

Volume 5, Issue 4 (XVI)  
October - December 2018

ISSN 2394 - 7780



UGC  
University Grants Commission  
Journal No.: 63571

International Journal of  
**Advance and Innovative Research**  
(Conference Special)

Indian Academicians and Researchers Association  
[www.iaraedu.com](http://www.iaraedu.com)



# அழகப்பா பல்கலைக்கழகம் ALAGAPPA UNIVERSITY

( A State University Accredited with A+ Grade by NAAC ( CGPA : 3.64 ) in the Third Cycle  
and Graded as Category-I University by MHRD-UGC )

Karaikudi-630 003, Tamilnadu, India

## International Conference

On

Contemporary Management Innovations and Intelligence

ICCMII – 2018

Organized by

**ALAGAPPA INSTITUTE OF MANAGEMENT**

ALAGAPPA UNIVERSITY, KARAIKUDI

13<sup>th</sup> & 14<sup>th</sup> December 2018



Publication Partner

**Indian Academicians and Researcher's Association**



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**Alagappa Institute of Management (AIM)** was established in the year 1993, to offer MBA programme, M.Phil. and Ph.D. degree in Management. The institute has been ranked and acclaimed as one among the top 100 business schools in India through various surveys conducted by agencies and magazines, from time to time.

AIM with fervour encourages its students to build up a great sense of solidarity tangled with vital skills and talents through the curriculum and innovative pedagogy. The students undergo a two year full time course work embraced with rigorous live projects, student-led events, quizzes and challenging assignments to sustain in any vibrant and dynamic environments.

The pedagogy in AIM is highly interactive, inimitable and is commended by industrialists and academicians. Its uniqueness rests with the methods of urging the students to apt entrepreneurship as their way of life. It envisages substantial participation and applied learning process.

The Faculty team of ten members from diverse fields of Law, Commerce, Engineering, Psychology, Agri-management, Industry, etc., with high recognition and expertise, along with the support of the dynamic alumni, take forward AIM with its vision of Achieving excellence in all Spheres of Management education with particular emphasis on PEARL - Pedagogy, Extension, Administration, Research and Learning.

*The Institute established in 1993, has seen across radical changes over the years and stands in the 25<sup>th</sup> year to march forward in its aspiration to become the World-class B-School in the Nation. The Conference is also marked as a celebration of the Silver Jubilee Year of the Institute.*

## **ABOUT IARA**

Indian Academicians and Researchers Association ( IARA ) is an educational and scientific research organization of Academicians, Research Scholars and practitioners responsible for sharing information about research activities, projects, conferences to its members. IARA offers an excellent opportunity for networking with other members and exchange knowledge. It also takes immense pride in its services offerings to undergraduate and graduate students. Students are provided opportunities to develop and clarify their research interests and skills as part of their preparation to become faculty members and researcher. Visit our website [www.iaaedu.com](http://www.iaaedu.com) for more details.

## PREFACE

### **Business Intelligence and Innovations; the Next generation Key for Business Success**

*“Intelligent people motivate us with their ideas, their original way of looking at things, and their capability of finding links between facts and creative thoughts, through innovative points of view, or by crafting compelling stories and projects by linking various ideas.”* - anonymous

The present day world is envisaged by smart happenings through innovation and intelligence in all aspects. For business it is high time to adapt newer technologies that come up everyday.

The innovation process, knowledge management and the intelligence play a significant role in our fast changing world of business. The management innovation is an opportunity to develop knowledge management, intelligence and other social networks in the environment of enterprise. If the knowledge management and the intelligence are used by the companies as a support for innovation, they can achieve more efficient and productive methods which would save enterprises' time and money. Marketplaces - whether local, regional, national or global - are becoming highly competitive. Competition has increased as a result of wider access to new technologies and the increased trading and knowledge-sharing opportunities offered by the Internet. The main aim behind the conference was to highlight the changes in business trends, to bring out the strategies to provide techno-based innovative services to the potential Entrepreneurs, to forecast the future trends in business intelligence, and to collect the views of experts on the innovations and technology management, with focus towards developing innovative approaches for the Nation's economic development.

Management innovations have become the need of the hour for every business to sustain the competition overseen due to the globalisation trend. The chances for business success become greater with outstanding innovations and technology, a strong competitive position, an effective and realistic business model, financial staying power, and nothing less than outstanding intelligent people. Business intelligence (BI) is essentially timely, accurate, high-value, and actionable business insights, and the work processes and technologies used to obtain them. The intelligence impact on the business environment is growing, when it supports so many business-critical functions, such as analytics, business performance management, text mining and predictive analytics. Thus the conference would focus on the challenging environment of management innovation and intelligence strategies to be conquered for the upsurge of global competition.

Business Intelligence has become a standard component of decision analytics today. In general, BI tools allow users to share and analyze the data collected across the enterprise and centralized in the database. BI can come in the form of dashboards, automated reporting and analysis tools used to monitor the organization business performance. BI supports informed decision making by everyone, from executives to line managers and accountants.

Business intelligence has become integral to many companies. The organisations power has shifted from tangible to intangible resources and these days organisations measure up additional value by info, knowledge, intelligence, intellectual capital, and wisdom. Business Intelligence (BI) looks to be the driving force for business success for several organisations. BI is remodeling information into helpful info for more practical strategic and operational insights, and decision-making functions in order that it yields real business advantages. The internet changed this and allowed companies to see data that was up-to-date at the point at which the report was pulled. Therefore if a trend could be identified early through recent data then it could quickly be acted on. Business Intelligence has therefore come a long way, and the growth of data gathering has had a profound effect on most companies and the likelihood is that this will be of huge significance to Business Intelligence functions.

The successful exploitation of new ideas is crucial to a business being able to improve its processes, bring new and improved products and services to market, increase its efficiency and, most importantly, improve its profitability.

Innovation will not only improve the chances of the business surviving, but also help it to thrive and drive increased profits. Businesses need to innovate by introducing new technology, techniques or working practices - perhaps using better processes to give a more consistent quality of product.

Research Papers were contributed and discussed at length by academicians, and needful approaches were provided by Experts and corporate during the Conference, through which several feasible outcomes were arrived at. Thus the conference focused on the resurgence of Business Intelligence and Innovation strategies to be conquered for the upsurge of global competition. This has created a special significance on building a creative intellectual culture in the young minds to make the future peaceful. To achieve this development, it is high time to analyze and evaluate the changes and revolution in the Business management and the strategies adapted to change this. Thus the open forum of conference helped in arriving at fruitful inputs and ideas over the challenges faced by the business organisations and to tackle those challenges through innovative and business intelligence strategies. This text provides a collection of the best manuscripts contributed by different authors and selected through double-blind peer-review process.

**Dr. K. Chandrasekar**  
**Editor - Special Volume**



# International Journal of Advance and Innovative Research

Volume 5, Issue 4 ( XVI ): October - December 2018

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**Journal - 63571**

## UGC Journal Details

**Name of the Journal :** International Journal of Advance & Innovative Research

**ISSN Number :**

**e-ISSN Number :** 23947780

**Source:** UNIV

**Subject:** Multidisciplinary

**Publisher:** Indian Academicians and Researchers Association

**Country of Publication:** India

**Broad Subject Category:** Multidisciplinary

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**BUSINESS INTELLIGENCE – THE NEED FOR TODAY’S MANAGEMENT**

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**Dr. K. Chandrasekar<sup>1</sup> and S. Vadamar<sup>2</sup>**Assistant Professor<sup>1</sup> and M. Phil Scholar<sup>2</sup>, Alagappa Institute of Management, Alagappa University, Karaikudi

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**ABSTRACT**

*The aim of this text is to indicate the importance of business intelligence and its growing influence. Business intelligence (BI) refers to computer-based techniques utilized in acknowledge, digging-out, and analyzing business information, like sales revenue by merchandise and/or departments, or by associated costs and incomes. it's a broad class of application programs and technologies for gathering, storing, analyzing, and providing access to knowledge to assist enterprise users build higher business selections. Bi applications support the activities of decision support, query and coverage, on-line analytical process (OLAP), applied math analysis, prognostication, and data processing. Bismuth includes a collection of ideas and strategies to enhance business higher cognitive process by mistreatment fact-based support systems. Bi uses technologies, processes, and applications to research principally internal, structured information and business processes whereas competitive intelligence gathers, analyzes and disseminates data with a topical target company competitors. Business intelligence understood broadly speaking will embrace the set of competitive intelligence.*

*Keywords: business intelligence, data, OLAP*

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**1. INTRODUCTION**

Business intelligence (BI) is regarding making price for our organizations supported information or, a lot of exactly, facts. whereas it feels like another nonsensicality to explain what flourishing entrepreneurs are doing for years, if not centuries, that is, exploitation business good judgment. From a contemporary business-value perspective, firms use Bi to boost decision-making capabilities for social control processes (e.g., planning, budgeting, dominant, assessing, measuring, and monitoring) and to confirm vital info is exploited during a timely manner. And laptop systems area unit the tools that facilitate United States try this higher, faster, and with a lot of responsibility.

**Defining Bi**

Business Intelligence is that the art of gaining a business advantage from knowledge by respondent basic queries, like however numerous customers rank, however business is doing currently and if continued the present path, what clinical trials ought to be continued and that ought to stop having cash drop into! With a powerful Bi, corporations will support selections with over simply a gut feeling. making a fact-based “decisioning” framework via a robust automatic data processing system provides confidence in any selections created.

**IMPORTANCE OF BUSINESS INTELLIGENCE IN TODAY’S WORLD**

21<sup>st</sup> century is considered as the age of information technology, thus capacity to use data and information in real time has become a main to success of any and each organization. Due to latest insurrection in internet technologies, the size of information generated every second is great. Today no estate what business or industry one is in, the critical stipulation to make rational business result is nothing but access to swift information. But here we must understand that the real energy does not false in the data and information itself, the main lies in changing those Petabytes of data in some valuable artifact and services. And here lies the power of business intelligence tools.

**BI TOOLS**

- SAP Business Objects
- SAP Crystal Reports
- Pentaho
- Qlikview
- Qlik sense

**NEED BI TOOLS**

In any case, once in a while it might materialize to you that-"Is there a necessity for BI framework in my organization?"

On the off chance that successful business intuition preparing is utilized in any association, one can enhance the basic leadership forms and can even enhance procedures, for example, strategic vital administration.



**1. Evacuating surmise works**

Gone are the days when business is thought to be another other of betting. Those days are gone when there were no different substitute other than making "the ideal guess". In any case, now as we probably am aware with regards to organization's future this isn't a attachment technique to touch base at a method.

With the assistance of Business Intelligence programming, one can have precise information, ongoing updates, implies for anticipating and even to foresee conditions, for example, "what will occur if", subsequently the requirement for speculating has gone.

**2. Giving faster reactions to business-related inquiries**

Another remarkable advantage a business intuition client finds is prompt solutions to business related investigation which helps in settling on rapid choices which depend on these answers without experiencing expansive number of pages of composed reports.

**WHICH IS THE BI TOOL NEEDED FOR ORGANIZATION**

Here are the few BI tools along with their key features.

<b>BI TOOLS</b>	<b>Features</b>
SAP BUSINESS INTELLIGENCE	Integrated platform. Helps in providing a detailed snapshot of the organization.
ORACLE HYPERION SYSTEM	Integrate Hyperion with other Oracle tools. Helps in creating a robust business solution.
PENTAHO BI	Embed and integrate analytics into your company’s applications
MICROSTRATEGY	MicroStrategy can be used efficiently both on desktop as well as mobile app Onsite data saving is one of the key features.

**2. THE BUSINESS INTELLIGENCE CONSTRUCT AND ITS APPEARANCE**

The construct of business intelligence became additional and a lot of used throughout the last years, and now, this association of terms is employed across completely different meadow from knowledge technology to business modeling. Business intelligence represents a broad space of request and technologies for collection, storing, analyzing and providing access to data for rising businesses method modeling quality. The business intelligence statement, "the proper data to the proper individuals at the proper time" focuses on the actual fact that business intelligence uses data and not information because of the included capabilities for process data into intelligent info, that's valid and accepted by the complete company and which may be systematically utilized in method modeling

**3. FRAMEWORK OF BUSINESS INTELLIGENCE**

More and a lot of businesses area unit operating towards business intelligence. the clarification for this movement is that the business airspace. Organization area unit forced to capture, store and interpret information. This knowledge is at the core of business success. Organizations need correct data for any process Business intelligence combines knowledge upset, business analytics, performance, strategy and program. Business receives information from sources. This information is capture within the information warehouse wherever it's hold on, organized and abridge as per more utilization. Official user will access this knowledge and work on that to induce desired results. This result than area unit shared to executives for {decision making determining higher cognitive method} process. These information results will be printed through dashboards.

**4. THE ROLE AND OBJECTIVES OF BUSINESS INTELLIGENCE SYSTEMS WITHIN A CORPORATION**

**ROLE OF BUSINESS INTELLIGENCE**

**Better planning and analysis**

Companies tangled that BI systems helped them the most with faster reporting, planning, and analysis. 64% of responding companies ranked their ability to report, plan and analyze data as "good" after execute a business intelligence suite.

**Increased accuracy**

Among the companies look over, 56% felt that business intelligence data increased the accuracy of their business analysis and planning.

**Helped considerably with sales forecasting**

Among the many tasks that companies felt that business intelligence data helped with, 57% ranked sales predict and planning as the area receiving the most benefit from BI data. Other areas where they felt that BI data provided assistance was in customer behavior analysis (40%) and a unite view of customers (32%).

**Improved pricing and offers**

Pricing and offer optimization benefited somewhat from the implementation of a BI system. 27% of respondents felt that the additional data derived from their BI system helped them improve their pricing structure to become more ruthless, as well as improve the attractiveness of their offers. Business intelligence solutions bring more price within enterprises, serving as a base for making elementary changes, new alliance, exploit new customers, making new markets.

**a) The business intelligence system's role in taking selection**

At a strategic level, business intelligence makes attainable the establishing of objectives during a precise mode and following their achievement, permitting completely different relative reports, conjointly playacting growth simulations or prognostication future result on the bottom of some assumptions. At a plan of action level, the business intelligence system can give a base for creating promoting, sales, finances, financial gain or management selections. The systems enable the optimization of future actions associate degreed performance modifiers on an structure side, technologic on the aim to assist enterprises to achieve their planned objectives during a lot of economical method.

**b) Organization business intelligence solutions**

Within the competitive climate of our days, it's important for organization to supply a quick access to data, at low value, for a bigger range and selection, for the users. the answer of this drawback may be a business intelligence system that provides a collection of technologies and software system promote that offers the users the required info to answer the queries that seem in resolution business issues.

**i) The requirement to grow the incomes and scale back the prices**

The times wherever the user might manage and arrange the activities exploitation monthly reports and IT organizations had a lot of your time on their disposal to implement new applications, are over. nowadays corporations have to be force to quickly develop applications so as to supply their users a quicker and easier access to data that copy changes of the business atmosphere. Business intelligence systems target quick delivery and access of data to users

**ii) The requirement to manage the complexness of the business atmosphere**

It becomes more durable to know and manage a fancy business atmosphere and to maximise the investments. Business intelligence systems supply over question and reports solutions, they provide analyzing tool of intricate data and data processing.

**iii) The requirement to chop IT prices**

Today, the investment in IT systems may be a vital % of companies' prices. it's not necessary simply to scale back these prices, but also, to get most advantages from the data managed by the IT systems. The new IT technologies just like the computer network and three level architectures scale back the value of squeezing the business intelligence systems by an large style of users, particularly managers.

**c) Architectural Principles of a Business Intelligence System**

Principles of a business intelligence system are declared as following:

- i) Measurability and High Performance
- ii) Economies of Scale
- iii) Complete Practicality
- iv) Progressive Growth
- v) Openness and Extensibility
- vi) Centralized Consistency
- vii) Rapid Development and readying

**5. ACHIEVING A BUSINESS INTELLIGENCE SYSTEM**

Once an organization decides to implement a system for business intelligence, it's practical to think about that the implementation of this type of technology depend on a really long and exhausting method. the developing prices of a business intelligence system is completed in a very few years.

**i) Transactional systems as a knowledge supply**

The primary stage in any business intelligence system is usually the examine stage. during this initial stage, the aims of the business intelligence system area unit set. As we tend to mentioned before, any organization absorb mixture of operational systems, conjointly called OLTP Systems (On Line Transactional process Systems). These systems area unit sometimes wont to method the company's current transactions and may be used for managing purchasers, sales. These will be ERP (Enterprise Resource Planning), CRM (Customer Relationship Management), POS (Point Of Sale) Systems, etc. Usually, these supply systems keep the information for a cramped time and later the information is being archived.

**ii) Information Warehouses**

The analyzing and implementation section of the information warehouses, it's needless to say the leading vital introduce developing the business intelligence system and it's closely related with different phases. during this stage, it'll established however the ETL method goes to be complete, however can it'll be enforced the OLAP cube or in what technology will the reports be created in. So, a knowledge warehouse continues to be a information principally relative, that is enforced otherwise than the quality information bases and contains historical data of a particular interest. Ralph Kimball, known for his interest in business intelligence, silhouette the information warehouse as "a copy of transactional systems, particularly structured for querying and analysis". reckoning on the coverage, the warehouses will be divided in undertaking Warehouse, information Marts and Virtual Warehouses.

**iii) Extracting, Reworking And Loading Information**

The ETL (Extract, Load, Transform) is one in every of the most parts of a business intelligence system, on that it depends in extremely live, the information accuracy the organization can analyze. the information extraction are going to be a really exhusting method and lots of times will be a challenge for builder, as a result of this stage depends on the great functioning of the business intelligence system.

Information which is able to be takeout during this stage is that the one loaded within the information warehouse and on that the transformations and reports are going to be created within the next stages. For this reason, it's important that the information is properly takeout from the supply files. Most of the days, {the information |the info the information} is deep-seated from data files (flat files), exported from relative databases, however there area unit things during which outer information needs to be loaded within the information warehouse.

"inspect" the information files, can check if they're in a very bound format, can load {the information the info the information} in associate degree initial information and can reject all the inaccurate data. {a initial a primary} information filter that's to be loaded is formed during this first stage. {the information the info [the information} transformation stage is formed from a collection of rules and functions that apply to the extracted data within the beginning. the aim of this method is to organize the information for the loading stage.

**6. IMPORTANCE OF BUSINESS INTELLIGENCE****BI turns data into usable information**

Raw data doesn't tell us what to do in business all on its own. BI systems allow diverse analysis of data to identify important trends that can be used to modify or implement strategic plans and to understand the inter relation between different functions and facets of your business.

**BI improves the visibility of core business components**

BI makes it easier to see each constituent part of your business, including those that are often overlooked. Consequently, you can more easily identify components that need improvement and to make changes.

**BI improves your ROI and ability to achieve goals**

BI analysis allows you to understand how best to assign resources to meet your express goals. This allows you to increase your ROI by ensuring that resources are deployed strategically to achieve fixed goals, and it helps to prevent "mission drift" or "mission crawl" where outcomes no longer align to goals.

**BI improves your understanding of consumer behavior**

BI analysis allows you to track global, geographical, and local utilization patterns to better understand current tendency. This, in turn, allows you to develop and deliver products and services that pre empt market needs.

**BI improves your marketing and sales intelligence**

By care track of data about your clients and customers, BI allows you to understand how they influence with your organization at a deeper level so you can identify solutions to purchaser issues and better reach your customers with targeted messages to increase disposal.

**BI improves productivity**

BI makes the process of analyzing and explain data faster and more efficient, giving you the power to understand business data is quickly as it comes in, and it allows you to generate reports with the simple click of a mouse. This give you and your employees more time to devote to running your business rather than analyzing it.

**7. CONCLUSIONS**

A 2009 Gartner paper prdict these developments within the business intelligence market: owing to lack of data, processes, and tools, through 2012, over thirty five p.c of the highest five,000 world partnership can repeated fail to create prospect option concerning vital changes in their business and markets. Business intelligence is, at now, one in every of IT fields with continues improvement. beginning with basic hypothetical notions and ending with the new technologies that area unit developing this manner, business intelligence ideas area unit within the sight of all IT folks. As we tend to mentioned before, business intelligence appeared as a solution to the economics' nearby fancy. enormous organizations and transnational corporations have already impose an answer for business intelligence. although implementing this type of system is extraordinarily grueling and dear, the advantages verified to be more. because it was indicate within the paper, combination storing associate decreed exploiting an organization's information will bring vital benefits.

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**GROWTH OF BUSINESS HINGES ON INNOVATION****Dr. T. R. Gurumoorthy<sup>1</sup> and V. Palanisingham<sup>2</sup>**Professor<sup>1</sup> and Research Scholar<sup>2</sup>, Department of Commerce, Alagappa University, Karaikudi

Business Innovation refers tapping untapped potentials both inside and outside the organization. Telephone to smartphone, news reading – readers to robots, driverless cars, ready-to-eat food items, increasing food life for months, food processing techniques, shaving razor one blade to three blades, egg free cakes, sugar free biscuits, sugar free tablets, packaged beverages, special packages for food items increasing shelf life speak business innovation and its requirement in the consumer market. Innovate otherwise perish. Continuous innovation alone will help to withstand in the market, to increase market size and share of business enterprises.. Fast moving consumer goods, consumer durables and pharma products constitute substantial share of consumer market. Fast Moving Consumer Goods sector is the fourth largest sector in India. Households and personal care products constitute fifty per cent of FMCG market. Growing awareness of fast moving consumer goods, easy access due to extensive marketing and changing life style of consumers expands market for fast moving consumer goods. Growth of market for FMCGs is seen in semi-urban and rural areas. Fast moving consumer goods constitute fifty per cent of total spending of people living in rural areas. Market size of FMCG sector in India in the year 2017 was US \$ 840 billion and it is estimated that it will reach US \$ 1.1 trillion in 2020. Market size for Pharma products in India was US \$ 33 billion in 2017 and it is estimated that it will reach US \$ 55 billion in 2020. Similarly consumer durables market size was at Rs.2,05 trillion and it will reach Rs.3.15 trillion in 2022 as per the data furnished by India Brand Equity Foundation

Utilizing material, manpower, machinery, money and management in an innovative way to raise productivity, reduce cost of production and to meet competition in the market stands as Innovation in Business. Assessing the hidden potentials of material, manpower, machinery, money and management that can be used for the growth of the organization is the first process of business innovation. It is tapping untapped potential inside the organization. Assessing hidden opportunities in the market and process of utilizing the opportunities is tapping untapped potential outside the organization. Potentials inside the organization and outside be integrated for the cause of business innovation. Growth of any business stands on innovation. Such innovation may be in terms of product, price, promotion and distribution. Extending value addition to the product periodically and extending the benefit of such value addition to customers without any additional burden to them will be called product innovation.

