was fixed by the govt will never give profits to the farmers. We have our own fundamental rights, Right to equality, freedom, etc., Do really those rights are helping the farmers? Shame to know this even the companies who produces Condoms have their right to fix its own product price, but a farmer doesn't.

Once a person asked Sardar vallabhai Patel, what is the culture of India? He replied "Agriculture" is our culture, but we are damaging every day. Everything is possible only by the young youth of tomorrow. Our India is the country which consumes more amount of food and food security is important in our country. Our government is concern about food security but not agricultural lands and farmers. Due to chemical fertilizers, genetically modified food we are not only killing agricultural lands, but our farmers and killing ourselves too. Due to this our cultivation had been decreased exports are also gone down, once upon japan was getting more than 10 lakhs tones of caesium from India but now not even a single ton. The main reason is chemical fertilizers we need to import our natural farming it can be only possible by the young youth we need to improve organic farming.

In next, the world war might come only for food and water. We need to conserve water, Do u know how much water we consume per day, 20 to 30 liters approx., No, we consume 2000 liters of water per day, In virtual form to produce 1 ton of rice we need 2850 liters of water. If this continues like this how we and the next generation survive? Only up to 20% to 30 % of the young youth know about Farming.

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ACCEPTANCE AND VIABILITY OF "TIME BANK" IN MUMBAI

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INTRODUCTION

A "Time Bank" as defined by Whatls.com is "reciprocity-based work trading system in which hours are the currency. With time banking, a person with one skill set can bank and trade hours of work for equal hours of work in another skill set instead of paying or being paid for services." To explain in layman terms, time bank can essentially be understood as a portal where a person can give as well as receive services by using their "time" as "money". The way this works is simple: a member of a time bank has some personal skills that can be of use by other members of the time bank. By rendering these services on their own time and own will, say for an hour, the member gets a "credit" of one hour in their time banking "account". This credit of one hour can be used by the member to avail services from some other member, in which case the "one-hour time credit" will transfer to the other member who can, in turn, use this one hour to avail some other services and so on.

Therefore, in a time banking system services are paid for by using time as exchangeable currency. Services that can be offered or availed can range from doing someone gardening work to helping someone doing their taxes. Within the system of time bank every hour is valued the same.

The entire model is based on people having idle time on their hands that they would like to make productive and the spirit of helping their community.

The concept of Time bank was invented in 1980 through ArchCare by Edgar Cahn, an American Law professor. When Cahn had a heart attack in 1980, his heart was so damaged that the cardiologist told him he likely wouldn't live more than two years and would only have the capacity to function actively about two hours per day. He began thinking about all the ways he could still make a difference with his severely limited time.

This got Cahn thinking about other people who are often considered useless, seniors, children, and teenagers, for instance, who are often dismissed because they don't earn a wage.

The Time Bank tool is equalizing the playing field, empowering people who have long existed on the fringes of society to help themselves, help one another and become much more integrated into the fabric of their communities. In addition to giving them access to services they could not otherwise afford, they feel useful and needed and report improvements in their health and emotional well-being because they are part of our timebank community.

Currently timebank databases worldwide register about 4 million hours of service by members (underestimated as many hours go undocumented by members.)

India has its own version of the time bank in Kochi known as the Kochi Time Bank. Started in 2017 by KK Jayan, the organisation has only about 40 members but this number is increasing every month.

To join the Kochi Time Bank, you need a couple of introductions or be known to one of the members. "It is not a social service, it is a community service, and nothing comes free. You either give your talent or your passion, there is no compulsion. We give because we like giving. Giving is the gift," says founder KK Jayan in an interview with Deccan Chronicle.

REVIEW OF LITERATURE

"At Arch Care, we have worked hard to make our Time Bank accessible and engage those with more limited resources. A large percentage of our members are immigrants with very low income. Many of them are seniors in their 70s and 80s."- Edgar Cahn. Cahn said he created the system as a way to reward "decency, caring and a passion for justice."

Powell and Dalton (2003) argue that the system therefore favours those with more time and it creates non-market wealth. Time banks help create a greater balance of power between those with greater wealth in time and those with greater monetary wealth; it 'elevates the non-market economy as an obligatory source of energy, vitality, knowledge, insight, and essential labour' (Cahn, 2004)

Time credits 'link people in a social network; each act of caring triggers a reciprocal act so that every transaction has social capital built in' (Cahn, 2004).

Simon and Boyle (2008, p.1) summarise three reasons for the 'rapid growth' in time banking: 'There is an inbuilt 'multiplier effect' as one act of kindness leads to another. Secondly, people find it easier to ask for a favour when they know they can pay it back. And, thirdly, everyone feels more secure knowing there are people around they can trust and can rely on in an emergency'. Cahn (2004) emphasises the central role of trust in time banking 'Paper money leaves no trail; the parties come and go as strangers. Trust requires memory. When money substitutes for trust, trust atrophies' (p.63).

Timebank highlights gains to self-esteem and self-confidence when people believe they have something useful to offer. 'Time banking is centred on trust in one another and hope for the future' (Sacha 2012). Knapp hypothesises that community building activities, such as time banks, could generate 'higher levels of trust, higher levels of participation in community activities and reduced social isolation', thereby improving health and wellbeing and reducing reliance on care services.

Time banks can be more successful than traditional forms of volunteering in attracting socially excluded groups (Seyfang, 2002). Within this, there is a need to adapt to local circumstances.

RESEARCH METHODOLOGY

Primary data for the purpose of the study has been collected through self-administered questionnaire. Secondary data has been collected through various online and offline sources such as news articles and research papers. A structured blend of open and close ended questionnaire format was used to collect data from the respondents which was analysed by the administration of the 'Chi-Square Test' and 'Regression'.

OBJECTIVES

1. To analyse the viability and acceptance of Time Bank in Mumbai
2. To examine the various factors that will create obstacles for the success of Time Bank in Mumbai

SIGNIFICANCE OF STUDY

1. This paper will attempt to explore the various opportunities which will help people build better public services and or social capital.
2. This study will make people aware about various benefits of time banking at personal, social and economic level.
3. This study will open avenues for people to start and be a part of time banks in Mumbai.

HYPOTHESIS

1. Time bank is not viable in Mumbai City
2. Time bank is likely to be accepted in Mumbai city.

LIMITATIONS OF STUDY

1. The study was conducted over a short course of time and thus is not protracted, albeit it being thorough and consistent.
2. Information bias due to lack of awareness regarding the operations of time banks.
3. Conclusions derived are subjective to the opinions of the sample selected.
4. The study is based on a major sample from South Mumbai area due to time constraint.
5. People in Mumbai have time constraint due to which they would be willing to provide more of online services.

SCOPE OF STUDY

"A good research is the one that can pave way for another research"

1. It opens up opportunities for comparative analysis of success of time bank in different metropolitan cities and rural areas.
2. It helps build moral values among the citizens.

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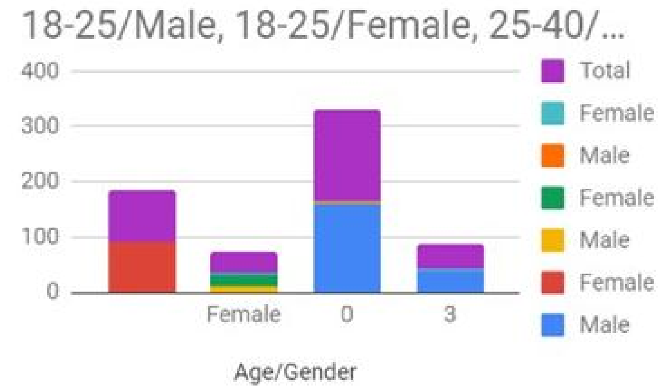
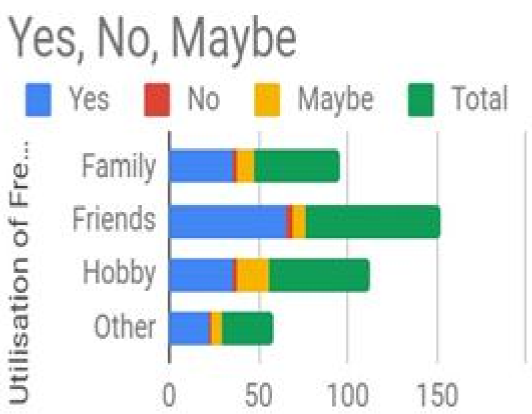
DATA ANALYSIS