Assessing what is needed to consumers, what are all the changes in consumer needs and preferences, problems of consumers and use comfort will lay foundation for product innovation. The entire jewelry market depends on product innovation. Price ranges from rupees thousand to crore. A large number of designs are essentially required in various product categories and pricing categories. Product innovation is a core business activity of Jewelry market. Customers prefer new design in the jewelry market. New designs fulfill ego of customers. Jewelry merchants have to fulfill ego status of customers. Hence product innovation is given due importance in jewelry market for attracting customers and ensuring satisfaction to consumers. Innovation becomes essential to achieve cost-leadership and offer product differentiation in the market. Pricing the products that will make consumers astonished, wonder, unacceptable will help for pricing innovation. High use-value for low price is the objective of pricing innovation. Jio Mobile stands for pricing innovation. It is not a price. It is a deposit. Deposit stands as a price. Once the product is returned the deposit will be repaid. Online marketers do both innovative promotion and distribution. Online marketers catch learned consumers and provide product information through ICT avenues and supply the products in a minimum period. Online marketers are innovative in providing information about the products of worldwide, competitive pricing and reducing delivery period. Business innovation helps online marketers to increase their market share in the consumer market. Amazon established its business in India in 2013 and secured 30 per cent of ecommerce market of India. It has a plan to achieve 23 per cent annual growth until 2027.

Increasing use-value of the product, solving existing problems faced by consumers, ensuring happiness in the post-purchase behavior, and avoiding brand switching, market sustainability and increasing market share are essential objectives of business innovation. Minimum effort – maximum benefit, moderate effort – maximum benefit and maximum effort – maximum benefit are three models of business innovation. Minimum effort – maximum benefit model will help to introduce innovations in business periodically that will help to withstand in the market for long-run. The cash-cow enterprises can go ahead with this model. Growth of market and growth of market are hand-in-hand to such enterprises. The newly started enterprises have to invest a lot to achieve the business growth obtained by cash-cow enterprises through business innovation.

The business innovation related to product, price, place and promotion should reach consumers. It is not easy. Consumers are not homogeneous in the thickly populated country like India. There are a large number of segmentations in the market. Demographic profile will play vital role in market segmentation. Diffusion theory explains the process of adoption of innovation in the market. Adoption of business innovation depends on nature of consumers. Four classifications of consumers are created to study the adoption of business innovation in the market such as, innovators, early adopters, early majority, late majority and laggards. The percentage consumers in the four category will decide the adoption rate and quickness of adoption of business innovation. In the market where the percentage of innovators and early adopters in the total consumer size is high, there rate of innovation and adoption of innovation will be high and business innovation will give expected benefits. Consumers who are ready to go with new innovations in the market and stand first to buy innovative products without opinion leaders are innovators. The next stage of consumers are early adopters. They observe the innovators in buying new products and come forward to buy the same and serve as opinion leaders in the market to forward a majority of consumers towards innovative products and services. Laggards are very late adopters of business innovation. In the advanced developed economies innovators are high and in developing countries laggards are high in number in the consumer and industrial market. This is the reason that the developed economies dump their first or second generation business innovation to developing economies. Business innovation depends on nature of consumers and their socio-economic status.

New product development is business innovation. Market intelligence will guide for new product development. New idea generation is the first process of new product development. The new idea is meant for generating additional sales, profit and creating additional consumers. It lays foundation for unique selling proposition to the business enterprise that will stand as a value of the firm. It bridges the gap between demands of consumers and actual supply of goods and services. In fast moving consumer goods innovation is associated with health, wellness, technology, convenience and packaging. Innovation is performed extensively in cosmetics. Based on the nature of skin, facial variants are introduced in the market. Consumer feedback plays a vital role to assess marketability of innovation. The product innovation and new product development in automobile, washing machine, air conditioner and refrigerator is given in the following table.

<b>Innovation in Automobiles</b>	<b>Innovation in Washing Machine</b>	<b>Innovation in Air Conditioner</b>	<b>Innovation in Refrigerator</b>
Steam Engine	Accela Wash	Activated Air Conditioning	Four Doors
Internal Combustion Engine	Sanitize Cycle	Thermally Driven Air Conditioning	Internal Water Dispenser
Starter Engine	Cold Clean Cycle	On-Demand Hot Water Recirculator	Fresh Food Storage Drawers
Anti-lock Breaks	Steam Treat	Ice Powered Air Conditioning	Tilt and take Drawer
Automatic Transmission	Smart Motion Technology	Sensor-Enhanced Ventilation	New Ice Options
Power Steering	Smart Dry Ultra Technology	Duel-Fuel Heat Pumps	Digital Temperature Control
Airbags	Steam Refresh	Geo-Thermal Heat Pumps	Freezer Drawer
Electric Car Engine		Smart Homes	Antimicrobial Drawer
Global Positioning System		Fully Automated Homes	
Smart Key		3D Printed Air Conditioners	
Fuel Efficiency			
Catalytic Converter			

Product innovation increases comforts to consumers. The above table reveals the comforts enjoyed by consumers over a period of time in automobile, washing machine, air conditioner and refrigerator through product innovation and new product development.

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Financial Innovation deals with identifying opportunities for reducing production cost, operating cost and other expenses and to increase profit in a business. Mobilizing capital with minimum cost, optimum use of capital, timely hedging of risk, maximizing wealth of stakeholders are objectives of financial innovation. Private sector banks and foreign banks do business with limited financial resources compared to public sector banks. Private mobile service providers do business with limited investments compared to public sector mobile service providers Business model innovation deals with study of various departments of the organization and assessing which one is profitable and which one is not. Which brand is marketable and which one it not. Here consolidation of departments and brands is business model innovation. The Unilever, multinational company is doing business in India, It has consolidated its brands. It has stopped unprofitable brands. Another one is industry model innovation that is entering into other businesses in the same brand name for business expansion and increase overall market size and share. The Godrej brand is seen in various businesses. Similarly Wipro, TVS, ITC, Samsung, LG, Sony, Proctor and Gamble/. A periodical discussion with the employees of the organization becomes necessary for financial, business model and industry model innovation. Employees are consumers of the market also. They can suggest possible innovations in various departments / functions of the organization. They can suggest even for feasibility and marketability of the identified innovation in the business. Innovation creates business in the market. There is no business without innovation. It is found that Innovation is business.

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**EMPLOYEES OPINION ON PERFORMANCE APPRAISAL PRACTICES AMONG STAR HOTELS  
IN TAMILNADU – AN EVALUATIVE APPROACH**

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**ABSTRACT**

*Performance appraisals have become an increasingly significant tool for hotel to manage and improve the performance of employees, to make more valid staffing decisions, and to enhance the effectiveness of the hotels and its services. Once a well-made system has been implemented in the hotel industry, ultimately it will increase the employees' efficiency in all the aspects. It should not be limited with the implementation and the same appraisal system has to be maintained by monitoring its operation through periodic evaluations. Only by maintaining finely tuned appraisal system, it will enable managers to have a rational basis for making sound personnel decisions and for making the kinds of gains in productivity that are so critically needed in today's times. Especially the hotel employees are mostly deals with the outside customers only, so the hotel organisation should have performance appraisal system for their own to improve the employees' performance towards attracting more and more new customers. So this study will provide an insight about the performance appraisal practices among the star hotels in Tamilnadu.*

*Keywords: Performance appraisal, Behavioral Training, Hotel Industry*

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**1. INTRODUCTION**

In the awoken industrial developments and to increase the efficiency at the same time to maintain quality strategic tools are essential to evaluate the practices of the employees. Performance appraisal is a usual formal system which will be helpful to evaluate the quality of an employee's performance in the organization; it may be a company, Industry or any Institute. Appraisal system in the organization is a continuous process so it should not be viewed as an end itself and also it is an important process for the mutual development of employees as well as organization. Performance appraisal system is one of the important components of human resource development. Nowadays, there are many appraisal methods are using to assessing the employees performance depends on the organization size, category and etc.

It provides the foundation for identifying and correcting disparities in performance among the employees in the organization. Thus, it is activities oriented and is a rational, formalized, legitimate test using observation and judgment against such factors as leadership abilities, job knowledge, , initiative, supervision, dependability, cooperation, quality and quantity of output versatility, health and etc. Scientifically, Performance appraisal reviews every employee's work performance during a specific period, evaluates and records it for future reference too. Essentially, weaknesses and strengths of employees are examined and discussed to identify opportunities in view of establishing development and skills enhancement. Many authors (Oberg 1972, Colby & Wallace 1975) have pointed out the deficiencies of existing appraisal systems. They have noted that many appraisal systems are: (a) not appropriate to organizational objectives, (b) subject to personal bias, and (c) are often influenced more deeply by personality than by performance. Nevertheless, several have agreed that well designed and properly used appraisal systems are important for effective execution of organizations.

**2. PERFORMANCE APPRAISAL IN HOTEL INDUSTRY****2.1. About Hotel Industry**

The real commencement of the hotel industry in India is in the early 1900s. Before that, hotels were not professionally managed by the competent authorities. In India, there were 186 approved hotels with different categories in 1963. But the industry evident the growth of 10.17 times during the year 2004. The hotel industry in India consists of approved and non-approved hotels. The approved hotels consist of different star classifications and also unclassified hotels whereas the unapproved hotels do not come under the purview of any organized body. But the unapproved hotels dominate the scene in India.

The Hotel Industry has witnessed multidimensional revolution from traditional age to the modern one. Significant developments in the inventions and innovations in the field of communication, transportation facilities, industrialization, rapid urbanization and further development of tourism as an industry paved ways for the growth of hotels.



## 2.2. Performance Appraisal In Hotel Industry

In the current scenario hospitality organization or hotels are facing numerous challenges today. Hospitality market has become highly difficult and in order to stay in the business the organization require an efficient, service minded and dedicated employees. Hospitality organizations have now started to recognize that in order to deliver high quality service. So they must recruit, develop and constantly evaluate the performance of employees. Thus, performance appraisal has become the need of today's competitive multifaceted market environment.

In the hospitality industry the immediate bosses are entrusted with the mission of appraising the employee's performance for assessing the employees works behaviour and skills. That performance appraisal result will be used for a number of human resource management decisions like compensation increase, retraining/development, promotion and etc. Also Performance appraisal helps in evaluating the quality of job Performance provides feedback to the employees regarding their job performance and helps to improve their performance through coaching and recognition, and to serve as the basis for compensation distribution in the organization.

### OBJECTIVES OF THE STUDY

- To understand the components of performance appraisal in the star hotels.
- To know the reasons for using performance appraisal system in the star hotels of Tamilnadu.
- To reveal the significant difference between the demographics of the employees and the opinion of performance appraisal in the star hotels of Tamilnadu.
- To offer the viable solution for the further improvement of performance appraisal practices in the star hotels.

### SCOPE OF THE STUDY

The scope of this study does not allow inclusion of all the star hotels in Tamilnadu. Human resource department exclusively functions in higher rated star hotels only. In lower rated Star hotels they don't have any HR department to carry out the performance appraisal in a proper way. Hence the study includes only those Star hotels where the performance appraisal is adopted in a proper way. Therefore, the study is restricted to three star, four star, five star and five star deluxe hotels in Tamilnadu.

### LIMITATIONS OF THE STUDY

- Personal bias of the respondents may affect the objectivity of the research study.
- To get the contact of HR managers to know more about performance appraisal was very difficult

### LITERATURE REVIEW

- According to **Rajput & Veena (2015)**, performance appraisal is conducted on an annual basis for existing employees whereas for trainee and new recruits it is done on quarterly basis in many organizations. Here author studies about the multidimensional nature of job where the nurse manager gives rating to different job of nursing process. Thus, Employees who have relatively less competition or lenient appraisers have higher appraisal than to equally competent employee.
- **Deepa et al (2014)** summarizes on the performance appraisal system/method as a whole, their framework and its relationship with different job related concepts as well as issues related to Performance appraisal such as how Performance appraisal (PA) is related to job satisfaction, organization citizenship behaviour etc. The Performance appraisal approach is formal and structured system of measuring as well as evaluating an employee's job related behaviours and output for the same and to study how and why the employee is currently performing on the job and how he can perform his job more effectively in the near future.
- **Singh S. A (2011)** has said that performance appraisal helps in evaluating and assessing the employees performance in comparison to standard fixed. It helps in assessing the capabilities of various employees and their contribution towards the organisation. And also it helps in determining the training needs for the employees. So this paper concludes that the performance appraisal is an indispensable part that provides very advantages both to the individuals and the organisation.
- As per **Roberts, G. E. (2003)**, Participatory performance appraisal is an essential component of a fair and ethical evaluation of an employee's performance. Governmental organizations manifest an ethical obligation to perform this complex function in a fair and unbiased fashion given performance appraisal's implications for employee career success, self-esteem and mental health. Multifaceted employee participation entails meaningful input in developing performance standards and the rating form, worker self-evaluation, and two-

way communication in the appraisal interview. When employees possess a meaningful role in the appraisal process, employee acceptance and satisfaction with the appraisal process is strongly enhanced. Clearly, many variables contribute to dissatisfaction with performance appraisal systems, but failure to institute a participatory system will result in continued performance appraisal ineffectiveness.

**RESEARCH METHODOLOGY**

**Sources of Data**

For this study both primary as well as secondary data was adopted. The primary data for the study has been collected with the help of hotel employees by using well-structured questionnaire and secondary data was collected from books, journals and various websites.

**Tools for Data Collection**

The questionnaire is divided into three parts. The first part deals with the Demographic Profile of the employees, second part related to Performance Appraisal System of the organisation and the third part deals with the statements related employees development in the organisation. 5 point likert scale has been used in the instrument (5 – Strongly agree, 4 – Agree, 3 – Neutral, 2 – Disagree, 1 – Agree)

**Research Design**

Descriptive Research design has been used in this study to achieve the objectives of the study.

**Sampling**

The sample size considered for the study is 354 out of 3062 employees working in the three stars and above category of the hotels registered under the Ministry of Tourism, Government of India. The sample size was determined by the Krejcie and Morgan’s formula for the sample size. Quota sampling was employed to select the appropriate sample for the study

**ANALYSIS AND DISCUSSION**

**I- Descriptive Statistics – Table-1**

<b>Demographic Profile</b>		<b>Frequency</b>	<b>Percentage</b>
<b>Gender</b>	Male	256	72
	Female	98	28
	<b>Total</b>	<b>354</b>	<b>100</b>
<b>Age</b>	Upto 25 Years	107	30
	26 to 35 Years	122	35
	36 to 45 years	73	20
	46 to 55 Years	35	10
	Above 55 Years	17	5
	<b>Total</b>	<b>354</b>	<b>100</b>
<b>Education</b>	Upto HSE	34	10
	Diploma	132	37
	Graduation	148	42
	Post Graduation & Above	40	11
	<b>Total</b>	<b>354</b>	<b>100</b>
<b>Marital Status</b>	Married	234	66
	Un Married	120	34
	<b>Total</b>	<b>354</b>	<b>100</b>
<b>Department</b>	F & B Production	117	33
	F & B Service	107	30
	Front office	60	17
	House keeping	40	20
	<b>Total</b>	<b>354</b>	<b>100</b>
<b>Professional Experience</b>	0-2 years	85	24
	2 – 5 years	113	32
	5 – 8 years	88	25
	8-12 years	52	14
	More than 12 years	16	5
	<b>Total</b>	<b>354</b>	<b>100</b>
<b>Income</b>	Upto 2 Lakhs	128	36

	Between 2 – 3 Lakhs	125	35
	Between 3 and 4 Lakhs	62	18
	Between 4 – 5 Lakhs	29	8
	Above 5 Lakhs	10	3
	<b>Total</b>	<b>354</b>	<b>100</b>

It is found from table 1 that the major proportionate of the respondents contributed for the study were male around 72% Majority 35% of the respondents fall under the age group of 26-35, followed by 30% of the respondents are upto 25 age group, and 20% in 36-45 age category. The education level of the respondents indicates that 42% of the respondent’s qualified graduations, 37% of the respondents were diploma, and 11% of the respondents are qualified at masters’ level. The majority of the respondents who works in hotel are low income and middle income groups. This is depicted in Table 1. 36% of the respondents’ income level is upto 2 lakhs per year, 35% of the respondents income level between 2 and 3 lakhs, whereas only 3 percent earn above 5 lakhs per year.

The study included F&B production department employees (33%), F&B Service (30%), Front office department (17%) and housekeeping (20%) for answering the questionnaires. With respect to the experience among the employees, 32% of the employees are having 2-5 years. 25% of the employees are having 5 – 8 years and followed by 24 percent of the employees are having less than 2 years of professional experience.

The marital status of the respondents indicates that 66% were married and 34% were unmarried.

**II – Mean Ranking Analysis**

S. No.	Variables	SDA %	DA %	N %	A %	SA %	Mean	SD	Mean Rank
<b>A. Traits</b>									
1	My superior observes my appearance and attire in work place	12	8	12	30	38	3.74	1.335	1
2	My superior shows importance to the attitude i strongly possess	6	18	30	20	26	3.42	1.226	7
3	My superior appreciates the initiatives done by me anything related to the growth of the organization	6	16	20	32	26	3.56	1.203	3
4	My superior expect me to adapt to the situations	12	22	14	26	26	3.33	1.378	10
<b>B. Behavior</b>									
5	My superior monitors my individual performance from time to time and provide feedback	14	10	28	32	16	3.27	1.245	12
6	My superior monitors my behavior related to coordination with others or teams	4	18	26	16	36	3.62	1.249	2
7	Service-oriented behaviors are valued and rewarded	8	8	26	30	28	3.62	1.196	2
8	My superior expects me to lead the junior workers and guide them appropriately.	10	8	24	33	25	3.56	1.231	3
<b>C. Outcomes/Results</b>									
9	Proper balance between productivity and performance as per Standard Operating Procedures in work is always considered	8	18	22	28	24	3.42	1.251	7
10	Meeting the deadlines on-time under pressure is highly valued	6	14	32	30	18	3.40	1.113	8
11	Outcomes as per goals / targets are considered to measure performance	10	20	24	34	12	3.19	1.178	13

<b>D. Peers</b>									
12	My peers (co-workers, direct supervisor and manager) usually measure my performance as per 360 <sup>o</sup> appraisal.	4	12	34	26	24	3.54	1.101	4
13	My peers help me to improve my performance by providing feedback	4	18	34	28	16	3.35	1.073	9
<b>E. Guests</b>									
14	Coordinating with supervisors in handling service failures is considered mainly to measure my work performance.	6	12	28	30	24	3.54	1.161	4
15	Guest satisfaction reports are used for measuring my performance.	8	12	30	28	22	3.44	1.184	6
<b>F. Comparative</b>									
16	My superior uses forced distribution ranking method to measure the overall performance of individual employees	4	18	32	22	24	3.45	1.156	5
17	My superior uses simple ranking method to measure the overall performance of individual employees	12	8	38	22	20	3.31	1.220	11

The above table examined that the mean for performance appraisal ranges from 3.19 to 3.74 during the study among the employees. The statement “outcomes as per goals / targets are considered to measure performance” have secured low mean score and “My superior observes my appearance and attire in work place” have secured high mean score. It indicates that employees are very closely monitored during their appraisal and also they have been rewarded when they during the appraisal. Also peers helping them to develop their individual performance and behaviour. At the same time the superiors failed to evaluate the employees performance in a periodical time and they do not considered outcomes of the employees as per goals while the appraising the employees performance.

**III – ANOVA**

Demographic Factors	Opinion of Performance Appraisal					
		Sum of Squares	Df	Mean Square	F	Sig
<b>Gender</b>	Between Groups	7.450	20	0.372	1.929	0.010**
	Within Groups	64.302	333	0.193		
	Total	71.751	353			
<b>Age</b>	Between Groups	40.882	20	2.044	1.681	0.035
	Within Groups	404.813	333	1.216		
	Total	445.695	353			
<b>Qualification</b>	Between Groups	18.080	20	0.904	1.439	0.102**
	Within Groups	209.174	333	0.628		
	Total	227.254	353			
<b>Professional Experience</b>	Between Groups	45.108	20	2.255	1.913	0.011**
	Within Groups	392.610	333	1.179		
	Total	437.718	353			
<b>Level of Management</b>	Between Groups	7.593	20	0.380	1.029	0.427
	Within Groups	122.848	333	0.369		
	Total	130.441	353			
<b>Annual Income</b>	Between Groups	25.355	20	1.268	1.127	0.319
	Within Groups	374.464	333	1.125		
	Total	399.819	353			

\*\* Significant at 1 percent level

Employees are diverse in their opinion towards performance appraisal in terms of gender (0.010), age (0.035) and professional experience (0.011). Since p value is less than 0.05, the null hypothesis is rejected at 5 percent level of significance. The table also gives result of highly insignificant values on qualification (0.102), level of management (0.427) and Annual Income (0.319) crossing over 0.05 depicts that the study failed to reject the null hypothesis. Hence it is concluded that there is significant difference between the gender, age, and experience and the opinion of employees towards performance appraisal and also there is no significant difference among the opinion of employees towards performance appraisal in terms of qualification, level of management and Annual Income.

**IV – Garret Ranking**

Sl. No	Variables	Rank				Garret Score	Garret Ranks
		1	2	3	4		
1	Feedback or performance Improvement	4464	3696	6536	1924	16620	3
2	Compensation Adjustment	100800	4256	3612	1404	19352	1
3	Training and development needs	7344	7896	2666	1274	19180	2
4	Career Planning	3600	3976	2408	4602	14586	4

The above table furnishes the details of Garrett rank for the various reasons of using performance appraisal. Out of four various reasons of using performance appraisal in star hotels, the highest score has been awarded to the compensation adjustment, followed by identifying training and development needs in the second place and providing feedback for performance improvement as third position and career planning is in the last place based on the own weightage. Therefore, it is concluded that after compensation adjustment the performance appraisal method has been used for identifying training and development needs of the employees in star hotels

**SUGGESTION FOR THE FURTHER IMPROVEMENT**

- Engage the employees in a two-way discussion and in hale and hearty communication whenever their performance is being evaluated. Improvement in performance is only possible when top management also involves. Thus after execution of this communication strategy, the official performance appraisal day is just an extension of the normal performance discussion could have been conducted. It positively helps in improving attitude of the employees.
- Assistance should be sought from experts for framing an appropriate appraisal system that suits the organization climate. Continuous monitoring of the appraisal system should be done through deliberations, implications and interactions
- The awareness sessions for the employees should be made more interactive and the views and opinion of the employees regarding appraisal should be given due consideration.
- It is suggested to all the star hotels to implement behavioral training as a one of the important component, since Knowledge only not enough to survive, behavoiur at the work is foundation for the performance of employees

**CONCLUSION**

Performance appraisal gives opportunities to develop one’s self-awareness, self-exploration and self growth. Participating performance appraisal is an important component of a fair and ethical appraisal of an employee’s performance. Effective performance appraisal also should be carefully incorporated with other human resource domains, particularly wage systems with a pay-for-performance component. Accurate appraisals also are critical for determining training needs in the respective hotel. It is concluded that performance appraisal in the hotel industry will helpful to that particular organisation in many ways such as determining training need, wage fixation, promotion and etc.