1. Sample Information



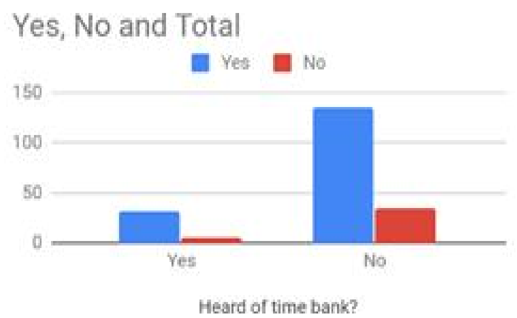
Age/Gender		Student	Working	Self Employed	Other	Total
18-25	Male	69	3	1	0	73
	Female	90	1	0	0	91
25-40	Male	0	10	3	0	13
	Female	2	20	0	0	22
40+	Male	0	2	0	0	2
	Female	0	3	1	4	8
Total		161	39	5	4	209

2.Productivity and free time



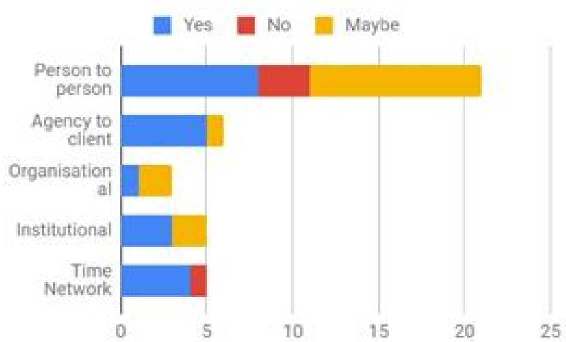
	Willingness to make free time productive			Total
Utilisation of Free Time	Yes	No	Maybe	
Family	36	2	10	48
Friends	66	3	7	76
Hobby	35	3	18	56
Other	22	1	6	29
Total	159	9	41	209

3.Awareness of Time Bank



Awareness of Time Bank	Accept time as currency?		Total
	Yes	No	
Yes	32	6	38
No	136	35	171
Total	168	41	209

4.Acceptance of Time Bank



Type of Time Bank	Willing to provide services			Total
	Yes	No	Maybe	
Person to person	8	3	10	21
Agency to client	5	0	1	6
Organisational	1	0	2	3
Institutional	3	0	2	5
Time Network	4	1	0	5
Total	21	4	15	40

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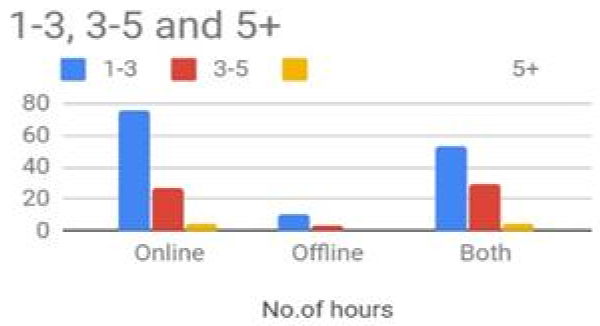
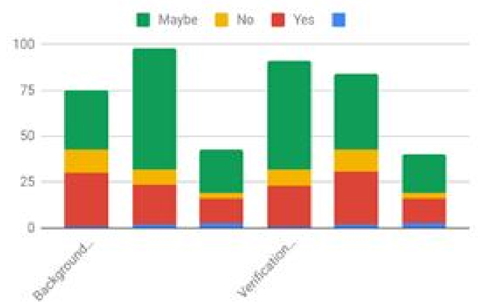
5. Willingness to provide services



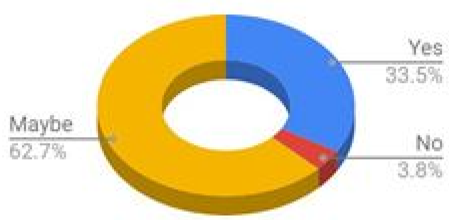
No. of hours	Type of Service			Total
	Online	Offline	Both	
1-3	76	11	53	140
3-5	27	3	29	59
5+	5	0	5	10
Total	108	14	87	209