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**MICRO INSURANCE: INNOVATION FOR UPLIFTING RURAL SECTOR**

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**ABSTRACT**

*In current scenario India is filled with enormous business opportunities. The Government of India brought various new technology innovations to raise business sector. Each and every business man brings innovation in their business in order to reach huge number of people. Many products are redefined according to the taste of the customer to get success in the market. Likewise banking, logistics, Insurance sectors also brought many new innovations to attract their customers. Low income group people always live, with a fear about their future. They normally face lots of risks in their life's like Job lessens, inability to face illness and unexpected loss of their family members. It create a huge demand for insurance products likes life insurance, health insurance, crop insurance for improving their living standards. The main objective of the study is to analysis the growth trends of policy holders in micro insurance channels and to analysis the claim settlement made for the policyholders. This study is based on secondary data.*

*Keywords: Micro-insurance, IRDA, Innovation, Premium, Policy holders.*

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**1. INTRODUCTION**

In current scenario India is filled with enormous business opportunities. The Government of India brought various new technology innovations to raise business sector. Each and every business man brings innovation in their business in order to reach huge number of people. Many products are redefined according to the taste of the customer to get success in the market. Likewise banking, logistics, Insurance sectors also brought many new innovations to attract their customers. Low income group people always live, with a fear about their future. They normally face lots of risks in their life's like Job lessens, inability to face illness and unexpected loss of their family members. It create a huge demand for insurance products likes life insurance, health insurance, crop insurance for improving their living standards.

Poverty is the curse for an economy. In developing and under developing nation a segment of the society/people are inside the web of poverty. Many measures are being taken by the government, Non-Governmental organization, and corporate sectors to eradicate or reduce the poverty level. One such measure initiated by the Government is Micro Insurance. The traditional channels of insurance are not approaching the rural people through their insurance component but micro insurance overthrow such difficulties. Micro insurance is a scheme with low premium cost is brought to the rural society. In turn which reduce the risks for the poor. In real term the growth of an economy can be analyzed or viewed through the well being of the society.

In order to cover the vulnerable sections of the society the Insurance Regulatory and Development (IRDA) has created a special category insurance known as micro insurance. To facilitate smooth functioning of micro insurance the IRDA has allowed distribution of all micro insurance products through point-of-sales (POS), with an aim to further increase insurance penetration in the country. A micro insurance policy may be either a life or nonlife policy but the sum assured will be Rs. 50,000 or less than Rs. 50,000.

IRDA in a circular has stated the practice of pre-fixing the word 'POS' on life, general and health products sold through POS. the regulator said it has received representations from insurance companies requesting to do away with the prefix 'POS' in the product name. The main purpose behind incorporating POS is to recognize the people who are involved in selling such insurance products.

**2. REVIEW OF LITERATURE**

Girija Srinivasan (2002), focused on the programmes offered by the micro insurance, the risks faced by the customers and the risk coverage taken for policyholders. Premasis Mukherjee (2012) expertise in his study about the challenges faced by the countries where insurance not much aware to the public and the challenges, barriers faced by the insurance sector to encourage promote insurance by adopting new innovation for the public. Dr. Jyasheela (2014) examines the important role played by the private and public insurance sectors, the current issues, development and opportunities faced by micro insurance. Limna M (2014) she observed that Micro insurance is one of the important points in the financial service brought by the government to raise the status of the rural people from financial inclusion, it improve the society culture, supports economic development of the low grade people. Pradeep Kumar Gupta (2015) he analyzed the challenges and effective performance of micro insurance. (Casablanca, Morocco 2015), analyzed in his study Government brought new

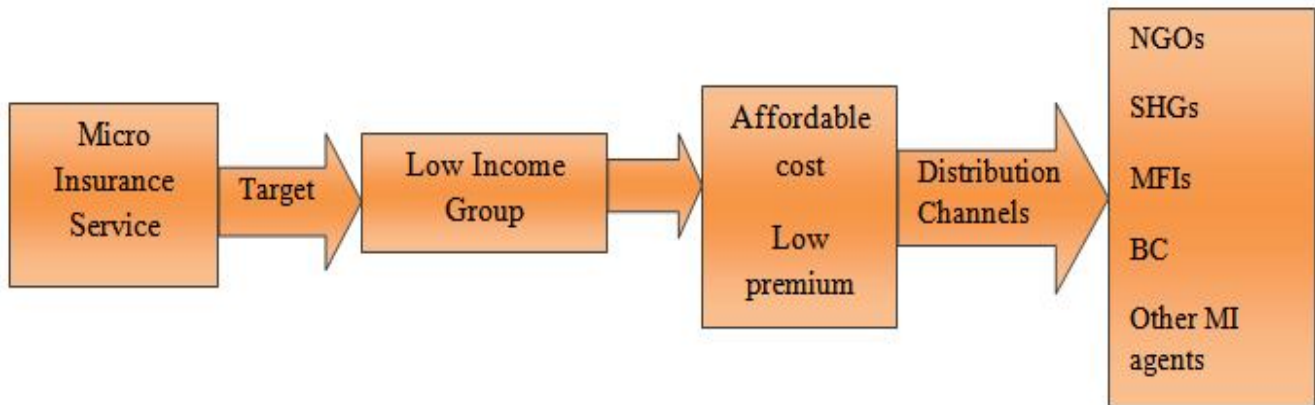
kinds of insurance policy like pension and health care plan for public to enhance the growth rate and to improve the income level of developing countries like Thailand, Brazil, India. Prabhakar Nandru (2016) in his study states the need, wants and supply factors of micro insurance sectors with the role of micro insurance agents to promote financial inclusion in rural and urban people in India. Dr.Seema Shokeen (2017) stated that the micro insurance is a risk transfer device which classified by the low premium of amount with risk coverage for low income people.

**3. OBJECTIVE OF THE STUDY**

The major objectives of the paper are

1. To study the growth rate of Micro insurance.
2. To analyze the death claim settlement in micro insurance.
3. To know the innovation brought in micro insurance.

**Figure-1: Framework of Micro Insurance**



**4. ANALYSIS**

Micro insurance being a low price-high volume business, its success and sustainability depends mainly on keeping the transaction costs down. Section 32B and 32C of the Insurance Act, 1938 and IRDAI (Obligations of insurers of Rural and Social sectors) 2015, stipulate obligations to insurers in respect of rural and social sector, which have also contributed substantially to the development and promotion of micro insurance products in India.

Total numbers of general insurance policies issued by Micro Insurance Agents in the year 2016-17 are as follows:

**Table-1: Numbers of Micro Insurance Agents 2016-17**

Insurer	2016	2017
Private	8990	15899
LIC	18574	19301
Total	27564	35200

Source: IRDA Annual report

**Table-2: Break-up of Micro insurance Agents for the period 2016-2017**

Micro Insurance Agents	Private	LIC	Industry Total
NGOs	142	7504	7646
SHGs	20	369	389
MFs	22	337	359
Business Correspondents	6	74	80
Other MI agents	15709	11017	26726
Micro Insurance Total	15899	19301	35200

Source: IRDA Annual report

Table 1 deal with registered micro insurance agent in India. LIC registered the highest Micro Insurance agents. Table 2 depicts the breakup of micro insurance agents for the period 2016-2017. From the table it is evident that the other Micro Insurance agent recorded at 26,726 and it is followed by NGOs, SHGs, MFs and BCs. Among the total micro insurance agents of 35200 the proportion of other micro insurance agents are dominating the segment.



Figure-2: Break-up of Micro insurance agents for the period 2016-2017

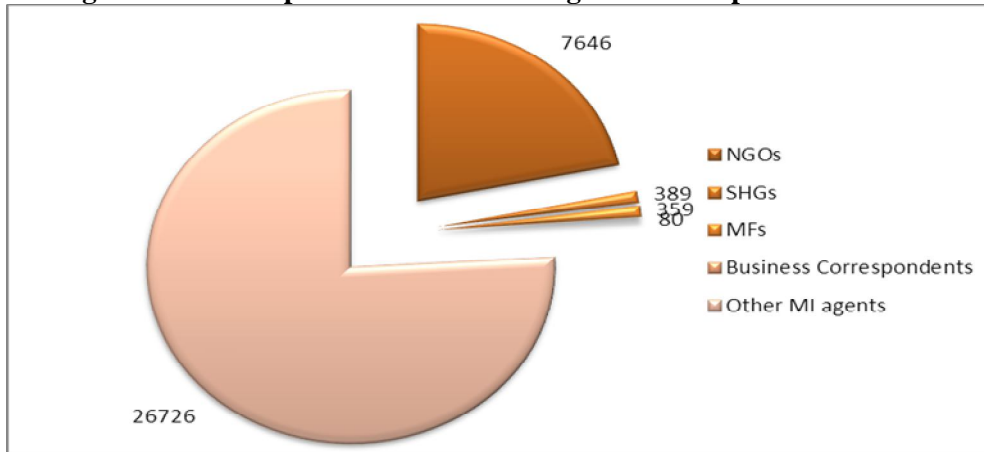


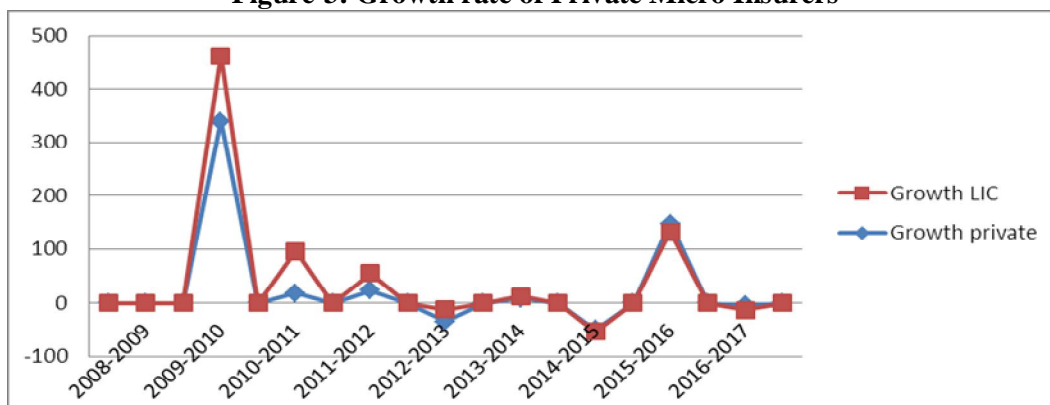
Table-3: Micro insurance policy insured by policyholder

Year	Private	Growth	LIC	Growth	Total
2008-2009	783 (29%)		1854 (70%)		13190 (100)
2009-2010	3441 (45%)	339	4133 (54%)	123	14239 (100)
2010-2011	4071 (35%)	18	7320 (64%)	77	13396 (100)
2011-2012	5033 (34%)	24	9615 (65%)	31	15719 (100%)
2012-2013	3289 (21%)	-35	11753 (78%)	22	15042 (100)
2013-2014	3583 (22%)	9	12136 (77%)	3	14648 (100)
2014-2015	1814 (13%)	-49	11582 (86%)	-5	11391 (100)
2015-2016	4490 (31%)	148	9749 (68%)	-16	7574 (100)
2016-2017	4292 (32%)	-4	8898 (67%)	-9	2637 (100)

Source: IRDA Annual Report (2009-2017), Figure in the parenthesis refers to the total.

Table 3 deals with number of micro insurance policy registered for the period 2008-2009 to 2016-2017. The above table provides the breakup of numbers of policies registered with LIC and with other private insurers. It is noted from the table that the total number of policies enrolled for the respective years shows a fluctuation and it is possible to visualize that there exist a fluctuating trend in the growth rate. For the period 2015-16 the private insurers shows a growth of 148% but LIC recorded negative growth of 16%. For 2016-2017 both the players (ie) LIC and private insurers recorded a negative growth of 4% and 9% respectively. Irrespective of the ownership there exist fluctuating trends in the number of micro insurance policies enrolled.

Figure-3: Growth rate of Private Micro Insurers



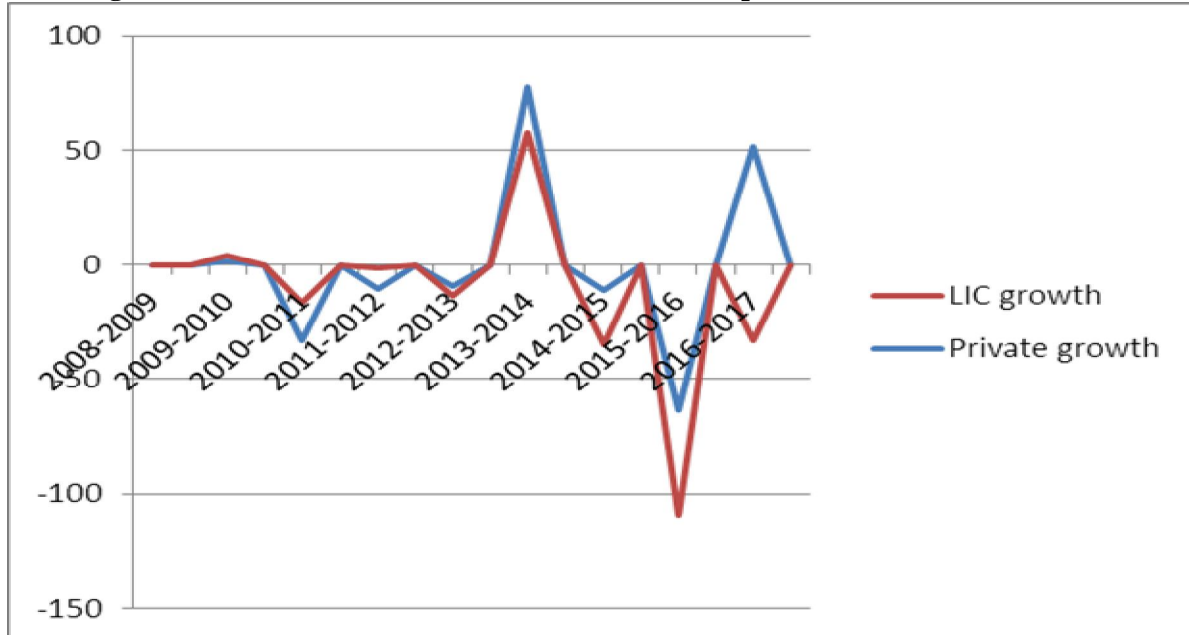
**Table-4: Micro insurance Claim settlement for the period 2008-2009 to 2016-2017**

Year	Private	Growth	LIC	Growth	Total
2008-2009	597.76 (27%)		1547.44 (72%)		2145.2 (100)
2009-2010	607.82 (28%)	1.68	1584.27 (72%)	24	2192.09 (100)
2010-2011	405.39 (18%)	-33.30	1845.48 (82%)	16.5	2250.87 (100)
2011-2012	361.45 (15%)	-10.84	2022.98 (85%)	9.6	2384.43 (100)
2012-2013	326.74 (15%)	-9.60	1947.00 (85%)	-3.8	2273.74 (100)
2013-2014	580.83 (28%)	77.77	1558.1 (72%)	-20.0	2138.93 (100)
2014-2015	514.59 (31%)	-11.40	1190.17 (69%)	-23.6	1704.76 (100)
2015-2016	188.31 (22%)	-63.41	642.92 (78%)	-46.0	831.23 (100)
2016-2017	285.75 (74%)	51.74	99.20 (25%)	-84.6	384.95 (100)

Source: IRDA Annual report 2008 to 2017, Figures in the parenthesis refers to the total.

The above table represents the number of claims settled under micro insurance category for the period. 2008-2009 to 2016- 2017. During the period 2016-2017 the private insurers claim settlement was very high at 75%. LIC share in the total claim settlement was very high at 82% (2010-2011). Throughout the period the claim settlement of both the insurers shows a fluctuating trend.

**Figure-4: Micro Insurance Claim Settlement for the period 2008-2009 to 2016-2017**



**5. CONCLUSION**

Poverty is the curse for an economy. In developing and under developing nation a segment of the society/people are inside the web of poverty. Many measures are being taken by the government, Non-Governmental organization, and corporate sectors to eradicate or reduce the poverty level. One such measure initiated by the Government is Micro Insurance. Micro insurance act as a healing agent for the poor to overcome their economic losses. Both the private and public insurers’ agents play a great role in bringing the rural and urban masses under the ambit of micro insurance. Through the micro insurance penetration is increasing year by year but still the level is increasing year by year but still the level or volume of number of policies is not up to the remarkable level. So the insurers should capitalize their network of agents to bring more people under the purview of micro insurance.

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**COMPARATIVE STUDY ON JOB SATISFACTION AMONG THE EMPLOYEES OF PRIVATE BANKS OF INDIAN ORIGIN AND FOREIGN BASED BANKS**

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**ABSTRACT**

*A vital area related to the Human resources management is Job satisfaction which is concerned with the amplification of the employee’s positive behavior and performance in various personal and organizational lives. Job satisfaction is a positive feeling one associates with his job and working conditions. This study is carried out on a sample size of 54 which is evenly distributed on employees of banks of Indian origin and foreign based banks in India. The study aims to find out the kind of job satisfaction among the two different set of bank employees and to make a comparison.*

*Keywords: Comparative Study, Job Satisfaction, Career Development, Work culture.*

**INTRODUCTION**

Job Satisfaction has become the jargon of the contemporary times. The sooner one sets his feet on the career ladder, he starts having certain expectations from his job. Job satisfaction is so much full of impact that it contributes to excellent performance or lack of performance in its absence.

Most of the time, the lack of Job satisfaction, is the main reason for employee turnover. When an employee experiences job satisfaction it leads to commitment and increase in productivity. A satisfied employee is a source of self motivation as well as motivation to others.

During recent times there are a lot of factors leading to job satisfaction few of the common ones are Salary, Promotion, Leave Facilities, working conditions, the Organization culture, established brand name, peer support and the Job as such.

**OBJECTIVES OF THE STUDY**

**The study is carried out with the following objectives**

1. To find the congeniality of employees in both types of banks towards the working condition.
2. To ponder on the aspect of team and involvement in team in both set of banks.
3. To compare the motivating factors in both set of banks.

**RESEARCH DESIGN**

This descriptive study is carried out with quantitative data since quantifiable information is needed to compare and verify the objectives. This research was carried by the usage of Questionnaire as the research instrument.

The respondents of the study are those who are all working in the banks originated in India as well as foreign banks. Population for the study is approximately 15000 employees working in Chennai area by Indian Banking Association’s data. This study area is focused only in Chennai. So here samples are taken from two categories. The first category is the employees from Banks with Indian origin and the second category is that of the employees from foreign banks. This study adopted Quota Sampling method and sample size of the study is 54 each group has 27 respondents.

**ANALYSIS**

**Table-1: Congeniality of Working Environment for Growth**

		Yes	No
<b>Indian Banks</b>	Male	10 (37%)	5 (19%)
	Female	7 (26%)	5 (19%)
<b>Foreign Banks in India</b>	Male	12 (44%)	6 (22%)
	Female	6 (22%)	3 (11%)

Based on the comparison among the respondents it is found that employees in foreign based banks feel more congenial about the work environment .Among them also it is more in case of Male employees.

**Table-2: Comfort in Sharing Opinions at Work**

Indian Banks		Yes	No
	Male	11 (44%)	4 (12%)
Female	6 (22%)	6 (22%)	
Foreign Banks in India	Male	11 (41%)	7 (26%)
	Female	7 (26%)	2 (1%)

When Comfort in sharing opinions at work is concerned, it is observed that Male at Indian banks is better. In case of female the situation is slightly differing. Females in foreign based banks feel more comfortable. This may be due to the culture followed there. In the indigenous banks the male domination may be predominant. Culture may be a vital reason for this difference.

**Table-3: Availability of Personal Space**

Indian Banks		Yes	No
	Male	5 (19%)	10 (37%)
Female	5 (19%)	7 (26%)	
Foreign Banks in India	Male	12 (44%)	6 (22%)
	Female	6 (22%)	3 (1%)

It is apparent from the above table that when personal space is concerned the male at foreign based banks are at a better position. Since they are given much freedom they feel more personal space available, this gives them more satisfaction.

**Table-4: Personal Satisfaction of Working in the Bank**

Indian Banks		Yes	No
	Male	6 (22%)	9 (47%)
Female	4 (1%)	8 (30%)	
Foreign Banks in India	Male	12 (44%)	6 (22%)
	Female	9 (1%)	0

The numbers say that when compared, the foreign bank employees feel more satisfied at work than the bank employees from the indigenous banks. Personal satisfaction is observed to be more in the male employees.

**Table-5: Manager gives Enough Freedom needed to do the Job Effectively**

Indian Banks		Yes	No
	Male	5 (19%)	10 (37%)
Female	5 (19%)	7 (26%)	
Foreign Banks in India	Male	15 (19%)	3 (1%)
	Female	9 (33%)	0

It is found that the freedom to do job effectively is more in case of foreign based banks as their managers give a lot of freedom. In the banks based in India the hierarchy and stereotyping still exists. A lot of formalities are still existing which makes the freedom to be less in indigenous banks.

**Table-6: People with differing Ideologies are Valued in the Organization.**

Indian Banks		Yes	No
	Male	5 (19%)	10 (37%)
Female	5 (19%)	7 (26%)	
Foreign Banks in India	Male	10 (37%)	8 (30%)
	Female	8 (30%)	1 (1%)

The study shows that people with differing ideologies are valued more in case of foreign based banks. In the banks based in India the hierarchy and stereotyping still exists, this may be the reason for the difference.

**Table-7: Pride to Work in this Organization**

Indian Banks		Yes	No
	Male	5 (19%)	10 (37%)
Female	5 (19%)	7 (26%)	
Foreign Banks in India	Male	12 (44%)	6 (22%)
	Female	9 (33%)	0

The pride is found to be more in case of male employees in case of foreign based banks. The turnover is found to be more frequent in case of banks from Indian origin, the reason may be the relatively low sense of pride among the employees.

**Table-8: Chances to Take Decisions for the Team**

Indian Banks		Yes	No
	Male	10 (37%)	5 (19%)
Female	7 (26%)	5 (19%)	
Foreign Banks in India	Male	3 (11%)	15 (19%)
	Female	3 (11%)	6 (22%)

There is a striking difference in the chances taken by the employees in taking decisions for the team. The deadline driven job real time bottlenecks and the familiarity to the local mindset enables the employees in the banks of India to be more aggressive in taking decisions.

**Table-9: Comfort of Working Hours of the Organization**

Indian Banks		Yes	No
	Male	14 (54%)	1 (46%)
Female	12 (46%)	0	
Foreign Banks in India	Male	17 (94%)	1 (6%)
	Female	1 (6%)	8 (94%)

There is an interesting feature to be seen that though foreign based bank employee’s work in odd times yet they are more comfortable as being a nuclear family and both members working the house hold schedule is smooth when either of the spouse is present at home. Since female prefer the Indian work time more the counter parts feel working at odd times make some one always available at home. So they feel more comfortable as they can avoid traffic hiccups, finish Government office works etc.

**Table-10: Satisfaction Regarding Remuneration**

Indian Banks		Yes	No
	Male	5 (19%)	10 (37%)
Female	5 (19%)	7 (26%)	
Foreign Banks in India	Male	15 (63%)	3 (37%)
	Female	9 (37%)	0

It is apparent that that there is more satisfaction among employees of foreign banks in terms of remuneration. Among the Indian banks there’s no difference in the response based on gender. It is equal feeling among them.

**Table-11: Organization Takes Care of the Career Development and Employee Growth**

Indian Banks		Yes	No
	Male	10 (37%)	5 (19%)
Female	7 (26%)	5 (19%)	
Foreign Banks in India	Male	12 (44%)	6 (67%)
	Female	6 (22%)	3 (33%)

When compared the number of employees of Indian banks opining that their organization takes care of the career development and employee growth is slightly less than that of the employees of foreign banks. These days all type of organizations focus on career development and employee growth because it ultimately affects the productivity.

**Table-12: The Team Mates are Highly Helpful**

Indian Banks		Yes	No
	Male	14 (56%)	1 (44%)
Female	12 (44%)	0	
Foreign Banks in India	Male	17 (90%)	1 (10%)
	Female	1 (10%)	8 (90%)

Helpfulness of the teammates is observed to be more in foreign based banks, most probably because of the friendly working conditions and team approach. Whereas more number of females has opined that the teammates are supportive in the banks with Indian origin.

**Table-13: The Politics in the Organization is Manageable**

Indian Banks		Yes	No
	Male	14 (95%)	1 (5%)
Female	1 (5%)	11 (95%)	
Foreign Banks in India	Male	4 (88%)	14 (12%)
	Female	2 (12%)	7 (88%)

Politics is observed to be unmanageable more in foreign based banks. It may be because of the shortcuts followed to go high in career ladder. The age difference among the employees is observed to be less than the employees of banks based in India.

**Table-14: Recognition and Reward is given for Task Accomplishment**

Indian Banks		Yes	No
	Male	13 (44%)	2 (56%)
Female	14 (56%)	1 (44%)	
Foreign Banks in India	Male	17 (92%)	1 (8%)
	Female	1 (8%)	8 (92%)

Recognition and rewards are observed to be more in the foreign based banks when compared to the banks in India, although this difference is very less. And it is observed that women are comparatively more happy with the rewards and recognition being provided.

**Table-15: There is Role Clarity in the Organization**

Indian Banks		Yes	No
	Male	9 (82%)	6 (18%)
Female	4 (18%)	8 (82%)	
Foreign Banks in India	Male	12 (56%)	6 (44%)
	Female	9 (44%)	8 (56%)

When compared to the banks from India the employees in foreign based banks opine that there is more role clarity in their banks. Since communication and teamwork is better in foreign based banks the role clarity is better.

**Table-16: Weighted Rank Method for the Motivating Factor in the Foreign Based Banks (1-Highest, 5-Least.)**

FACTORS	Rank1(5)	Rank1(4)	Rank1(3)	Rank1(2)	Rank1(1)	Weighted Totals	RANK
Salary	9	6	3	2	7	89	II
Promotion	3	6	9	3	6	78	III
Leave	3	6	6	6	6	75	IV
Friendly Work culture	12	6	2	4	3	101	I
Brand Name	6	4	5	6	6	73	V

In the foreign based banks employees that that the friendly work culture is the most attractive and motivating factor scoring the highest rank. The second motivating factor is salary, which is followed by the promotional aspects. They have given the least factor as brand name.

**Table-17: Weighted Rank Method for the Motivating Factor in the Private Banks of Indian Base (1-Highest, 5-Least.)**

FACTORS	Rank1(5)	Rank2(4)	Rank3(3)	Rank4(2)	Rank5(1)	Weighted Totals	RANK
Salary	9	5	4	2	7	92	II
Promotion	3	6	9	4	5	79	III
Leave	3	6	6	7	5	76	IV
Friendly Work culture	6	4	5	6	6	73	V
Brand Name	12	5	3	4	3	100	I

In the banks with Indian base the brand name is voted the best motivating factor. It is followed by the brand name. Promotion ranks the next highest. The main purpose that the employees seek job is for brand image and financial aspects. This is clearly highlighted by the study.

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**CONCLUSION**

When compared on a large number of parameters the employees in the foreign based banks are found to be more satisfied with their jobs. Usually this is found to be based on age criteria. In the initial years of employment the employees feel foreign based banks are better as the packages are high, the free work culture, and there is flexibility of working hours.

But when the employees learn work and as they age on, the working hours and lifestyle doesn't suit much and they feel they can compromise a bit on salary part and would like to work in banks based in India.

The study however enabled to get a clear idea on the features where each type of banks stands strong. The motivating factors in each type of bank employees were analyzed that could lead to job satisfaction.

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**NEED OF HIGH SCHOOL CREATIVITY IN EDUCATION IN AN INDIAN SCENARIO**

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**INTRODUCTION**

Education capability in the current human race is intermixed with the development of each general Public. Experts felt people in comprehend to education provide knowledge for the human being to utilize his promising vital resource, in the way of movement to meet up the need of the world. Knowledge Learning in a school depends much on formation and example of between close to home relationship especially understudy student relationship, presented at a purpose of time inside the knowledge gathering. The main important group of education in school is a person who should become skilled at adjusts. Excellent adjustment create the learners proud and person- fulfillment encourage them for upcoming victory and freedom of thinking builds their self-confidence. Modification implies one's reacts towards the requests and weights of social condition forced upon a person. The identity of a kid creates in a ceaseless procedure of collaboration with his family condition. A modification might be characterized in a few different ways. Change is the procedure by which a person keeps up soundness between its needs and the conditions that weight the fulfillment of the prerequisites. The idea of modification alludes to dynamic, innovative endeavors to live adequately.

**EDUCATION AND THE SOCIETY**

Budgetary status chooses self-thought, certainty, wants for the future, etc. As shown by the Dictionary of Education, Money related Position of a man indicates a society or culture. The more sensible target setting for children from higher, when diverged from lower class kids, is the delayed consequence of the more vital feel of security. Diverse get-togethers and monetary status acknowledge unmistakable mindsets and characteristics among youngsters. Beyond question class and monetary parts accept an immense activity in the enhancement and learning of youths.

**EDUCATION AND THE ENVIRONMENT**

A complete purpose of education is to set up the immature to impact proper acclimations to the unmistakable sorts of the condition in which they do need to live. Youngster Analysts and advisors have revealed dependent on their explores that creation of suitable acclimations to the changing thought of the earth is the most basic fundamental condition for a perky and productive life. An individual isn't brought into the world adjusted or maladjusted. It is as his physical, mental and eager potential outcomes are affected and composed by the parts of the earth in which he ends up adjusted or maladjusted.

The social staying of an individual is unequivocally portrayed by the otherworldly features of his or her family establishment. Insightful achievement of an understudy is extraordinarily influenced by a couple of components, for instance, attitude, instructor practicality, changing limit, money related status, home, and school condition. Youth is the basic stage where alteration changes rapidly fluctuate; social standing affects the buddy accumulate one is in. The above-said factors have a seminar on achievement. Consequently, a need is felt to consider the association between change plan, monetary status, and achievement among understudies at the discretionary measurement.

**CREATIVITY IN EDUCATION**

Late days, creativity is a foremost learning of each change and development. Creativity is a talent and a capacity which is exceptionally essential among individual and everyone possibly has this capacity with different rates from born. Today most of the coherent resources creative ability is considered as an average capacity and masters believe that each and every individual can be creative. Using present day educational techniques which rely upon extending fields of creative thinking is a prerequisite for an informational system. Sufficient open door has officially past that enlightening system of made countries have put on one side and dismissed those educational legislative issues which rely upon "Convergent thinking" and have dealt with an informational procedure called "divergent thinking".

Education is significantly settled in the general population eye and it can't be wrecked in any case. Data, care, capacities, values, interest, ingenuity, information, and mindsets acquired through preparing enhance the one's favored individual fulfillment. This quality could be upgraded with the idea of guidance with the enhancement of mental elements, for instance, knowledge, inventiveness, and others. The innovativeness updated the individual fulfillment and each piece of life. Any individual has internal ability to think about inventive considerations and answers for an issue. A couple of individuals can show their abilities and some can't due to nonattendance of proper bearing, assurance, condition, motivation, and diverse factors yet frankly, if an

individual should be productive they require is the power of thinking in different ways. In mental terms, this thinking power is extraordinary as creative ability. The most basic piece of creative energy is the ability to think or envision in a surprising way.

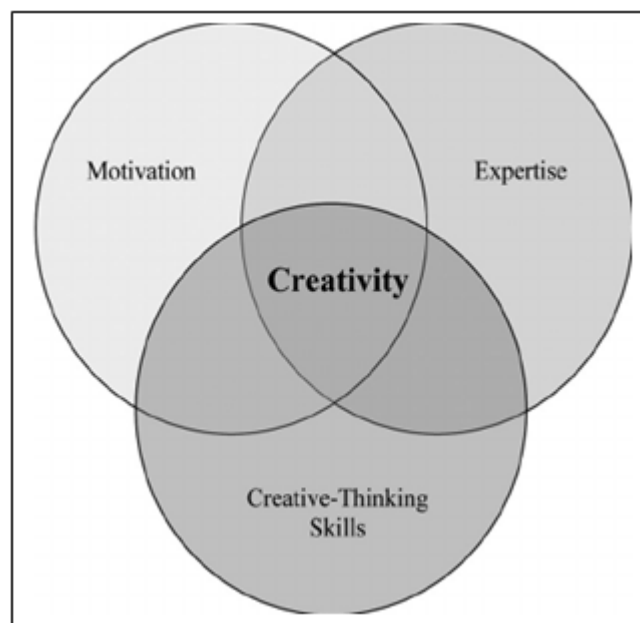
In any time of instruction, this bit of creative ability could be found. The overall population needs to manage the imagination among every individual impeccable from the adolescent and try its enhancement among the person's optimal from the essential period of the formal instruction. In the Indian game plan of preparing, there are diverse periods of instruction, for example, the essential, auxiliary, higher optional, and advanced education. Of the particular times of guidance, the helper school expect the guideline work in preparing and the headway of the individual. Along these lines it is major to develop the imaginativeness of the auxiliary school understudies at this measurement.

It is possible that creativity may be impacted by sexual introduction, sort of school, self-thought, understanding and distinctive elements related with the auxiliary school understudy. With the ultimate objective to anchor their creative ability, it is essential to know the component of inventiveness and the effect of these elements on the ingenuity of the auxiliary school understudies. Looking parts of making the present examination attempts to know the proportion of creative ability in the secondary school understudies and the way in which the inventiveness and its fragments are related to different factors.

### **THREE COMPONENTS OF INDIVIDUAL CREATIVITY (TCIC)**

Despite the fact that the event of creative thoughts is hard to foresee, three key segments intently connected with human creativity. These are the three segments incorporate (1) expertise, (2) creative-thinking skills, and (3) motivation.

Expertise in specific, procedural, and academic learning (Harvard Business School 2003), which accept an indispensable activity in inventiveness. As an issue of this present reality, inventive individuals, for instance, skilled workers, scientists, designers, and others have responsibility for data, especially in their specific fields. Inventive capacities are described as the conduct by which people approach issues with an achievement of Creative game plans. A bit of the thinking capacities for inventiveness have been perceived, for instance, blend one of a kind thinking and others. Motivation can be the vitality, interest, or stimuli that affect people focused on the mission of examining inventive game plans when they address issues.



### **STEPS TO BE TAKEN BY ACADEMICIAN**

Actions ought to be done to redesign and make creative ability and also its sections. One of the kind activities for the equivalently ought to be coordinated. Saluting and motivation for the creative measures should not to be deferred rather be unconstrained. Understanding, uneasiness, self-thought, and achievement is the affecting effect of creative energy; care should be taken to refresh information, achievement, and self-plan to make images. An instructor can do this by applying appropriate demonstrating systems, indicating bits of help, ensure medicinal measures, apply express correspondence designs as per solitary complexities and by finding factors influencing achievement. Inventiveness is extremely related to learning, achievement motivation, achievement,

and self-thought. In this manner, progressively the information, achievement motivation, achievement, and self-thought higher will be innovativeness.

### **CONCLUSION**

his result has the proposition for prompting specialists, educators, and policymakers to combine energetic understanding parts in the school instructive modules with the ultimate objective to light innovative conceivable outcomes of students. The activity of parents, the more broad family, peer social affairs, neighborhood effects and schools in developing imaginative conceivable outcomes of understudies were in like manner joined into the examination. There are different factors inside and without that have a seminar on the achievement of the individual. Dispositions begin to take significant roots from the energetic stage and remain about settled through the future. Watchmen and educators have thusly a basic errand to do in making a supportive circumstance for youths. Accordingly dares to assemble knowledge, achievement motivation, achievement and self-thought ought to be taken.

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**SHIFT IN HUMAN BEHAVIOUR WITH SOCIAL MARKETING – A CRITICAL REVIEW APPROACH**

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**ABSTRACT**

*Social marketing is one of the recent emerging growing trends in the field of marketing management. The main objective of social marketing is to promote or improve the socio-economic condition of the society. It basically consists of product, price, place and promotion. It is a non-profit service oriented field. They are many research are conducted in the field of social marketing and many of them give positive impact towards the society.*

*Keywords: Social Marketing, Psychological impact, Socio- Economic Society*

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**INTRODUCTION**

Effective marketing communication campaigns needs a radical assessment of the public's recent insight and attitudes toward the campaign. These kinds of insights are most likely earned if a variety of analysis ways are used. In this paper they analyzed the attitude and perceptions related to climate change among the youthful [1] South Koreans. The analysis disclosed a variety of mental model in global climate change, whereby factual, interpretive and emotional data is prepared around themes of loss, human greed, affective distress and painting representations of tragic finish. The causative dynamics of global climate change are construed at the time of psychological distance, with past history placed in proximity and effects assigned to distant temporal, geographical and psychological areas.

Social marketing develop both theoretically and its practice an ongoing dialog and analysis about its nature was required. In this paper the author tries to find to form a contribution to the current dialogue with the plan to understanding concerning the character and contribution of social marketing [2] policies and involvement. They additionally look for use modern principles of promoting theory and observe to look at and distinguish existing social marketing standard criteria and kicked off a replacement graded and separate model in social selling principles, ideas and techniques that builds succeed it.

Social Marketing recognized in several different fields by Peters and first referred as an "Essentially oppose Concept". Gallie suggested that contain ideas that are opposed by varied commentators and practitioners as a result of their unmoving in basic philosophical, moral and philosophical ideas, like the character important and exchange, responsibility, mutuality and relationships, can by their nature ne'er reach a degree of total agreement concerning their nature and focus. This is true for most advanced fields of study; what is vital, however, is that such fields, including social marketing, got interacts current discussion about their focus if they're to develop over time. This debate is negatively characterized as one that ends up in introspection; however, we are more convinced by the arguments put forward by Gallie that such a method of challenge and discussion was suggests that by that fields of study like social selling really progress.

**RELATED LITERATURE REVIEW ABOUT SOCIAL MARKETING AND BEHAVIOURAL CHANGE**

Social Marketing has developed chop-chop over recent years as a part of a wider movement in social policy circles that seeks to have interaction and influence voters to act in socially accountable ways. Social marketing's role at intervals a broader array of styles of intervention encompasses but isn't restricted to behavioural social science, psychology, community engagement, health promotion, social style and therefore the application of digital media and social networks. It has been argued, however, by French and Gordon that social selling may be a totally different category of social intervention.

In this paper they spot out the young adults understand social marketing campaigns, and therefore the causes behind their attitudes. First selection with reference to social marketing was explored. Therefore, instead of compute the dimensions of the problem, this analysis adopted a qualitative technique [3] so as to travel on the far side measuring and supply insights into the target viewers hold bound attitudes towards social marketing campaigns.

This analysis aimed to explore young adults' perceptions of social marketing and social marketing campaigns within the background of alcohol consumption. Reviews of acknowledged many negative attitudes towards social marketing in relevance such campaigns being artful, immoral and costly by Andreasen, four key themes emerged during the data investigation method, particularly freedom of selection, monetary value, exaggeration, and effectiveness.

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Social marketing assist to widen the individual for attain positive behavior supposed in terms of self outlined and determined. Generally most of the paper [4] focus on health care like effects of alcohol nutrition food, gender equity and youngsters downside. It omits society protecting activities.

The study's analysis the variations that exist three Twitter communication [5] strategies known by Lovejoy and Saxton; they omit community-building and not succeed to cooperatively compare that of the Twitter message strategies square measure most effective at securing stakeholder commitment. The purpose of moving towards social marketing on the far side behavior amendment to that specialize in the creation of vocal advocates, it's vital for social marketers to grasp that communication vogue is possibly to come up with retweets, archiving, and speech communication. Specifically, to advance social marketing on the far side behavioral amendment to turning into Associate in nursing advocate for a difficulty needs an additional complete assessment of what ways people square measure possibly to use in their own on-line support efforts. Given that Twitter electronic communication strategies' impact on Associate in Nursing individual's support efforts is Associate in Nursing rising space of study, the study's final analysis question was accustomed confirm that ways were most effective in making social support. The study's third analysis question helps clarify the understanding of Twitter message ways in manufacturing outcomes that move on the far side the individual to Associate in Nursing individual's entire social network.

The aim of this paper [6] is to mirror on trends inside social marketing when 10 years of involvement with the sector. They outline personal interaction within the development of social marketing then highlights 5 "millstones" that square measure known as restrictive factors. Social marketing be quite simple communication that cut loose from the 4Ps and should reach on the far side the well-trodden path of services promoting and be ready to figure with business.

This research was based on the issue by apply cultural capital theory to process health care production and distribution. It queries social marketing's function in addressing cultural resources as obstacle or facilitate activity modification. Social marketing was usually criticized for its restricted ability to reinforce social goals and for aiding the replica of social inequalities. The theoretical structure of this paper [7] was predicated on the French social scientist Pierre Bourdieu's theory of human capital forms. It establishes Associate in nursing association between cultural capital and social marketing in finding social issues.

All social marketing interventions have an effect on cultural resources that individuals use within the field of health. The findings endorse the employment of cultural capital as a strategic analytical tool in social marketing.

The purpose of this paper [8] was to hunt to debate however the novel media revolution develop social marketing by taking the "place" (one of 4 P's from the marketing mix) closer to the buyer. It describes present novel media inclination associated with social media and mobile communication technologies and thrash out the inference of technologies for social marketing by discover samples that used in industrial marketing, social modification, and public health. The researcher zoom out on-line social networks and close to omnipresence of mobile phones in abundant of the planet offers social marketers huge potential for partaking shoppers in radically new ways in which. the character of those new communication platforms differs from ancient media in necessary ways in which will build them more practical for promoting, most notably the potential for deeper shopper engagement, multi-directional data exchange, and location-based following and electronic messaging. The trend represented in this paper area unit speedily and basically ever changing however industrial marketers, whole managers and shopper relationship managers interact with this and prospective shoppers. Social marketing ought to learn from these changes and influence these new media to have interaction massive numbers of shoppers a lot of deeply and nearer to the "right place and right time" than they ever before like this.

The author [9] explore, however the members in the society using internet for alcohol reduction community learn, construct and interact in alcohol reduction consumption consistencies. Diary information from fifteen people taking part within the on-line community of salutation sunday morning were collected and analysed. Informants conjointly participated in a very series of in-depth interviews to realize a self-reflective perspective of alcohol reduction action, activities and interactions. They indicate learning of latest alcohol reduction consumption consistencies happens through three modes or learning infrastructures: engagement, imagination and alignment, sanction a collective sense of affiliation within the creation of latest alcohol-related rituals and traditions, competence of practices and transmission of values and norms on the far side the community. The necessity for social marketers to recognise learning of alcohol reduction behaviour was frequently negotiated and dynamically engendered through socially reproduced conditions, responses and relationships.

The aim of this paper is to discover the sectors of social marketing. The sector [10] has to evaluate what works, and a lot of significantly for it to prosper and stay relevant, it should find out and incorporate ideas and

techniques from different disciplines that area unit aligned around core concepts of people-centered and socially familiarized. The author understand the modern social marketing follow, social innovation, style thinking and repair style, social media, transformative market research, promoting theory and advertising follow and expand a model for reworking social promoting thought, analysis and follow. Three dimensional form include creation, conversations, communities and markets; style, conformity folks, divergent price, partaking service and attractive experiences; price area, dignity, hope, love and trust. Then together strengthen the social marketing approach and supply a broader set of outcomes and perspectives be incorporated into add this field.

This paper examines however social marketing promote communication messages influence physical activity attitudes once a health organization was discovered because the message supply. From this studies exploitation by experimentation manipulated messages and real TV commercials [11] counsel that work-framed social marketing communication messages should be more practical than fun-framed messages once the support health organization was disclosed within the advertisement.

This analysis extends the literature on source-effects on message effectiveness by suggest sort of message sponsor might persuade thoughts toward the physical activity encourage within the message content. As a result counsel that health organizations could also be able to make best use of communication efficiency by using work – instead of fun-framed messages, once it's evident that the message supply may be a health organization. Once people unaware about health organization the message supply or once a non-health organization is that the message supply, fun-framed messages could also be as effective for encourage physical activity.

This analysis might help health organizations to form the most effective utilize of their narrow resources by providing steerage for the event of social promoting communication messages that encourage folks to be physically active.

This paper they spotlight the potential price that direct-to-consumer (DTC) prescription advertisement [12] given to social marketers as samples of effective persuasive health communication. Fashionable drugs more and more include media sources such as DTC prescription advertising. Whereas DTC advertising presents issues, it conjointly offers opportunities for finding out effective message style to push health behavior modification. The DTC advertising discussion was vigorous, with some critics maintaining advertisements cannot be instructional – however the sectors of social promoting make use of similar ways and a consumer-driven marketing perspective to push preventive health behavior and health behavior modification. They foremost distinguished criticisms of DTC advertising was use of emotional appeals, however a range of national public health campaigns interact in parallel ways – using emotional appeals over “pure” health education. Whereas DTC advertising engenders valid criticism, it's crucial to not let the profit motive behind these campaigns preclude social marketers from learning necessary lessons from DTC advertisements.

The authors try to compete that the 4Ps of social marketing are stretched on the far side snapping point. Social marketing mixes contain product and costs, the therefore social marketing 4Ps longer fit use in an age wherever social marketing interventions area unit so wide locomote. there's Associate in Nursing pressing want for a surrogate this model helps social marketers with the method of selecting Associate in Nursing applicable intervention style to suit the actual behavior modification drawback baby-faced. The author proposed a model called COM-SM [13] framework, that connects social marketing programme varieties with the “capability, chance, motivation” model of behaviour. The criticism of efficaciousness of the 4Ps model in serving to managers style social marketing programmes, followed by the abstract development of another. Exploitation of typical situations, it's contended that the COM-SM model higher permits the merchandiser to adapt their styles to suit the activity challenges that they face.

Supply insights into what social marketers notice as trends, issues, and opportunities rising at intervals social marketing worldwide. A worldwide on-line survey was conducted among social marketing professionals UN agency invitees [14] and pre-registrants attending the Second World Non-Profit and Social marketing Conference. They conduct survey was fielded from March 15-30, 2011. Respondents consent that social marketing was at a important turning purpose in pouring personal behavior and social modification round the world. Several success stories lay the muse for social promoting, however abundant remains to be done to appreciate its promise, as well as higher promote for its tried capabilities. Social marketers see the immediate future as ripe with opportunities for broadening the main target and applications of social promoting and realizing the promise of a growing and dynamic social promoting movement. Rising developments are also expected to incorporate the dilated importance of digital and social media, community and audience engagement, and public/private partnerships and company participation. They underscore the success of social promoting and its growing importance globally. They purpose to the necessity to still evolve the science and art

of social marketing was reflected in encouraging power and innovation, broaden its applications, higher appraise, package, and promoting tried benefits, and organize and strengthen skilled organizations, coaching and development opportunities, and integration with and at intervals connected disciplines and fields like environmental studies and public administration. The survey assesses the current social marketers across the world, as well as varied skilled backgrounds.