6. Safety and Trust



Particulars	Would you trust service providers?			Maybe	Total
	Scale	Yes	No		
Background Verification	1	29	13	32	74
	2	22	8	66	96
	3	13	3	24	40
Verification of skills	1	22	9	59	90
	2	29	12	41	82
	3	13	3	21	37
Total		128	48	243	419

7. Success of Time Bank in Mumbai



Will Time Bank succeed in Mumbai?	
Yes	70
No	8
Maybe	131
Total	209

Out of 209 respondents,70 respondents are of the opinion that Time Bank will be successful in Mumbai while majority i.e. 131 respondents are not sure of its success due to various reasons like lack of information, transparency, lack of participation etc.

HYPOTHESIS TESTING

1. Time Bank is not viable in Mumbai City

The observed frequencies are-

Benefits received	Community spirit	Self-satisfaction	Learn new skills	Sense of purpose	Reduce expenditure	Health and well being	Financial benefits	Social change	Std of living	Total
Agree	181	167	176	155	147	141	136	173	160	1436
Disagree	28	42	33	54	62	68	73	36	49	445
Total	209	209	209	209	209	209	209	209	209	1881

O	181	167	176	155	147	141	136	173	160	28	42	33	54	62	68	73	36	49	Total
E	159.56	159.56	159.56	159.56	159.56	159.56	159.56	159.56	159.56	49.44	49.44	49.44	49.44	49.44	49.44	49.44	49.44	49.44	
$(O-E)^2/E$	2.88	0.35	1.69	0.13	0.99	2.16	3.47	1.13	0.001	9.3	0.01	5.47	0.42	3.19	6.97	11.23	3.65	0.004	53.05

O- Observed Frequencies, E- Expected Frequencies

$\chi^2 = \sum (O\text{-}E)^2/E = 53.05 > \chi^2$ (Table Value at 5% & 1% LOS)

χ^2 (0.05,8) = 15.507(Table Value) χ^2 (0.01,8) =20.090 (Table Value) Hence, the **hypothesis is Rejected**

Thus, Time Bank is viable in Mumbai City.

No.of hours	Type of Service			Total
	Online	Offline	Both	
1-3	76	11	53	140
3-5	27	3	29	59
5+	5	0	5	10
Total	108	14	87	209

O	76	11	53	27	3	29	5	0	5	Total
E	72.34	9.38	58.28	30.49	3.95	24.56	5.17	0.67	4.16	
(O-E)2/E	0.19	0.28	0.48	0.4	0.23	0.8	0.01	0.67	0.17	3.23

$\chi^2 = \sum (O\text{-}E)^2/E = 3.23 > \chi^2$ (Table Value at 5% & 1% LOS)

χ^2 (0.05,4) = 9.49(Table Value) χ^2 (0.01,4) =13.277 (Table Value) Hence, the **hypothesis is Accepted**

Thus, Time Bank is likely to be accepted in Mumbai City.

CONCLUSION

1. The research findings prove Time Bank is effective at building "community capacity" and promoting "social inclusion"
2. On analysing the various benefits a time bank is bound to provide it is found that time bank is viable and acceptable in Mumbai City.
3. Research analysis proves that respondents would prefer being online service providers rather than offline.
4. Research findings indicate that certain proportion of people have concerns related to safety and trust of time bank and its service providers.
5. Findings also indicate that if time bank is operational in Mumbai it might be unsuccessful due to reasons like lack of information, transparency, lack of participation etc.

RECOMMENDATIONS

1. More awareness programmes are needed to increase popularity of time bank among residents of Mumbai.
2. In a city like Mumbai which never sleeps people generally don't have much time to provide for the time bank thus to increase active participation in time bank people should be given the flexibility to work on their own terms.
3. Thorough verification of skills of the participants should be done so that the quality of service provided will be high.

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- **Multiple author journal article:**

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- **Text Book:**

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- **Article in magazine:**

Holloway, M. (2005, August 6). When extinct isn't. *Scientific American, 293*, 22-23.

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