This study used a between subjects a pair of male and female, three message appeal factorial style, administered through a poster on-line shopper panel [15] firm based mostly within USA, across the three markets: Australia, UK and USA. The results showed that of 3 often used message appeals like rational, negative emotional, and positive emotional, rational ad appeals doesn't as effective as emotional appeals. The study conjointly shows that females respond a lot of powerfully to negative emotional appeals than males, whereas there's no important distinction in however males and females more matured positive emotional or rational ad appeals.

In addition, the study demonstrates that the live of ad likability, that is usually used as a reliable copy-test live in industrial promoting things, isn't a legitimate live of ad effectiveness within the context of social advertising. The obvious constraint of the experimental style lies within the limited number of sample size. Nursing practice face excessive amount of stress these research helps as a indicator of future and current performance.[15]

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**A STUDY ON WORK LIFE BALANCE AMONG EMPLOYEES WITH SPECIAL REFERENCE TO  
CMC HOSPITAL, COIMBATORE**

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**ABSTRACT**

*The purpose of this study is to highlight the necessity of adopting work life balance for employees in a hospital. The paper examines different elements of work life balance especially with reference to hospital employees. Based on the empirical evidence, the study proposes that there is a need for focusing on factors that assists enhancing the work life balance for employees. The data for the study was collected from 200 employees working in a hospital. This study aims at examine the various aspects of work life balance among the employees there by it would lead to their increased performance.*

*Keywords: work life balance, hospital employees, work place, working condition, job performance*

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**INTRODUCTION**

Work Life balance is the term used to describe the balance that an individual needs between time allocated for work and other aspects of life. Work life balance does not mean an equal balance. It is a phenomenon that occurs to those who are gainfully employed and have to manage their life. We are all engaged in a number of roles everyday and we hold a number of roles throughout our life.

Work life balance is the daily achievement and enjoyment in all spheres of life namely work, family, friends, health and spirit. To understand the specific problems of work life balance of self employed in India, firstly the concept of work life balance must be understood. This has been a rage in developing countries especially India whose economy is majorly domestic. Due to the rising competition among all the sectors within the country the business firms have been driving their employees for maximum output.

In highly competitive world of business it is important for the organizations to understand the relation between work life stress and performance of the employees. In self employed sector of India the work life balance is in a new dimension as compared to that of formal employment.

**SIGNIFICANCE OF THE STUDY**

Work life balance is the worldwide phenomenon and requisite of each and every individual. Each and every organization may have different work culture, working condition, rules and regulation facilities which vary from one to another organization. The purpose of the study is to understand the social factors and working conditions of selected employees in a government hospital

**OBJECTIVES OF THE STUDY**

- ✚ To study the socio & economic background of the respondents in a selected hospital.
- ✚ To study the work life balance of the employees in a selected hospital.
- ✚ To identify the factors which influencing the work life balance of the respondents.
- ✚ To understand the respondents present working condition and their level of comfort in making their work more productive.

**SCOPE OF THE STUDY**

- ✚ The study would help to know about the socio-economic background of the selected employee in a hospital.
- ✚ The study would help to understand the moral life balance and working conditions of employees.
- ✚ The study would light through on the factors that delivering the work life balance of employees.

**LIMITATIONS OF THE STUDY**

- ✚ The study covered only one hospital so the results are not applicable for others.
- ✚ The study focused only on employees point of view were taken it was not covered the organization views and other factors.

**RESEARCH GAP**

Most of the Studies had done the field of job satisfaction, waste disposal, training and development and performance appraisal. A few studies have done the work life balance of employees. Their study is due to find out the factors determining the work life balance among employees.

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**METHODOLOGY**

The following methodology adopted for the present study

- ✚ **Nature of Research Design:** The Study intends to analyze the work life balance of the employees in a selected hospital and identifying the factors determining the work life balance among the employees.
- ✚ **Nature & Source of Data :** The primary data were used for the study and which collected through the questionnaire method
- ✚ **Period of Study:** period of study for **Three months** from **May 2018** to **Aug 2018**
- ✚ Different departments are responsible for specific areas of patient care and hospital function. These departments enable the healthcare facility to operate effectively and efficiently. The sample size is selected based on the total number of employees in the organization. The total employee in the organization is 961. It is not feasible to include the entire population for the study, and so researchers taken 20% of the employees as the sample size. Thus 200 employees are taken as the sample size. Majority of the population is considered from the nursing since they are in larger number. The sampling method used here is simple random sampling. It is a type of probability sampling where each individual has an equal chance.

**ANALYSIS AND INTERPRETATION****Table-1: Showing Gender of the respondents**

Gender	Frequency	Percent
Male	53	26.5
Female	147	73.5
Total	200	100.0

From the above table, it was found that the majority of the respondents included in the study are female category i.e. 73.5% per unit of them respondents are female and remaining of them 26.5% respondents are male.

**Table-2: Showing Age of respondents**

Age	Frequency	Percent
Below 25	60	30.0
26-33	79	39.5
34-41	36	18.0
42-49	17	8.5
50-57	5	2.5
Above 57	3	1.5
Total	200	100.0

Majority of the respondents i.e. 39.5% are between 26-33 years of age. Next to this, 30% are from the age group of below 25. Very few respondents i.e. 2% is contributed by the age group of above 57.

**Table-3: Showing the Educational level of respondents**

Educational qualification	Frequency	Percent
SSLC	4	2.0
HSC	5	2.5
Diploma	103	51.5
UG	59	29.5
PG	29	14.5
Total	200	100.0

The table shows that 51.5% of the employees have completed diploma, 29.5% of the employees have completed the under graduation and only 2% are from the SSLC level

**Table-4: Showing Department of work of respondents**

Department	Frequency	Percent
Para-medical	54	27.0
Nursing	95	47.5
Non-medical	51	25.5
Total	200	100.0

The table shows that 47.5% of the employees are from the nursing department, 27% are from para medial department and 25.5% are from the non medical department.

**Table-5: Showing opinion about Comfort of Shift**

Comfort of shift	Frequency	Percent
Day shift	172	86.0
Half night shift	24	12.0
Full night shift	4	2.0
Total	200	100.0

The table shows that larger number i.e. 86% of employees feel that day shift makes them feel more comfortable. A minority of 2% of employees feel that full night shift feels comfortable.

**Table-6: Showing flexible working time for respondent**

Facts	Frequency	Percent
Strongly agree	42	21.0
Agree	103	51.5
Neutral	39	19.5
Disagree	15	7.5
Strongly disagree	1	0.5
Total	200	100.0

The table shows that 51.5% of employees agree that flexible timing is necessary for effective work life balance.

**Table-7: Showing organization work life balance for respondent**

Facts	Frequency	Percent
Yes	139	69.5
No	61	30.5
Total	200	100.0

From this table we can infer that the greater proportion of employees i.e. 69.5% responded that their organization encourages work life balance activities.

**Table-8: showing ranking preference of respondent**

Facts	Mean Rank
Child care	2.67
Personal care	2.01
Hobbies	3.07
Household activities	2.26
Test Statistics	
N	200
Chi-Square	77.962
Df	3
Asymp. Sig.	.000

The significance (0.000) is less than 0.05. This means that we reject H0. The ranks given to the four factors are not the same. The order of importance is understood from the descriptive statistic table. Majority of the employees prefer to spend time on their personal care. Their subsequent preferences are household activities, child care and hobbies in that order.

From this table we can infer that employees in the age group 26-33 feel that they get an equal support from both the parents and spouse. Employees in the age of below 25 feel that they get greater support from their parents.

**Table 10: showing spouse of respondent and support**

		Support for balance				Total
		Spouse	Parents	In-laws	Others	
Employment of spouse	Yes	65	12	7	0	84
	No	18	84	2	12	116
Total		83	96	9	12	200

From this table we can infer that employees whose spouse are working feels that the greater support is offered by the spouse and employees whose spouse are not working feels that greater support is provided by their parents

**Chi square Test 1:**

This test is conducted in order to know whether there is significant relationship between the variables

**Hypothesis 1**

H0: There is no significant relationship between the age and support for balance between work and personal life

Ha: There is a significant relationship between the age and support for balance between work and personal life

**Table-11: Showing Age and Support for balance -Chi square test**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	74.931	15	.000
Likelihood Ratio	90.098	15	.000
Linear-by-Linear Association	18.026	1	.000
N of Valid Cases	200		

Since the significant value (0.000) is less than 0.05 we reject the null hypothesis and accept the alternate hypothesis and conclude that there is a significant relationship between the age of the employee and support for balance between work and personal life

**Chi-square Test 2**

**Hypothesis 2**

H0: There is no significant relationship between the employment of spouse and support for balance between work and personal life

Ha: There is a significant relationship between the employment of spouse and support for balance between work and personal life

**Table-12: Employment of spouse and Support for balance -Chi-Square Test**

	Value	fd	Asymp. Sig. (2-sided)
Pearson Chi-Square	92.644	3	.000
Likelihood Ratio	103.438	3	.000
Linear-by-Linear Association	43.857	1	.000
N of Valid Cases	200		

Since the significant value (0.000) is less than 0.05 we reject the null hypothesis and accept the alternate hypothesis and conclude that there is a significant relationship between the employment of spouse and support for balance between work and personal life.

**FINDINGS**

- ✚ From the data observed, it was showed that the majority of the respondents were female category. The respondents felt that comfortable working in day time than in night time.
- ✚ From the analysis, it was found that the majority of the respondents were between 26-33 years of age and 30 percentage of the age group were below 25.
- ✚ It was revealed that the majority of the employees completed diploma and less number of employees completed graduation.
- ✚ It was found that most of the respondents were working in nursing department, and less percentage of the employees were working in paramedical department.
- ✚ It was revealed that the majority of the employees felt that they were more comfortable in day shift than any other shifts like half night and full night shift.
- ✚ From the analysis, it was found that the majority of the employees felt that flexible time was necessary for effective work life
- ✚ It was observed that the most of the employees i.e. 69.5 per cent that their organization encouraged work life balance activities.
- ✚ It was found that the majority of the respondents prefer to spend time on their personal care.
- ✚ It was revealed that most of the respondents got greater support from their parents.

**SUGGESTIONS**

The management should encourage employees to contribute ideas to bring new changes in the organization and also they should be appreciated for it. To broaden the knowledge base of the employees they can be given an opportunity to know about other departments in the organization. The management can give more autonomy to employees to solve problems at work, so that the employees get satisfaction from their job.

**CONCLUSION**

From the analysis it was concluded that most of the employees responded that their organization encouraged the work life balance activity and the sum of dimensions like shift for work, flexible working time, and personal care spouse and support were found to be positive impact. From this study it is evident that work-life balance creates and maintains supportive and healthy work environments, which will enable employees to have balance between work and personal responsibilities and thus strengthen employee loyalty and productivity. For the employees to feel happy in their work place they should have a pleasant mindset which will be a resultant of effective work life balance. In this Hospital they encourage group activities such as sports thereby enabling them to have proper balance between their work and personal life. The organization is providing a healthy work environment for their employees to make them more satisfied and productive. Thus the study conclude that the employees in a hospital have proper work life balance and so they are highly committed and loyal towards the organization and they are highly productive. This will ultimately lead to the success of the organization.

**SCOPE FOR FUTURE RESEARCH**

Most of the hospitals in Tamil Nadu are facing the problem of disposal of medical wastage in effective manner. To what extent the hospitals use the medical wastage disposal method and how to control the spread of disease through the medical wastage? Hence it is imperative to analyze the medical wastage method in different hospitals for the future research.

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**CONSUMERS' BUYING BEHAVIOR IN RETAIL STORES- A DEMOGRAPHIC ASPECT**

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**ABSTRACT**

*The size of retail market in India was valued US\$600 BN by 2015 and is expected to grow to USD1.3 trillion by 2020. It has a key role in Indian GDP (Gross Domestic Product) also with 10 percent share. This article focuses on six important demographic factors effect on buying behavior and also the impact they have in the selection of the particular retail format (organized and unorganized) . Both organized and unorganized retail outlets have occupied the Hyderabad market. So the research has been conducted on both types of formats .A sample of 628 retail consumers is randomly selected from the study area. These factors are age, gender, education, income, Marital status & occupation Results indicated that significant difference in selecting a particular retail format in context of the 'gender, education income, occupation, marital status' of the respondent. At the same time there is no impact of age in the selection of retail formats. It recommended the possibility of targeting and segmenting retail along demographic profile.*

*Keywords: Demographic factors, organized retail. Unorganized retail, retail market.*

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**INTRODUCTION**

The drastic changes in demographic factors like increasing percapita income of the people, increasing women employment, and also increasing urbanization have been influencing a lot for the growth of retailing in India. The size of retail market in India was valued US\$600 BN by 2015 and is expected to grow to USD1.3 trillion by 2020, enrolling a CAGR of 10.5 percent between 2006- 2020. With the intensifying competition, today retailers are following pull strategy to satisfy customers'. India has been called the 'nation of shopkeepers' with around 14 million small shops, with the highest level of retail density of 8 percent in the world (Pwc Research). Indian retailing has been experiencing structural changes in recent two decades. The Indian retail industry is broadly classified into organized and unorganized retailing. Organized retail can be defined as any organized form of retail or wholesale activity (both food and non-food under multiple formats), which is typically a multi-outlet chain of stores or distribution centers run by professional management. It refers to trading activities undertaken by licensed retailers, those who have registered for sales tax, income tax, etc. These include corporate-backed hypermarkets and retail chains, and also privately-owned large retail businesses .Organized retailing sector is a sector consisting of all incorporated enterprises which are engaged in the sales or production of goods and services operated as private limited or limited organizations governed by Companies Act and having more than ten total workers.(NCEUS 2004).

**LITERATURE REVIEW**

Schiffman & Kanuk (2000, pp. 38-39) explained that demography refers to "the vital and measurable statistics of a population". They added that demographic segmentation includes such factors as gender, age, and social class. Abdul Waheed et.al (2014) in his studies identified that there are seven independent variables which governs purchase behaviour and that are age, education, income, marital status, credit facility and mostly price of the product. They opined that, education and income are the major factors of the purchase decision as compared to other. Dr. Bikrant Kesari and Sunil Atulkar (2014), in his study clearly stated that the demographic profile of the customers, family attributes and income range of the consumers play a major role in the selection of various retail formats. It has been noticed that, changing demographics, rapid urbanization and increased awareness, availability of digital networks are offering multiple options to choose retail outlets. It is observed, customers are showing interest in visiting organized retail outlets as they offer diverse product variety, cleanliness and easy availability, In addition to these, entertainment for children, parking facility and food and gaming zones etc. Srinivasan (2014) has conducted survey on impact on consumer demographics on their buying preferences. As psychological professionals saying, consumer's minds are limited and can't handle and recall the information at their full of potential. Age is a factor which can have a strong impact on consumer buying preferences. The researcher further explained that, consumers up to 40 years looking into financial and materialistic value of the product, up to age 50 years uniqueness of the product. Ramanathan and Hari (2011) noticed from their study that due to the recent modifications in the demographic system of consumers, and the consciousness of quality conscious consumption, consumers preferred to purchase different products both from the organized and unorganized retailers.

Sunny R. Igwe and Godswill C.Chukwu (2016) has conducted a survey the impact of demographic factors like age ,sex, education and income on store choice . It concluded that demographic has a great difference on the

patronage and choice of retail outlet. It recommended the possibility of targeting and segmenting retail along demographic profile.

**RESEARCH METHODOLOGY**

The study has been conducted in Hyderabad Market (it includes Hyderabad city and Secundrabad).Stratified sampling technique has been applied for the selection of areas and followed by simple random sampling to collect the data from the retail consumers. The personal interview method was employed for collection of primary data from the respondents. Pearson Chi square test has been used to test the hypothesis.

**HYPOTHESIS**

**H1:** There is a significant association between core demographic variables (gender, marital status, Age group) and selection of a Retail format.

**H2:** There is a significant association between Socio economic variables (education, income, Occupation) and selection of a Retail format

**DATA ANALYSIS &HYPOTHESIS TESTING**

**Table-1: Core Demographic Variables and Retail Format Selection**

Core Demographic Variables		Retail format					
		Organized		Unorganized		Chi-square	
		Count	Column N %	Count	Column N %	Power Value	Sig.
Gender	Male	231	74.80%	182	57.10%	21.850	.000***
	Female	78	25.20%	137	42.90%		
Marital Status	Married	231	74.80%	282	88.40%	19.533	.000***
	Unmarried	78	25.20%	37	11.60%		
	Others	0	0.00%	0	0.00%		
Age in years	Below 18	0	0.00%	0	0.00%	2.695	0.26
	19-30	82	26.50%	69	21.60%		
	31-45	146	47.20%	152	47.60%		
	Above 45	81	26.20%	98	30.70%		

Note: Sig. 0.0001\*\*\*, 0.01\*\*, 0.05\*

**Gender:** From the above table.1. we can understand that 74.8 percent of respondents are male in organised category followed by 25.2 percent are female, Whereas in unorganized category, both male and female respondents are 57.1 and 42.9 percent respectively.

**Marital Status** of the 309 respondents from organised category a majority 74.8 percent was married and 25.2 percent were unmarried. Conversely, of the 319 respondents who belong to unorganized category 88.4 percent were married followed by a maser 11.6 percent were unmarried.

**Age:** It is interesting to observe that a majority of the respondents in both organised and unorganized categories belong to 31- 45 age group which is 47.2 and 47.6 percent respectively. 26.5 percent of the respondents from organised category and 21.6 percent from unorganized belong to 19 -30 years followed by 26.2 and 30.7 percent of the respondents who come under the segment of above 45 years.

**TESTING OF HYPOTHESIS**

**H0:** There is no significant association between core demographic variables (Gender, Marital status, Age group) and selection of a Retail format.

**H1:** There is a significant association between core demographic variables (gender, marital status, Age group) and selection of a Retail format.

In terms of hypothesis testing, alternate hypothesis was **accepted** for gender and marital status with respect to selection of a particular retail format with 95 percent confidential interval and Age group has been **rejected** with 95 percent CI (Confidential Interval).

**Statistical analysis:** To examine the association between demographic variables (Gender, Marital status, Age group) and selection of a Retail format, chi-square analysis was performed. As per the above table (1), the relation between **Gender** and Selection of **Retail formats** (both **organized** and **unorganized**) is good as the chi-square value is high 21.85 and the significance is .000\*\* which means there is significant difference in selecting a particular retail format in context of the ‘gender’ of the respondent.The relation between **Marital**

**status** and **Retail formats** is having a significant association too, as the chi-square value is 19.53 and the significance is .000\*\*, conversely, there is a poor association between **Age and Retail formats** as the chi-square value is low 2.69 and the significance value 0.26, hence there is no significant difference between Age and Selection of a retail format (greater than 0.05) which means the age of the respondents and selection of a retail format are not associated.

It is concluded that, there is no impact of demographical factors like gender and marital status on selecting a particular retail format. It is also inferred that, in context of age group of the respondents, there is an impact of age on selecting retail formats.

**Table-4.2: Socio-Economic Variables and Retail Format Selection**

Socio –economic variables		Retail format					
		Organized		Unorganized		Chi-square	
		Count	Column N %	Count	Column N %	Power Value	Sig.
Educational qualification	Illiterate	0	0.00%	46	14.40%	135.996	0.000***
	SSC	32	10.40%	31	9.70%		
	Graduation	199	64.40%	144	45.10%		
	PG	78	25.20%	34	10.70%		
	Others	0	0.00%	64	20.10%		
Occupation	Self-Employee	34	11.00%	61	19.10%	108.962	0.000***
	Business	79	25.60%	3	0.90%		
	Pvt. Employees	134	43.40%	140	43.90%		
	Govt. Employees	34	11.00%	28	8.80%		
	Others	28	9.10%	87	27.30%		
Monthly Income (in Rs.)	Up to 10,000	0	0.00%	74	23.20%	242.414	0.000***
	10,001-20,000	4	1.30%	35	11.00%		
	20,001-30,000	95	30.70%	173	54.20%		
	Above 30,000	210	68.00%	37	11.60%		

Note: Sig. 0.0001\*\*\*, 0.01\*\*, 0.05\*

**Education:** It is observed from the table 4.2 that majority of the respondents from both categories (organized or unorganized) are graduates (64.4 percent of organised respondents and 45.1 percent of unorganized). It is interesting to observe next to graduation 14.4 percent of the unorganized consumers are illiterates whereas none of the organised respondents found in this segment. In organised category, post graduates occupy 25.2 percent which is next to graduates.

**Occupation:** The above table illustrates that a majority 43.4 percent of organised and 43.9 percent of unorganized respondents are private employees. It is noticed 25.6 percent of the respondents from organised category are business people, in contrast to this, a little 0.90 percent of the unorganized respondents belong to this segment.

**Income:** majority of the respondents 68 percent, from organised category reported to have monthly income range of Rs. 30,000 and above. Inversely, only 11.6 percent of the respondents belongs to this income range, most of the respondents 54.2 percent, in this category belong to the income range of Rs.20, 001 to 30, 000. It is also surprising to study none of the respondents from organised reported to have income range of below 10, 000 whereas, 23.2 percent of the respondents from unorganized category have reported in this income range.

**TESTING OF HYPOTHESIS**

**H0:** There is no significant association between Socio economic variables (education, income, Occupation)and selection of a Retail format.

**H1:** There is a significant association between Socio economic variables (education, income, Occupation)and selection of a Retail format.

In expressions of hypothesis testing, the null hypothesis was rejected and the alternate hypothesis was **accepted** for education, occupation and income with respect to selection of a particular retail format with 95 percent confidential interval.

**Statistical analysis:** To examine the association between Socio economic variables (education, income, Occupation) and selection of a Retail format, chi-square analysis was performed. The above table shows that there is significant association between **Educational qualification** and **Retail formats** as the chi-square value is 135.99 and the significance 0.000\*\*\*. The association between **Occupation and Retail formats** as well as **monthly income and Retail formats** is very good by the indications of Chi-square values and the significance values which means occupation and income of the respondents and selection of a retail format are associated and there is significant difference in selecting a retail format in relation to socio economic variables of the consumer.

It is concluded that, there is impact of socio economic variables of the consumer like education, occupation and income on selecting a particular retail format.

### CONCLUSION

It is noticed by the researcher there is a great acceptance of both retail formats in the study area. The study concludes that consumer's, gender, Income, Education, Marital status & occupation significant difference in the choice of retail outlet while there is no significant difference between age and store choice. So these factors play a pivotal role in the purchasing pattern also. Income is one of the crucial factors that influence in the selection of particular retail format. Less income (below 10000) shoppers are depending upon nearby kirana shops and income ranges more than 30000 are trying to move organized retail.

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**CONTEMPORARY CHALLENGES OF HRM IN STARTUPS: A THEORETICAL FRAMEWORK**

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**ABSTRACT**

*The monetary advancement of a country relies upon the development of new companies. The Government of India (GoI) had built up a strong structure for empowering new companies. A startup is a pioneering adventure which is normally a recently risen, quickly developing business that plans to meet a commercial center need by building up a plan of action and a creative item or an administration. With an expanding number of new businesses there comes an expanding job of HR. Significance of HR is for all be it a mechanical behemoth, a moderate sized organization or a startup, toward the day's end all are controlled by "human" apparatus. Human Resource is a standout amongst the most crucial bureaus of an association which helps in accomplishing both short and long terms objectives of the business. The new startup condition in the business environment requests for the most imaginative individuals to be a piece of that organization. Each startup requires a one of a kind thing to be effective and to support the serious rivalry in the market a startup must contract and hold the best individuals which bring the warning job of HR. There are different ways and approaches that new companies and independent ventures use to support and build up their workforce.*

*Keywords: Globalization, Strategic Partner, Competency Framework, Technological Advancement, Dynamic Environment, Change Management.*

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**INTRODUCTION**

Organizations that seek to support their focused edge, both at present and later on require human power all around outfitted with late procedures and innovations to confront the progressions and up and coming difficulties of the 21st century. There is an extraordinary number of requests on associations today. Maybe a couple of them incorporates heightening globalization, extreme rivalry, visit changes in innovation, new hierarchical coalitions, novel authoritative structures, demographical move, change in techniques for working and so forth. With every one of these changes, there is an immense measure of weight on the present associations and particularly HR work has an extremely basic task to carry out with the end goal to help and explore through advancements. Subsequently HR needs to build its clear and additionally genuine esteem.

HRM is one of the elements of administration that persevered through colossal showy changes in the new thousand years. There is a move in HR managers duty from essentially taking care of individual issues to structuring key execution of entangled systems for the association.

At present, there are broad exchanges continuing with respect to the primary worries for Human Resource in future. HR managers are confronting an assortment of difficulties because of expanded globalization, the most recent generation systems, and change in clients' requests and corporate rebuilding. HR managers are battling hard to hold ability, meeting multicultural national pay. It is amalgamating business activities past land impediments. Subsequently to take into account the moving needs of the present period in the 21st century, the HR division should move from conventional to a key methodology.

**CONTEMPORARY CHALLENGES OF HRM IN STARTUPS**

With respect to HR elements of the 21st century, the associations have changed from "in the background" to turning into the basic differentiator in organizations. The HR jobs have taken another measurement in the 21st century particularly after globalization. Labor administration is an angering occupation and it requires particular abilities. Amid the past couple of years, numerous advances have occurred like because of ascend in there were various cutbacks; numerous individuals lost their occupations that put a great deal of weight on association's administration to reassess its methods and techniques (Zorlu, 2009). Following is a discourse on a portion of the difficulties being looked by HR which is recognized through assessing writing.

**Recruitment & selection**

The premier capacity of HR is to find the general population with required mastery for the movement of an organization (Miller and Cardy, 2000). The nature of individuals contracted depends very on how powerful enrollment and determination procedures are. Be that as it may, this procedure of enrollment and determination isn't continually cruising easily and is looked with numerous difficulties because of globalization that has enabled firms to contribute abroad. Substantial issues looked amid the procedure may incorporate the expense of promoting employment opportunities while immaterial hindrances can be correspondence holes among enrollment specialists and employing chiefs. We realize that each individual is unique in relation to another;

even the employing board of trustees will settle on choices based on their own observations as they are impacted by their qualities, convictions, and social perspectives and in this manner it is hard to discount the likelihood of predispositions. The HR of multinationals and nearby firms is going through a troublesome time. The two sorts of firms are battling hard to discover appropriate hopefuls. With the end goal to choose the cream of capable individuals out of the entire pool, it is critical for entrepreneurs to widen their perspective of making a decision about individuals based on their inception, culture, values, ethnicity, and foundation.

### **Industrial relations**

One of the greatest complex issues of present day mechanical society is Industrial relations. The advancement of any industry is very outlandish without specialist collaboration and agreeable connections (Argyris, 1977). Accordingly, it is in light of a legitimate concern for HR managers to create and keep up sound connections between laborer/works (representatives) and administration (bosses).

### **Career development & growth**

Worker profession development exercises allude to activities taken by managers and representatives to clean their ability and keep themselves comfortable with the ongoing improvements. Globalization has brought numerous innovative changes and advancements. The primary key to develop and make due in any business is advancement. Giving inward profession development openings can enable associations to shield top ability from looking for circumstances somewhere else. It is to a great degree basic to prepare and build up the representative so they can adapt up to every one of the progressions and advancements coming in their direction. These days the preparation ought not be just constrained to influence representatives to take in a particular expertise or learning, rather, it must spotlight on by and large development and vocation advancement of workers. The preparation ought not be directed only for it; one must be to a great degree cognizant about the substance of the preparation program as well.

### **Conflict management and resolution**

The contention has opposite sides' one positive which is called helpful clash and another negative that is known to be a damaging clash. The present managers must be all around prepared to manage the two sorts of contentions. The 21st century has carried with it long working hours, abnormal state of rivalry, the strain to achieve targets and so on which is known to have pressure and clashes among authoritative representatives. The HR directors need to discover strategies for adapting up to strife opportune. They need to go about as a go between and should rapidly react to the contention before it results in a radical harm to an association. The HR chief must be a gifted communicator, as clear and straightforward correspondence assumes an essential job in compromise. Once in a while HR directors are relied upon to clarify the code of behaviors to the worker to deal with representative grievances and some of the time they go about as a contact among bosses and guilds to determine the contention among gatherings.

### **Dealing five R's**

In the most recent century with the changing job of HR managers, the five R's are getting to be vital in the accomplishment of each association. Today the directors need to take additional consideration of all these R's to be specific Resourcing, Recruiting the correct ability, Retaining the ability, Retraining and Restructuring.

### **Business ethics and values**

Giving careful consideration to business morals and qualities is imperative to any chief's activity. With the ongoing changes in working environment culture, systems and authoritative structure, it has turned out to be more basic to have esteems and morals set up which will choose hierarchical supportability in the worldwide market for a more extended period. The HR office will undoubtedly manage a variety of moral issues or difficulties as this unit specifically manages representatives of an organization. HR office experiences numerous moral perils that may harm the notoriety of an organization and also its monetary manageability in a long run.

### **Promoting organization culture & heterogeneous workforce**

The associations today are having heterogeneous workforce; which is obviously viewed as a constructive thing as assorted personalities will manual for new manifestations and thoughts, yet dealing with the way of life where individuals have diverse attitudes and putting over the social qualities is in fact a testing errand. The way of life of any work environment is its root and consequently HR managers truly need to put a great deal of exertion into building up a fruitful authoritative culture. Because of procurement and mergers in the 21st century, the HR chiefs need to grow such a culture, to the point that bolsters these changes (Williams, 2003).

### **Managing Multi-Generational Workforce**

Associations nowadays have workers having a place with multi-ages who fall under different age gatherings. These ages are named Baby Boomers I, Generation Jones or Boomers II, Generation X, and Generation Y. Age

X and Y conceived individuals are known to be better mindful of innovation and they get a kick out of the chance to utilize new systems of working. They want to receive new rationalities and they are viewed as inventive, while children of post war America and boomers II feel great with their customary ways and they don't prefer to leave their usual range of familiarity. It is vital for an association to hold the two arrangements of individuals, as the two classifications are similarly basic to the associations achievement. The errand of the HR chief is to react to their requirements likewise.

### **Strategies for motivation & retention**

Present situation, when there is no lack of chances, it has turned into an incredible test to prevent individuals from searching for another work environment. It has been seen that the associations have opened ways to make overall procuring; subsequently it is critical for HR managers to configuration better arrangements for maintenance. We comprehend that every single person are not quite the same as one another and the businesses must have distinctive routes for persuading and keeping the ability. Money related advantages are never again viewed as an instrument for holding the representative. Each association needs to receive new and most recent courses for fulfilling its kin, this will control the rate of turnover (Henson, 2007).

### **Flexible work hours**

Time has turned out to be more adaptable as we moved into the 21st century, which is a major test for HR. Because of the progression of advancements and numerous different reasons, individuals these days like to telecommute. The web has brought forth a virtual world and day in and day out commercial center. Albeit adaptable work plans have huge advantages in the meantime it will build the level of weight on administration and workforce that must be managed well by 21st-century chiefs (Anderson, 2002). With the adaptable work plans, the HR managers need to screen frequently the accomplishments in different undertakings and difficulties looked amid the period. This can take better measures with respect to adaptable work game plans later on.

### **Striking work life balance**

This idea is picking up a ton of consideration nowadays. Because of intense rivalry in the commercial center, the remaining burden is expanding step by step and this prompts different issues of wellbeing and high worry among the workforce. It is an obligation of the manaaages to make an isolating line among work and relaxation exercises. Individuals frequently stopped occupations in the event that they don't locate a suitable harmony between close to home lives and expert commitments. Consequently the managers needs to work to evade such a situation and they have to help employees in discovering right work-life balance (Kossek, 1998).

### **HR MANAGER AS A STRATEGIC PARTNER - HOW**

The HR job and obligation has been changing for quite a while. The changing to HR from work force was a stage to recognize the value of employees as an authoritative resource. Moreover, this move was proposed to call for HR to appear as a key accomplice to exhortation on basic issues and to take an interest in real business choices (Beatty and Schneier, 1997).

In the light of the above talked about difficulties, it is suggested that HR managers should remember that they are required to receive proactive as opposed to responsive methodology. It is the necessity of time that HR managers must be receptive to the adaptable condition confronting associations.

It's anything but a smart thought to stick to conventional techniques to satisfy interesting necessities rather new procedures must be received to accomplish compelling and productive results. They should be completely outfitted with the particular ability to help their job as HR managers. With the end goal to react to 21st-century challenges, the HR managers need to wind up the pioneer of progress by demonstrating the mentality of a change specialist of the business who guides representatives to improve their abilities and reshape their assumptions about the job of HR and what it conveys for the association. They ought to be associated with powerful ability obtaining by putting resources into present day approaches to pull in and hold the best individuals as this will cause them a focused edge over others. The HR manager sought to have the capacity to envision those how certain progressions will impact business.

The HR managers should make a trip an additional mile to address the difficulties of the worldwide condition; they should make a pack of techniques for both adaptability and innovativeness that may contend well in the global market and prevail in a new area, with new workers and customers. It is critical for the HR capacity to remain reliable with other authoritative capacities or units.

In this time of progress, the HR managers need to build up a competency system that characterizes the aptitudes and mastery required for playing out the activity productively. These structures will revive the workforce and prompt perfection.

In the present focused world the need is to put resources into the correct innovation and be outfitted with the correct skill to utilize that innovation. Innovation has gotten enormous changes nearly everything; from the systems of generation to the procedure of enrollment and after that preparation. As the pattern has moved from industry based economy to information based economy, subsequently it is required to broaden HRM systems to bless with an incentive to the two clients and representatives. Work-life balance is an ongoing wonder that must be held onto by HR managers as a positive float. They should take a gander at ways that can use work-life balance as an instrument to draw in and hold qualified employees. The HR managers as a vital accomplice needs to comprehend that work-life balance drift is similarly useful for representative and businesses that can prompt upgraded efficiency and lower cost.

### **RECOMMENDATION & CONCLUSION**

From the perspective of 21st century HRM development, the globalization has numerous ramifications for the organizations that may involve the assorted variety of societies. The HRM in the present time needs to mount the aptitude, attitude and capacities that are expected to pick up a focused edge on a worldwide scale. It is prescribed that associations must put endeavors to adjust their HR forms productively with an authoritative objective on a more extensive point of view. To wrap things up, HR must be on a ceaseless post for innovativeness and advancement as it is known to be the way to progress.

It depends profoundly on HR to confront the difficulties of globalization presented by 21st century which has given an altogether new look to associations. The associations have developed savvier in utilizing innovation henceforth it is critical to receive all changes. The job of HR has been moved towards getting to be key accomplices of association which thus powers HR to facilitate with all the capacity and offer help in different exercises like drawing in and holding the best ability, building up the authoritative structure, train and retrain workers.

As organizations develop by securing and merger, they make numerous HR gatherings. One methodology is that the HR bunches in different parts of the association may build up their abilities in a particular space and can meet the requests of the bigger association in that area. HR bunches that work in this way locate each other as supportive assets as opposed to rivals which will increase abnormal state capabilities in various territories.

In the 21st century, the HR has the handle numerous difficulties like; change administration, peace making, overseeing multi-generational workforce, overseeing five R's, workforce assorted variety, globalization, striking work-life balance, progression arranging and so forth. It is the duty of HR to increment authoritative proficiency and viability by including esteem and increasing focused edge over contenders for a long haul survival in complex and profoundly questionable commercial center. It is obviously the ideal opportunity for a quantum jump in the field of human asset. HR manager can add to this progress by finding a way to address the difficulties of hierarchical change; they can serve to discover approaches to quantify HR esteem for the organization.

Last however not the minimum; they can lead critical research identified with human asset and their execution in future associations.

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**HUMAN RESOURCE MANAGEMENT PRACTICES IN CORPORATE MULTISPECIALITY HOSPITALS****N. Sathiyendran<sup>1</sup> and Dr. K. Chandrasekar<sup>2</sup>**Research Scholar<sup>1</sup> and Assistant Professor<sup>1</sup>, Alagappa Institute of Management, Alagappa University, Karaikudi**ABSTRACT**

*Human resource organization comprise of people orchestrated limit as acquiring, getting ready and enhancement affecting review pay solace and security welfare mechanical association and such. These are the usually the components of work drive organization and are administrative and relentless in nature. Human asset the board is the capacity of the executives profound quality to the administration of individuals in an association. It is a noteworthy bit of managing any affiliation, particularly business affiliations. HRM fuses distinctive organization limits like enrolment, getting ready, progression, wage/pay association, mechanical discussion, government handicap and work welfare, headways. In late occasions, these practices are progressively being utilized as an instrument for meeting the goals of the association, instead of being limited to the customary methodology. Today hospital means an intuition in which sick or injured persons are treated. A hospital ids different from a dispensary a hospital being primarily an institution where in patients are received and treated while the main purpose of a dispensary is distribution of medicine and administration of outdoor relief. Healthcare Social insurance is finally passed on by and to people a strong perception of human resource organization issue is required to ensure the accomplishment of any therapeutic administrations program. Real organization of HR is fundamental in giving a high gauge of social protection. A refocus on HR organization in restorative administrations and more research are relied upon to develop new methodologies. Human resource exercises required in various therapeutic administrations structures and more wide research must be coordinated to bring out new human resource procedures and practices that will benefit individuals around the nation. This paper is an attempt to know the human resource management practices in corporate hospitals towards performance management and training and development.*

*Keywords: HRM Practices, Corporate Hospitals, HealthCare.*

**INTRODUCTION**

The most essential source of a hospital and health care organization is the human resource. HR is an advantage for compelling and productive working of a clinic. Without a similarly powerful human asset administration framework every single other info like innovation, foundation, and back come to nothing. Human asset management is worried about the general population measurement in administration. Human Resource Management (HRM) is the term used to represent formal frameworks formulated for the administration of individuals inside an association. The goal of human resource management is to acquire, provide, train and maintain competent people in right numbers to meet the needs of the patient and community served by the organisation.

Human resource organization comprise of people orchestrated limit as acquiring, getting ready and enhancement affecting review pay solace and security welfare mechanical association and such. These are the usually the components of work drive organization and are administrative and relentless in nature. Human asset the board is the capacity of the executives profound quality to the administration of individuals in an association. It is a noteworthy bit of managing any affiliation, particularly business affiliations. HRM fuses distinctive organization limits like enrolment, getting ready, progression, wage/pay association, mechanical discussion, government handicap and work welfare, headways. In late occasions, these practices are progressively being utilized as an instrument for meeting the goals of the association, instead of being limited to the customary methodology..

Human asset Management in healing centres accept hugeness in a time of firm and worldwide rivalry; however we don't right presently have worldwide brands in clinics it may not be too since a long time ago currently to have such coordinated efforts. The effectiveness of any association assembling or administration lies in its workers, as they are the ones who assist the association with realizing its objective

**DEFINITION OF HOSPITAL**

Dorland illustrate medical dictionary it defines hospital is an institution suitably located , constructed, organised, staffed to supply scientifically, economically, efficiently, and unhindered, all or any recognised part of the complex requirements for the prevention diagnosis and treatment of physical, mental and the medical aspects of social ills, with functioning facilities for training new workers in many special professional, technical and economical fields, essential to the discharge of its proper functions, and with adequate contacts with

physicians, other hospitals, medical schools and all accredited health agencies engaged in the better health programme.

Today hospital means an institution in which sick or injured persons are treated. A hospital is different from a dispensary a hospital being primarily an institution where in patients are received and treated while the main purpose of a dispensary is distribution of medicine and administration of outdoor relief.

According to the directory of hospitals in India, a hospital is an institution which is operated for the medical, surgical and or obstetrical care of in patients and which is treated as a hospital by the central state government local body private and licensed by the appropriate authority.

**CLASSIFICATION OF HOSPITALS**

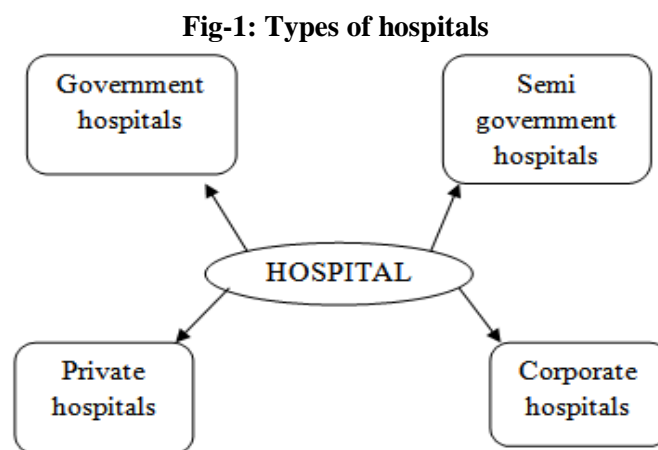
Hospitals have been classified into many ways. The most commonly accepted criteria for the modern hospital classification are as follows:

- Length of stay of patients (long term or short term)
- Clinical basis
- Ownership control basis

**ACCORDING TO THE CLASSIFICATION OF OWNERSHIP**

On the above basis of the above classification on ownership can be divided into four major categories, namely, public hospitals, voluntary hospitals, private nursing homes and corporate hospitals.

Public hospitals: public hospitals are those hospitals run by the central government, state government or local bodies on non commercial lines.



**Government hospital**

It is the first type of hospital in the ownership category. The government owned hospitals are owned, managed and controlled by the government whereas the semi government hospitals are found acting as an autonomous body.

**Semi government hospitals**

Such type of hospitals acts as an autonomous body. The governmental regulations control the functioning of hospitals.

**Private hospitals**

It is generally owned by an individual doctor or a group of doctors. They admit patients suffering from infirmity, advanced age illness, injury, chronic disability etc, or those who are convalescing, but they do not admit patients suffering from communicable disease, alcoholism, drug-addiction or mental illness.

**Corporate hospitals**

The latest concept is of corporate hospitals which are public limited companies formed under the companies act. They are normally run on commercial lines. They can be either general or specialized both.

According to the directory of hospitals the types of management is mentioned that corporate body is the hospital run by a public limited Company its shares can be purchased by the public and the dividend has been distributed among its shareholders.

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**HUMAN RESOURCE MANAGEMENT IN CORPORATE HOSPITALS**

HR is the establishment of an affiliation. Human Resource Management is the technique of selection and picking agent, giving presentation and acknowledgment, getting ready and headway, assessment of laborer (execution of examination), giving compensation and points of interest, pushing, and keeping up suitable relations with delegates and with exchange associations, keeping up worker's security, welfare and solid estimates incompliance with work traditions that must be adhered to. Human Resource Managers see that enthusiasm for staff is likewise as basic as enthusiasm for plant and equipment. HR is the foundation of an association. Human Resource Management is the procedure of enrollment and choosing worker, giving introduction and acceptance, preparing and advancement, evaluation of representative (execution of examination), giving remuneration and advantages, propelling, keeping up appropriate relations with workers and with exchange associations, keeping up worker's wellbeing, welfare and solid estimates incompliance with work traditions that must be adhered to.

**RECRUITMENT AND SELECTION RECRUITMENT**

It is the path toward making a pool of qualified contender for an explicit occupation. The firm should report the occupations availability to the market and attract qualified contender to apply. The firm may search for hopefuls from inside the relationship, outside the affiliation or both. Selection is the headway and support of adequate work resources. It incorporates the creation of a pool of available work upon whom the affiliation can draw when it needs additional delegates. The term enrolment and determination is the way toward creating a pool of proficient individuals to apply for work to an association and choice which is the procedure by which directors and others utilize explicit instruments to look over a pool of candidates a man or people bound to prevail in the job(s) given administration objectives and legitimate prerequisite.

**Training** must have a reason and this reason can be described just if the adjusting needs of the affiliation and the social affairs and individuals inside it have been deliberately recognized and broke down. Planning and Development needs may be controlled by driving examination on a couple of levels: Organizational examination, Task examination, and Individual examination. Getting ready can be surveyed at five dimensions: reaction, learning, lead, affiliation and results.

**Performance Management** The objective of Performance Management is to know agents' potential and extend their execution with a view to achieve progressive goals. Laborers can add to their best when they undeniably acknowledge what the affiliation envisions from them. Execution Management starts with portraying what the affiliation envisions from each specialist and the game plan of credits and practices anticipated that would gain ground. It checks each agent' responsibility and makes medicinal move at whatever point required to full the legitimate targets.

**Career development** Profession Planning offers bearing to the delegate about the possible upgrades in his job inside the affiliation. For a Successful calling organizing it is required that every individual should comprehend his targets, choose the characteristics and deficiency in his movement execution and develop his aptitudes through getting ready. 'Calling is a solely observed course of action of mindsets and lead related with business related experiences and activities over the scope of the individual's.

**Reward System:** 'A formal or informal system used to recognize individual employee achievements, having a definite Procedures, rules, and standards associated with allocation of benefits and compensation to employees. It is given to an individual's after his accomplishment of goals or projects or submission of creative ideas.

**ANALYSIS OF HUMAN RESOURCE MANAGEMENT PRACTICES IN CORPORATE HOSPITALS****Performance management system**

Performance management is an organization – wide management program that provides a structured approach to communicate business strategy, Establish a shared understanding of what is to be achieved and how it is to be achieved, facilitate management of self and others and measure and motivate performance of individual as well as organization

**Training and development**

Training and development or learning and development as many refer to it now are one of the most important aspects of our lives and our work. Many people view training as an activity that produces the result or outcome of learning and learning is typically viewed as new knowledge, skills and competencies or abilities.

**Hypothesis of the study**

H1-There is a significant relationship between the training and development and employee performance towards health care quality.



H2-There is a significant relationship between performance management system and employee performance towards health care quality.

**Research Methods**

The task of collecting data begins after a research problem has been defined and plan is chalked out. This study pertains to collection of data from primary and secondary sources Data are collected for the first time for a specific purpose in mind using the interview- cum - questionnaire method. Data has been collected from various published journals, books, websites and different thesis.

**Respondents’ opinion towards their performance management system by using mean and standard deviation**

Performance management system	Mean	SD	Rank
The objectives of the appraisal system are clear to all employees	2.01	1.10	6
Formal & written performance Appraisal system is suitable for your work	2.13	1.22	2
I am informed that how my performance is evaluated	2.01	1.16	5
Employee receive feedback of performance evaluation results	1.94	1.06	7
Performance measured by objective and quantifiable results	2.11	1.22	3
The Appraisal system is individual growth and development oriented	2.08	0.97	4
Appraisal system has a strong influence on individual and team behavior	1.88	0.90	9
Employees are provided performance based Counseling	2.18	0.95	1
The appraisal data is used for making decisions like job rotation, training and compensation	1.90	1.01	8

Source: Primary Data

**Inference:** It is inferred from the above table that, respondents gave first rank to the factor that employees are provided performance based counseling which is followed by formal & written performance Appraisal system is suitable for their work, they give sixth rank to the factor the objectives of the appraisal system and they gave the last rank to the factor appraisal system has a strong influence on individual and team behavior.

The mean values of all the factors are around the value 2.0. It clearly shows that, most of the respondents are disagree with all the factors under performance appraisal system.

**Respondents’ opinion towards their training and development by using mean and standard deviation**

Training and development	Mean	SD	Rank
The organization conducts extensive training programs for all employees	1.87	1.13	8
Training needs are identified through a formal performance appraisal mechanism	1.82	0.94	9
Training and development helps to increase the motivation level of employees	1.92	1.13	6
Training & development helps to improve your performance periodically	1.96	1.09	5
Training program helped to increase the productivity of both quality and quantity	2.13	1.13	3
Training and development activities help the organization to maintain employee retention rate	1.92	1.07	7
Working relationship between employees and colleagues in other departments has improved	2.36	0.96	1
I feel more confident and better equipped to act as a leader and handle conflicting situations	2.09	1.01	4

Source: Primary Data

**Inference:** It is concluded from the above table that, most of the respondents give first rank for the factor working relationship between employees and colleagues in other departments has improved which is followed by organization considers training as a part of organizational strategy, training program helped to increase the productivity of both quality and quantity, they feel more confident and better equipped to act as a leader and handle conflicting situations, training & development helps to improve their performance periodically, they give the sixth rank to the factor that training and development helps to increase the motivation level of employees which is followed by training and development activities help the organization to maintain employee retention rate, the organization conducts extensive training programs for all employees, training needs are identified through a formal performance appraisal mechanism and they give final tenth rank to the factor that they have training opportunities to learn and grow. The mean values of all the factors are around the value 2.0. It clearly shows that, most of the respondents are disagree with all the factors under training and development.

**SUGGESTIONS**

- Provide the better platform for employees learning through some on- the- job training practices because the employees are having less opportunity for learning and growth of the individuals and it make employees to give their effort to attain the expected quality in health care
- Participatory management practices adopted by the management may increase the organizational and employees efficiency
- Training and development helps to increase the motivation level of employees who is followed by training and development activities help the organization to maintain employee retention rate, the organization conducts extensive training programs for all employees.

**CONCLUSION**

High level of Employee performance increases the growth of the organization and acts as an effective retention strategy. It benefits both the organization and the employees. From the data analysis and findings, we can say that the employees are not satisfied about various factors like performance management system, Training and development, employee welfare and interpersonal relationship. Healthcare Social insurance is finally passed on by and to people a strong perception of human resource organization issue is required to ensure the accomplishment of any therapeutic administrations program. Real organization of HR is fundamental in giving a high gauge of social protection. A refocus on HR organization in restorative administrations and more research are relied upon to develop new methodologies. Human resource exercises required in various therapeutic administrations structures and more wide research must be coordinated to bring out new human resource procedures and practices that will benefit individuals around the nation. Meanwhile an Effective HR organization system are inconceivably anticipated that would achieve a strong strategy for the better outcomes from and access to therapeutic administrations the world over.

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**POLICYHOLDER'S ATTITUDE TOWARD ICICI LOMBARD GENERAL INSURANCE COMPANY – FACTOR ANALYSIS****Dr. A. Muthusamy<sup>1</sup> and Jansi Rani. P<sup>2</sup>**Professor<sup>1</sup>, Department of International Business, Alagappa University, Karaikudi  
Research Scholar<sup>2</sup>, Department of Commerce, Alagappa University, Karaikudi

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**ABSTRACT**

*The insurance industry in India is growing at a very tightly way of walking and running. With any one entry of more and more private part insurance company, the competition within the industry is becoming very strong (great). Competition in the country among the insurance companies is a strong issue as there have been new entrants into the market. Thus policyholder satisfaction is most important because of their retained by the management. The insurance company does not bother about their policyholder needs, thus they lose their valuable policyholders. This study aims to identify the factor that influencing the two wheeler insurance knowledge of the person with insurance knowledge of the person with insurance policyholders to choice of ICICI Lombard general insurance company. For that 25 factors are analyzed and ranked based on the policyholders as two wheeler insurance policyholders of ICICI Lombard general insurance company. Demographic variable are analyzed for the purpose of understanding the two wheeler insurance policyholders background. A survey of 50 two wheeler insurance policyholders was taken and analyzed for understanding the factor that influencing the two wheeler insurance policyholders to choice of ICICI Lombard general insurance company. From this study researcher identified that premium, claim settlement percentage, cover more services, agent's attitude in guiding the claim settlement, etc. Had a most valuable rank from the two wheeler insurance policyholders and knowledge of the person with insurance, office appearance, ect. Had a least rank from the ICICI Lombard general insurance two wheeler insurance policyholders. In addition factor analysis was used over 25 factors, it gave a result with 6 factor keys which were clubbing with similar variables.*

*Keywords: General insurance, Policyholder's attitude, Factors, Customer satisfaction, Factor analysis.*

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**INTRODUCTION**

Insurance is one of the needed products for all life and it is a fact of life with everywhere. People life is always coming with risk, so the people need to take insurance for their life to reduce the risk. This is the main reason for the insurance sector's growth at present in India. Insurance companies provide new products with new innovations and new ideas for survival of this competitive world market. Insurance is a profitable industry with the multiple dimensions. Two wheeler insurance is one of the tools, not only to predict the risk, but also provide the financial support to the two wheeler insurance policyholders. In India 24 life insurance companies are there at present in that one public sector insurance company, i.e. LIC and 23 private sector insurance companies, 23 non-life insurance companies in that six public sector insurance companies and 17 private sector general insurance companies, 6 health insurance companies and 2 re-insurance companies operating their business in a very effective manner in India. Life insurance provides the benefit upon the death of the insured. Non-life insurance gives protection against the properties of the insured<sup>1</sup>.

ICICI Lombard general insurance company limited is one of the leading private sector general insurance companies in India who operating two wheeler insurance in a very effective manner. It provides general insurance, reinsurance, insurance claim management and investment management to its policyholders. Gross earned Rs.130 billion for the financial year 2017-2018. The insurance products offered by the ICICI Lombard general insurance company:

- Car insurance
- Health insurance
- Travel - International insurance
- Overseas travel students insurance
- Two wheeler insurance
- Homer insurance
- Weather insurance
- Specialty line insurance

- Property insurance
- Marine insurance
- Liability insurance
- Crop insurance

In this study the ICICI Lombard general insurance two wheeler insurance policyholders taken as the policyholders in identifying the factor that influencing the two wheeler insurance policyholders to choice of ICICI Lombard general insurance company.

### **IMPORTANCE OF THE STUDY**

The Indian insurance industry has helped in the growth of Indian economy. Now-a-day insurance industry market performance is very high. Insurance industry plays a major role in India's emerging economy as the number of two wheeler insurance policyholders of various insurance products in growing rapidly.

Two wheeler insurance policyholders are an asset of the every insurance company, but they do not know about their customer's needs and wants. Thus, resulted the policyholder quit their insurance company to others. The study an attempt to understand the factors which have affected the policyholder choice of the insurance company.

### **STATEMENT OF THE PROBLEM**

The services provided by the insurance companies are almost similar in nature and type and thus the policyholders are exposed to diversified choices. This means that there are unlimited switching choices and /policyholders will choose the alternative that gives him maximum satisfaction in references to different factors that differentiate insurance benefit from each other. Indian insurance industries have been undergoing rapid changes, reflecting a number of underlying developments. The competition among the insurance companies is essentially based on the technology and innovative products and services provided by the insurance companies which may help them to attract and retain the policyholders. The competition and saturation in the insurance industry requires insurance companies to be more customer focused as the policyholders today are much concerned about the value for money.

This study is attempting towards finding out what factors most influence policyholders while making company selection. A list of factors are taken into account for the purpose like location, infrastructure, global reach, speed and quality of services provided, internet banking facilities, staff professionalism and guidance, the reputation of the firm, etc. The variations on the perception of choices with regard to factors will provide a useful insight to insurance companies when selecting their marketing strategies.

### **OBJECTIVES OF THE STUDY**

**The following are the main objectives of the study**

- To identify various factors influencing customer's choice for select the ICICI Lombard general insurance company for taking two wheeler insurance.
- To determine the relative importance of each factor influencing customer choice.

### **SCOPE OF THE STUDY**

The study covered only two wheeler insurance policyholders of ICICI Lombard general insurance company. The present study has been conducted in Karaikudi region. A purposive sample of 50 policyholders who had an experience of offline and the online insurance system was taken. The policyholders were requested to give their responses with respect to the factors they would consider while making a choice of ICICI Lombard general insurance company.

### **METHODOLOGY**

The study is analytical in nature. The researcher has gone through primary data, i.e. interviewing policyholders. The total of 50 policyholders were contacted, the policyholders were the two wheeler insurance policyholders of ICICI Lombard general insurance company in the Karaikudi region. The research design used for the purpose was descriptive and various factors are taken into account in understanding the customer's choice of ICICI Lombard general insurance company.

Structured Schedule was prepared for the use in the survey based on the objectives of the study. The questions were divided and organized into two sections: in the first section of the questionnaire questions were asked regarding the age, income, and education. The second section of the questionnaire asked, policyholders

questions related to the insurance company. They were measured on a five point Likert-type scale of importance ranging from 1 (strongly disagree) to 5 (strongly agree)

**PERIOD OF THE STUDY**

The present study covers a period of three months, taking from August 2018 to October 2018.

**DEMOGRAPHIC PROFILE OF POLICYHOLDERS**

Demographic profile of policyholders, it contains information regarding age, gender, education level, income. From the table no.1 the demographic profile of the policyholders with frequency and percentage are indicated.

**Table No-1: Demographic Profile of the policyholders**

Details	Frequency	%	
Gender	Male	32	64
	Female	18	36
	Total	50	100
Age	18-25	8	16
	26-35	24	48
	36-45	15	30
	Above 45	3	6
	Total	50	100
Monthly income	Below 20000	11	22
	20000-35000	16	32
	35000-50000	18	36
	Above 50000	5	10
	Total	50	100
Education level	School	12	24
	Graduate	22	44
	Post Graduate	9	18
	Professional	7	14
	Total	50	100

Source: Computed

**Interpretation:** Out of 50 policyholders from the Karaikudi region, 64% (32) policyholders are male and 36% (18) policyholders are female. The majority of the policyholders belong to the categories of 26-35 year and 36-45 year age groups as 48 and 30 numbers of policyholders respectively. Out of 50 policyholders, 36% (18) policyholders income between Rs.35000-50000 p.m. and 32% (16) policyholders income between Rs.20000-35000 p.m. The majority of the policyholders belong to the graduate and school category with 44% and 22%.

**MODE OF OPERATION**

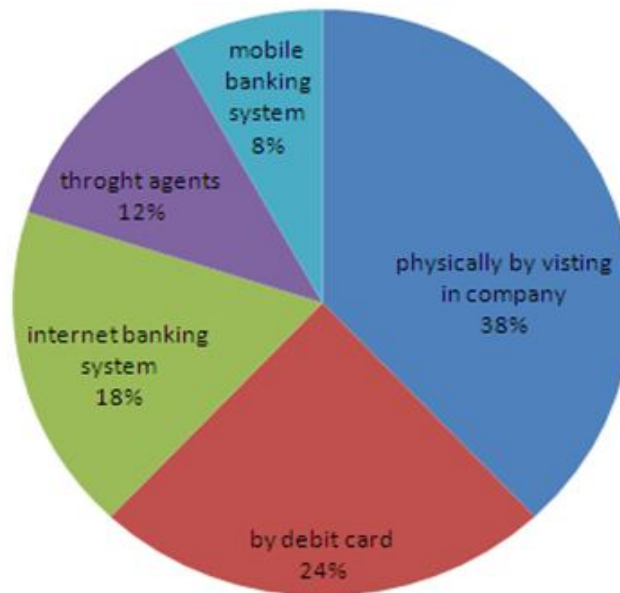
The following table no.2 shows that the two wheeler insurance policyholders how they operate their insurance account with ICICI Lombard General Insurance Company.

**Table No-2: Modes through which policyholders operate their insurance account**

Details	Frequency	%
Personal visit	9	18
Debit Card	12	24
Internet Banking System	13	26
Through Agent	6	12
Mobile Banking System	10	20
Total	50	100

Source: Computed

Chart No-1



Source: Computed

**REASONS FOR CHOICING ICICI LOMBARD GENERAL INSURANCE COMPANY**

The following factors which influence one who is under take insurance product from the ICICI Lombard general insurance company. The 25 factors is mentioned in table No.3 to find out which factors have a great influence on customer’s choice for a ICICI Lombard general insurance company.

**Table No-3: Customer’s choice of ICICI Lombard general insurance company - Rank**

S. No	Factors	Rank
1.	Courtesy of staff	9
2.	Premium	1
3.	Reminder for renewal of policy	8
4.	Response time	7
5.	Knowledge of the person with insurance	25
6.	Product type	6
7.	Office appearance	24
8.	Officers / Agents are easily locatable	23
9.	Speed in Claim settlement	5
10.	Motivation given by the officials to buy the policy	22
11.	Attitude of Surveyor	10
12.	Guidance / help at the time of purchasing the policy	11
13.	Contacts by the development Officers/Agents after issuing the policy	12
14.	Agent’s attitude in guiding the claim settlement	4
15.	Company’s attitude in settling claims	13
16.	Development officer’s attitude in helping the policyholder at the time of making claims	14
17.	Moral support	15
18.	Bonus for next premium payment	16
19.	Amount settled by the company (the relative worth of the amount)	17
20.	Convenient Service	18
21.	Transparent of the Policies	19
22.	Claim Settlement Percentage	2
23.	Benefits associated with the policy	20
24.	Cover more services	3
25.	Promptness in issuing the policy	21

Source: Computed

**Interpretation:** Out these 25 factors the top 10 most important factors are premium, claim settlement percentage, cover more services, agent’s attitude in guiding the claim settlement, speed in claim settlement, product type, response time, reminder for renewal of policy, courtesy of staff and attitude of surveyor.

**FACTOR ANALYSIS**

Factor analysis is the one of the tool to data reduction and summarizing. In that inter related variables are analyzed and combined in one group. Principle component analysis is used this study. This method used to find the minimum number of factors with maximum variance in the data. Table no.4 shows the identified factors to analyze the influence on customer choice for an insurance company.

**Table No-4: Factor identified to analyze the influence on customer choice**

S. No	Factors
C1	Courtesy of staff
C2	Premium
C3	Reminder for renewal of policy
C4	Response time
C5	Knowledge of the person with insurance
C6	Product type
C7	Office appearance
C8	Officers / Agents are easily locatable
C9	Speed in Claim settlement
C10	Motivation given by the officials to buy the policy
C11	Attitude of Surveyor
C12	Guidance / help at the time of purchasing the policy
C13	Contacts by the development Officers/Agents after issuing the policy
C14	Agent’s attitude in guiding the claim settlement
C15	Company’s attitude in settling claims
C16	Development officer’s attitude in helping the policyholder at the time of making claims
C17	Moral support
C18	Bonus for next premium payment
C19	Amount settled by the company (the relative worth of the amount)
C20	Convenient Service
C21	Transparent of the Policies
C22	Claim Settlement Percentage
C23	Benefits associated with the policy
C24	Cover more services
C25	Promptness in issuing the policy

Source: Computed

**KMO and Bartlett’s Test Experience about the Policyholder’s attitude towards general insurance**

**Table No-5: KMO and Bartlett's Test**

KMO and Bartlett's Test		
<b>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</b>	.628	
<b>Bartlett's Test of Spheriregion</b>	Approx. Chi-Square	1140.188
	Df	300
	Sig.	.000

Source: Computed

The high value of KMO (0.628>.05) of indicates that a factor analysis is useful for the present data. The significant value of Bartlett’s test of Spheriregion is 0.000 and is less than 0.05 which indicates that there exist significant relationships among the variables table no.5. The resultant value of KMO test and Bartlett’s test indicate that the present data is useful for factor analysis.

**Policyholder’s attitude towards ICICI Lombard general insurance**

Factor analysis is a powerful technique has been used to identify the underlying dimensions for a set of variables. The main task is reducing the number of variables in order to simply subsequent analysis. The rotated factor is loading received by factor F1,F2,F3,F4,F5 and F6 are present in the table no.6.

**Table No-6: Total variance explained policyholder’s attitude towards ICICI Lombard general insurance**

Component	Initial Eigen values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
C1	6.289	25.154	25.154	6.289	25.154	25.154
C2	4.201	16.806	41.960	4.201	16.806	41.960
C3	3.272	13.086	55.046	3.272	13.086	55.046
C4	2.418	9.670	64.716	2.418	9.670	64.716
C5	1.727	6.908	71.624	1.727	6.908	71.624
C6	1.533	6.132	77.756	1.533	6.132	77.756
C7	.979	3.914	81.671			
C8	.929	3.714	85.385			
C9	.773	3.094	88.478			
C10	.685	2.742	91.220			
C11	.380	1.519	92.739			
C12	.297	1.187	93.926			
C13	.280	1.119	95.045			
C14	.246	.985	96.029			
C15	.210	.840	96.870			
C16	.185	.741	97.611			
C17	.143	.570	98.181			
C18	.109	.436	98.617			
C19	.088	.353	98.970			
C20	.067	.270	99.240			
C21	.063	.252	99.491			
C22	.049	.197	99.688			
C23	.032	.129	99.817			
C24	.028	.111	99.928			
C25	.018	.072	100.000			

Source: Computed

**Extraction Method: Principal Component Analysis**

It is observed from table no.7 that only 6 factors have Eigen value more than one, so accordingly the researcher proceeded with these factors. The total variance explained by these factors (1, 2,3,4,5,6) was 25.154%, 16.806%, 13.086%, 9.670%, 6.908%, 6.132% of variance, whereas the cumulative variance explained by all these factors is 77.756 %.

**Table No-7: Rotated component matrix - Policyholder’s attitude towards ICICI Lombard general insurance**

	Component					
	1	2	3	4	5	6
VAR0001	.180	.186	-.481	-.056	<b>.545</b>	-.021
VAR0002	.449	<b>.464</b>	-.495	-.106	-.355	-.115
VAR0003	<b>.807</b>	.308	-.059	.200	.014	.000
VAR0004	<b>.563</b>	.105	-.580	.235	-.018	.039
VAR0005	-.625	-.311	-.312	-.036	-.248	-.030
VAR0006	-.368	.399	<b>.725</b>	-.119	-.078	.119
VAR0007	<b>.749</b>	.307	-.041	.326	-.065	.159
VAR0008	.103	.095	.094	.620	.132	<b>.658</b>
VAR0009	<b>.612</b>	.552	.128	.140	.193	-.024
VAR0010	-.015	-.321	.076	.225	-.427	<b>.661</b>
VAR0011	<b>.471</b>	-.126	.137	-.515	-.125	.297
VAR0012	-.012	<b>.562</b>	.149	-.478	-.218	.240
VAR0013	-.643	.331	<b>.420</b>	-.245	-.044	.150



VAR0014	.118	-.738	-.028	-.263	<b>.381</b>	.056
VAR0015	.409	<b>.777</b>	-.211	-.123	-.054	.025
VAR0016	<b>.420</b>	-.758	.302	.059	-.220	-.240
VAR0017	<b>.573</b>	.144	.444	.249	.078	-.440
VAR0018	<b>.621</b>	-.243	.604	.169	-.213	-.183
VAR0019	-.650	.195	.247	<b>.334</b>	.130	-.074
VAR0020	.336	-.045	<b>.588</b>	.190	.527	.162
VAR0021	-.593	<b>.270</b>	-.474	.385	-.215	-.105
VAR0022	.174	-.148	-.343	-.519	<b>.479</b>	.282
VAR0023	-.469	<b>.748</b>	.286	.021	.129	-.039
VAR0024	-.811	.212	-.048	.132	<b>.287</b>	-.129
VAR0025	-.333	-.310	-.226	<b>.646</b>	.117	.095

Source: Computed

\*Six components extracted from the table no.7.

**Interpretation:** Table no.7 shows each statement corresponding to the highlighted factor loading which is correlated with the factors corresponding to that factor loading. Higher the factor loading, stronger is the correlation between the factors and statement. On the basis of rotated component matrix the factor extraction table has been prepared which is as under. Factor Extraction Table given below in table no.8 it shows the variables in each factor corresponding to the loading and percentage of variance.

**Table No-8: Factor Extraction Table**

Factors	% of variance	Loading
F1	25.154	
Reminder for renewal of policy		<b>.807</b>
Response time		<b>.563</b>
Office appearance		<b>.749</b>
Speed in Claim settlement		<b>.612</b>
Attitude of Surveyor		<b>.471</b>
Development officer’s attitude in helping the policyholder at the time of making claims		<b>.420</b>
Moral support		<b>.573</b>
Bonus for next premium payment		<b>.621</b>
F2	16.806	
Premium		<b>.464</b>
Guidance / help at the time of purchasing the policy		<b>.562</b>
Company’s attitude in settling claims		<b>.777</b>
Transparent of the Policies		<b>.270</b>
Benefits associated with the policy		<b>.748</b>
F3	13.086	
Product type		<b>.725</b>
Contacts by the development Officers/Agents after issuing the policy		<b>.420</b>
Convenient Service		<b>.588</b>
F4	9.670	
Amount settled by the company (the relative worth of the amount)		<b>.334</b>
Promptness in issuing the policy		<b>.646</b>
F5	6.908	
Courtesy of staff		<b>.545</b>
Agent’s attitude in guiding the claim settlement		<b>.381</b>
Claim Settlement Percentage		<b>.479</b>
Cover more services		<b>.287</b>
F6	6.132	
Officers / Agents are easily locatable		<b>.658</b>
Motivation given by the officials to buy the policy		<b>.661</b>

Source: Computed

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**Interpretation:** The above table no.8 stated that the factors are in the order of the degree of importance, i.e. factor 1 is more important than factor 2; factor 2 is more important than factor 3 and so on. The variance of factor 1 and 2 is the highest variance as compared with factor 3, 4, 5 and 6.

### **CONCLUSION**

The primary objective of this study was to determine the factors that affecting the customer's choice for the selection of ICICI Lombard general insurance company. Out of the 25 factors the top 10 most important factors are premium, claim settlement percentage, cover more services, agent's attitude in guiding the claim settlement, speed in claim settlement, product type, response time, reminder for renewal of policy, courtesy of staff and attitude of surveyor. The factor analysis applied on the 25 factors summarizes them into six key factors. The value of variances has been derived which entails that the first factor is more important than second, factor 2 is more important than the third and so on. Thus, the company should focus more on the reminder for renewal of policy, response time, office appearance, speed in claim settlement, and attitude of surveyor, development officer's attitude in helping the policyholder at the time of making claims, moral support and bonus for the next premium payment. So, the company management should analyze all these factors, give due weightage to these factors and make appropriate marketing strategies to retain and attract the potential policyholders in order to increase their market share and profits.

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**INSTITUTIONAL SUPPORT FOR FINANCIAL INCLUSION: PROGRESS UNDER FINANCIAL INCLUSION PLANS OF BANKS IN INDIA**

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**ABSTRACT**

*In alignment with the world initiatives, a variety of measures have been taken towards financial inclusion in India. Further, technological advancements in the banking domain and the advent of mobile financial services are facilitating the process. The institutional framework for the same has been provided through the banks in the country. The banks support the initiative through their board approved Financial Inclusion Plans. The plans are made in alignment with their business objectives only. The coverage under these plans includes indicators such as branch network, ATM network, number of accounts, credit disbursed and deposits accrued etc. In general, there has been a high level of progress in the penetration of banking services and opening of basic bank accounts through the financial inclusion plans. However, it is observed that there is a need to analyse qualitative aspects of the growth as it was observed that utilization of the banking accounts was a question mark.*

*Keywords: Financial inclusion plan, financial inclusion measures in India*

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**INTRODUCTION**

Financial inclusion focused on providing banking accounts to everyone who did not have an account. The country has seen various financial inclusion measures in the last decade or so involving multiple stakeholders. Technological advancements in the banking domain and the advent of mobile financial services are also facilitating the process. The institutional support framework for making progress in financial inclusion was planned through the banks in India. RBI had viewed the role of the banking sector as highly critical in ensuring financial inclusion in India. To achieve greater access, RBI regulated banks to open basic banking accounts also called as 'no frill accounts'. Further, RBI had advised all the public sector and private sector banks in the country to prepare a three-year Financial Inclusion Plan (FIP) to extend their services in the identified unbanked areas. The FIP became the biggest requirement on the part of the banks in this regard. This note reviews the progress made in financial inclusion in the effort through the FIP.

**METHODOLOGY**

The study follows literature review and analyses of secondary data bases of financial inclusion measures in India. Critical observations were made through scanning of various sources of secondary data relating to this subject. The growth trend is analyzed for meaningful inferences and suggestive measures through published data sources and documents.

**LIMITATIONS OF THE STUDY**

The limitation of the study is that it is only based on the secondary data and publications.

**Financial Inclusion and Financial Inclusion Measures**

The Committee on Financial Inclusion, headed by Dr. C. Rangarajan (2008), defined financial inclusion as the process of ensuring access to financial services and timely and adequate credit where needed by vulnerable groups such as weaker sections and low income groups at an affordable cost. Subsequently, the Planning Commission (2009) stated that financial inclusion refers to universal access to a wide range of financial services at a reasonable cost.

In India, the financial inclusion measures had started when the bank nationalization was initiated in 1969. Subsequently, major measures such as Priority Sector Lending norms, area based schemes such as Lead Bank Scheme and Service Area Approach (1989), branch licensing policy (mandating of opening of a specific percentage of new branches in rural and unbanked areas), creation of Regional Rural Banks (1975) and issuance of Kisan Credit Cards (1998) etc. were initiated. Specialized development and refinance organizations such as National Bank for Agriculture and Rural Development (NABARD in 1982) and Small Industries Development Bank of India (SIDBI in 1990) were also set up to support neglected sectors such as agriculture and small industries etc. All of these measures were implemented with the objective of taking banking, mainly the credit access, to the wider strata of the society who had difficulty in access to banking.

The Self-Help Group (SHG) scheme and the various government supported micro-finance schemes further supported credit flow to the under-served societies. The local area banks (LABs), set up as per RBI guidelines in

1996, had enlarged the banking access using low cost structures that would operate in a limited area of operation i.e. contiguous revenue districts.

The offering of no frill accounts which primarily focused on low cost banking account access to the wider section of the society was introduced in 2005. The same was supported with relaxed Know Your Customer (KYC) norms so that KYC documentation compliance did not come in the way of the account creation activity aimed at. Further, the measures were followed up with the BC-BF model (business correspondent and business facilitator) for financial inclusion.

The Government had also set up Financial Inclusion Technology Fund and Financial Inclusion Fund during 2007-08 (under the management of NABARD). The funds have since been merged during 2015-16 and the overall corpus of the new Financial Inclusion Fund (FIF) will be INR 2,000 crore. The objectives of the FIF shall be to support developmental and promotional activities.

Further, the Aadhar Scheme has facilitated the bank account opening process and facilitated banking transactions. The Pradhan Mantri Jan Dhan Yojana (2014) is an ambitious plan to bring in crores of households from rural and urban areas into financial inclusion by opening bank accounts for them. The plan is working with the target of opening accounts in a time-bound manner and the progress of the plan is being monitored by the Finance Minister.

### **The Financial Inclusion Plan by Banks in India**

In January 2010, the RBI had advised all public and private sector banks to submit a Board-approved three-year Financial Inclusion Plan (FIP) starting in April 2010. The banks advised to devise FIPs congruent with their business strategy and comparative advantage and to make FIPs an integral part of their corporate plans. These plans include: self-set targets for rural brick and mortar branches opened; business correspondents (BCs) deployed; coverage of unbanked villages with population above and below 2,000 through branches/ BCs/ other modes; no-frills accounts opened, including through BC-ICT; Kisan Credit Cards (KCC) and General Credit Cards (GCC) issued; and other products designed for financially excluded segments.

More importantly, the banks were advised to integrate the Board-approved FIPs with their business plans and to include the criteria on financial inclusion as a parameter in the performance evaluation of their staff.

RBI had adopted a planned and structured approach to achieve Financial Inclusion through the financial inclusion Plans, as a self-set targeted intervention with measurable and monitor-able outcomes. The implementation of these plans is closely monitored by the RBI on a monthly basis through a quantitative reporting format. The qualitative aspects of the FIPs are also monitored by RBI through a qualitative report submitted by banks every quarter.

The Board approved FIP is also a subject of an annual comprehensive review by RBI. Senior level official from RBI holds meetings with CMDs of major banks to discuss the progress made by them against their own self set goals, the barriers to progress, the resourcefulness of their Banks in a forward growth.

Consequently, 'Reserve Bank of India' had formally established FIAC (Financial Inclusion Advisory Committee) for ensuring the FIP progress yielded by banks and the Financial Literacy progress informed by banks. Banks holds the responsibility for providing minimal basic infrastructure along with the accountability of establishing FLCs (Financial Literacy Centres) as the basic units which trigger the financial literacy activities.

After the completion of first three-year FIP of banks in the time period from 2010-2013, the banks were advised to continue three year FIP for another period from 2013-16 and also ensured the banking services for the excluded banks. Additionally, the banks were also advised that their FIPs should be disaggregated to the branch level. The disaggregation of the plans is being done to ensure the involvement of all stakeholders in the financial inclusion efforts.

Co-terminus with the above efforts, RBI also encouraged banks to adopt a structured and planned approach to financial inclusion with commitment at the highest levels through preparation of Board-approved Financial Inclusion Plans (FIPs). The first two phases of FIPs implemented over 2010-13 and 2013-16 were interspersed with the implementation of PMJDY by the Government of India during 2014-15, whereby the supply side efforts received an extra push.

To sustain the momentum of achieving the financial inclusion objectives by setting FIP targets for banks, the third phase of Financial Inclusion Plans for the next three years 2016-19 has been initiated. Under the third phase, the focus is on more granular monitoring of the progress made by banks under FIPs at district level. (Sources: Speeches by senior officials of Reserve Bank of India).

**Progress under the Financial Inclusion Plans**

As per the data available, the performance review of the financial inclusion plans includes physical indicators such as branch network, ATM network and number of accounts and financial indicators such as credit disbursed and deposits accrued. In general, there has been a reasonable progress in the penetration of banking services and opening of basic bank accounts through the financial inclusion plans of the banks in India. Aspects such as number of branches / business correspondents / other outlets involved in financial inclusion, basic bank accounts opened, bank branches available, ATMs available, Kisan Credit Card accounts and deposit / credit amount of banks have been included under the Financial Inclusion Plan (FIP) submitted by the banks (all commercial banks including the Regional Rural Banks). The FIP data of select 4 years during 2010-16 is given in Table 1.

**Table-1: Progress under the Financial Inclusion Plan during 2010-2016**

No.	Variable	10-Mar	13-Mar	16-Mar	18-Mar	8 year growth	8 Year growth %	Growth % during 2016-18
1	Banking Outlets in Villages - Branches	33,378	40,837	51,830	50,805	17,427	52	(.05)
2	Banking Outlets in Villages-Branchless Mode	34,316	2,27,617	534,477	518,742	484,426	1,412	(3)
3	Banking Outlets in Villages – Total	67,694	2,68,454	586,307	537,192	469,498	694	(8)
4	Urban Locations covered through BCs	447	27,143	102,552	142,959	142,512	31,882	39
5	BSB DA through branches (No. in Mn)	60	101	238	247	187	312	4
6	BSB DA through branches (in Rs. billion)	44	165	474	731	687	1,561	54
7	BSB DA through BCs (No. in million)	13	81	231	289	276	2,123	25
8	BSB DA through BCs (Amt. in Rs. billion)	11	18	164	391	380	3,454	142
9	BSB DA Total (in million)	73	182	469	536	463	634	14
10	BSB DA Total (Amt. in Rs. billion)	55	183	638	1,121	1,066	1,938	76
11	OD facility availed in BSB DA (No. in million)	0.2	4	9	6	5.8	2,900	(33)
12	OD facility availed in BSB DA (in Rs. billion)	0.1	2	29	4	3.9	3,900	(86)
13	KCCs-Total (No. in Mn)	24	34	47	46	32	70	(2)
14	KCCs-Total (Amt. in Rs. billion)	1,240	2,623	5,131	6,096	4,856	392	19
15	GCC-Total (No. in Mn)	1.4	4	11	12	10.6	757	9
16	GCC-Total (Amt. in Rs. Bn)	35	76	1,493	1,498	1,463	4,180	0
17	ICT A/Cs-BC Total Transactions (in Mn) during the year	27	250	827	1,489	1,462	5,415	80
18	ICT A/Cs-BC Total Transactions (In Rs. billion) during the year	7	234	1,687	4,292	4,285	61,214	154

Source: RBI Website (<https://dbie.rbi.org.in/DBIE/dbie.rbi?site=publications#14>)

It is seen from the Table 1 that positive development has been seen across all the parameters chosen under the financial inclusion of banks which itself has vindicated the role of the banks in the financial inclusion enhancement in India.

**The following inferences are made based on the table above**

- While the number of bank branches also increased, the banks preferred non-branch mode of expansion to facilitate financial inclusion. While the number of branches in villages increased only by 52% during the 8 year period, the growth of non-branch mode has been 14 times during the same period.
- The focus has also included urban areas as urban poor is considered to be an important parameter under financial inclusion. As of March 2018, around 1.42 lakh urban locations are being covered through BCs (business correspondents) as against 447 locations as of March 2010.
- In line with the expansion, the BSBDA accounts opened and the amount in such accounts has also shown positive growth. In all, as of March 2018, there are 563 Million BSBDA accounts.
- More number of BSBDA accounts (276) had been opened through the BCs during the 8 year period than through the bank branches (187).
- However, the amount in the BSBDA accounts opened through the BCs have not shown similar increase; the amount in the accounts opened through branches had increased by INR 687 Billion as against INR 380 Billion increase in the accounts opened through the BCs during the 8 year period.
- It needs to be seen that the above observation has been made inspite of more accounts being opened through the BCs than through the branches. The inference could be that the utilization of accounts opened through BCs could be very less when compared to the utilization of the accounts opened through the branches.
- While the growth during the 8 year period (2010-2018) is positive across the parameters, the same is not the position if growth is reviewed for the 2 year period March 2016-March 2018. Negative growth was seen for 6 of the 18 parameters reviewed. However, notwithstanding the above, the financial inclusion status achieved as of March 2018 looks impressive.

**CONCLUSIONS**

The importance of financial inclusion has been widely realized and there is enough evidence to suggest that various financial inclusion measures have been taken in the country involving multiple stake-holders across the different segments of the governmental and private agencies. The institutional framework for the same has been provided through the banks in the country. The banks support the initiative through their board approved Financial Inclusion Plans. The plans are made in alignment with their business objectives only.

The performance of banks under the financial inclusion plans includes physical indicators such as branch network, ATM network and number of accounts and financial indicators such as credit disbursed and deposits accrued. In general, there has been a high level of progress in the penetration of banking services and opening of basic bank accounts through the financial inclusion plans of the banks in India as per the data available pertaining to the period 2010-2016. Huge improvement can be seen in aspects such as number of branches / business correspondents / other outlets involved in financial inclusion, basic bank accounts opened, bank branches available, ATMs available, Kisan Credit Card accounts and deposit / credit amount of banks.

The growth would have also been made possible through technology supported (mobile technology etc) financial inclusion measures and by the involvement of multiple agencies involved (banks, business correspondents, governmental agencies and NGOs etc) with a multi-approach strategy (regulatory, governmental, knowledge based etc).

However, there is a need to analyse qualitative aspects of the growth as it was observed that utilization of the banking accounts opened through BCs could be very less when compared to the utilization of the accounts opened through the branches.

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**A STUDY ON THE INFLUENCE OF PERSONALITY ON DECISION MAKING**

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**ABSTRACT**

*Fast Moving Consumer Goods (FMCG) are preferred by the customers every day due to its need and mass usage. Hence customers are taking less time to take decision to purchase. The influence of personality has a high impact on their purchase. In this current paper, customers individual as well as his family members personality influence among the purchase decision making is evaluated. Result indicates that agreeableness and openness are not having much influence on the purchase decision making. Price, previous experience and advertisement are the major factors for purchase influence.*

*Keywords: Extra version, Agreeableness, Conscientious, Neuroticism, Openness, Gender, Family, FMCG.*

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**1. INTRODUCTION**

Brand means, "To burn". Brand helps to identify or differentiating the product from other producers/sellers in the market through its distinguishing shape, design, colour and the combination of all (Keller, 1998). Brand name is that piece of the brand which can be articulated or said or expressed. Each business house is endeavoring hard to make a connection between its image name and its shopper. Keller (1998) trusts that there are three sorts of characteristics of brand attributes that are imperative to customers.

**1.1 FMCG market**

The FMCG market of India is a worth of US\$ 33.4 billion in the year 2015. It also shows a continuous growth in every year from 2013 to 2018. Most of the FMCG brand like toothpaste, body care, pickles and noodles are having high potential and very good demand in the Indian market. New and variety of brands are introduced by different manufacturers every day. The present market is overwhelming with numerous brand and substitutes. Hence, selection of a product/brand tests the Indian consumer in many ways. It is a time consuming purchase. The role of advertisement is also having an impact on the customer's decision making. Apart from it, Customers are purchasing the brands based on their personality. This paper highlights the effect of personality of the customers in purchase decision making.

**2. REVIEW OF LITERATURE**

Kurt et al., (2008) found that the customers' risk aversion is significantly related to the two forms of loyalty. Shely (2010) found that brand loyalty is extent in younger age groups as well as older generations, although their intensity of loyalty varies. The brand loyalty in shampoo market is moderate. The brand loyalty is positively correlated with the affective commitment/emotional attachment for the brand. The brand loyalty for this product reflects that loyal behaviour is purely based on choice and preference for the brand, rather than being based on high switching costs or unavailability of brand choice. Ali et al., (2010) found that the innovation has a significant positive correlation and impact on customer satisfaction among the mobile phone users. But the innovation has no significant correlation and impact on the brand loyalty. Venkateswaran et al (2011) studied the brand personality factors which are influencing the customers for final purchase. They found that sincerity, excitement, competency and sophistication are the major personality factors influencing the customers to go for a product. Goi and Leh (2011) identified the dimensions of customer-based brand equity for Malaysian brands with the help of factor analysis. They identified that these are perceived quality, brand association, brand loyalty and brand awareness. Manju et al (2015), stated in their paper that digital media plays a role in advertisement to create awareness about FMCG.

**3. RESEARCH METHODS**

The applied research design in the present study is the descriptive research in nature. Researcher has collected both primary and secondary data. Primary data were collected from respondents through questionnaire. Secondary data were collected from the library and internet sources. The primary data is collected from 228 respondents in Dindigul District. Convenient sampling is used. Statistical tools like Percentage analysis and ANOVA are to be used for the analysis.

**4. ANALYSIS AND RESULTS**

56 percent of the respondents are men and 44 percent are women. 44 percent of the respondents are in the 25001-40000 rupees family income group. 74 percent of the respondents are graduate. 49.5 percent of the respondents are regular customers of purchase FMCG.

**Table-4.1: Level of Personality Traits among the Gender**

Personality traits	Mean scores among customers		't' Statistics
	Male	Female	
Extra version	3.591	3.798	4.015*
Agreeableness	<b>3.783</b>	3.844	0.216
Conscientious	3.502	<b>3.942</b>	7.931*
Neuroticism	3.588	3.198	-8.409*
Openness	<b>4.201</b>	<b>4.083</b>	-0.466

Source: Primary data.

\*Significant at five per cent level.

The important personality traits among the male customers are Openness and Agreeableness since their mean scores are 4.201 and 3.783 respectively. Among the female respondents, these are Openness and Conscientious since their mean scores are 4.083 and 3.942 respectively. Regarding the view on the above Agreeableness and Openness are not having much influence on the purchase decision making.

**Table-4.2: Decision made on the Selection of Brand based on the marital status**

Personality traits	Mean scores among customers				'F' Statistics
	Married	Unmarried	Bachelor	Widow/widower	
Extra version	3.145	3.438	<b>4.338</b>	<b>4.121</b>	5.452*
Agreeableness	<b>3.448</b>	<b>3.550</b>	<b>4.149</b>	<b>3.961</b>	4.148*
Conscientious	3.180	<b>3.823</b>	2.890	3.541	6.224*
Neuroticism	3.266	3.284	3.464	3.394	1.270
Openness	<b>3.461</b>	3.103	3.926	2.994	4.390*

\*Significant at five per cent level.

The important decision maker based on the marital status is given in table 4.2. Married customer's important personality traits are Agreeableness and Openness since their mean scores are 3.461 and 3.448 respectively. Among the unmarried respondents, these are conscientious and agreeableness since their mean scores is 3.823 and 3.550 respectively. Bachelor customer's important personality traits are extra version and agreeableness since their mean scores are 4.338 and 4.149 respectively. Among the widow/widower respondents, these are extra version and agreeableness since their mean scores are 4.121 and 3.961 respectively.

**Table-4.3: Reason for Choosing a Particular Brand**

S. No.	Reasons	Mean scores among customers		't' Statistics
		Male	Female	
1.	Price	<b>3.923</b>	4.064	1.018
2.	Availability	3.185	3.598	7.533*
3.	Advertisement	3.906	<b>4.313</b>	7.289*
4.	Positive word of mouth	3.408	3.401	-0.109
5.	Previous experience	<b>3.918</b>	<b>4.395</b>	7.554*
6.	Shop keeper's advice	3.409	3.907	9.296*
7.	Make an attempt	3.829	4.284	8.916*
8.	Quality of the product	3.678	4.127	10.298*
9.	Reliability of the brand	3.919	4.275	6.473*
10.	Reputation of the company	3.618	4.008	7.278*

\*Significant at five per cent level.

The reasons to choose the particular brand among the male customers is Price and Previous experience since their mean scores are 3.923 and 3.918 respectively. Among the female respondents, these are previous experience and advertisement since their mean scores are 4.395 and 4.313 respectively. Regarding the view on the reasons to choose a particular brand, the significant difference among the male and female customers have been noticed in the case of eight reasons out of 10 reasons since their respective 't' values are significant at five per cent level.



**Table-4.4: Decision made on the Selection of Brand by family members**

Personality traits	Mean scores among customers					'F' Statistics
	Self	Spouse	Children	Self and spouse	Self and children	
Extra version	3.461	3.103	<b>3.926</b>	<b>3.994</b>	3.390	6.143*
Agreeableness	3.332	3.669	3.572	3.783	3.165	4.689*
Conscientious	3.203	<b>3.828</b>	<b>4.007</b>	3.578	3.098	4.083*
Neuroticism	<b>4.145</b>	<b>4.039</b>	3.734	<b>3.970</b>	<b>3.556</b>	5.379*
Openness	<b>3.905</b>	3.660	3.408	3.403	<b>4.049</b>	6.208*

\*Significant at five per cent level.

The important decision maker based on the family members is given in table 4.4. Self customer's important personality traits are Neuroticism and Openness since their mean scores are 4.145 and 3.905 respectively. Among the Spouse respondents, these are conscientious and Neuroticism since their mean scores is 4.039 and 3.828 respectively. Children customer's important personality traits are extra version and Conscientious since their mean scores are 4.007 and 3.926 respectively. Among the Self and spouse respondents, these are extra version and Neuroticism since their mean scores are 3.994 and 3.970 respectively. Among the Self and children respondents, these are Neuroticism and Openness since their mean scores are 3.556 and 4.049 respectively.

### CONCLUSION

Since the important influencing personality of the customers on their purchase decision are their level of extraversion, neuroticism and openness, the brand managers should study about the various personality traits of the customers and decide which product under which brand name is suitable to them. Hence, the brand managers are advised to concentrate on the above said factors.

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**WOMEN EMPLOYMENT AND VIOLENCE AGAINST WOMEN EMPLOYEES****R. V. Snigdha Preethi<sup>1</sup> and Dr. M. Valliyappan<sup>2</sup>**Research Scholar<sup>1</sup>, Sathyabama Institute of Science and Technology, ChennaiProfessor<sup>2</sup>, Jeppiaar Engineering College, Chennai**ABSTRACT**

*Low women employment is a statistically proven fact. Violence against women employees is now well recognized. The key objective of this study will be to accelerate the growth of women employment in all fields. The review of research works done justifies the research on women employment in terms of identifying factors influencing low women employment, domestic violence against women, harassment against women at work place, issues and challenges to uphold the rights of working women, can a women make a difference/evolution at work, and improving quality of work life of women employees. Suppose, rate of women employment reaches on par to men employed, VISION 2020 of Dr. Abdul Kalam, former President of India would be achieved and standard of living of Indians could be enhanced. The study will enable to tap the latent potential of women and thereby contribute for growth of society.*

*Keywords: women employment, violence against women.*

**INTRODUCTION**

One of the major changes anticipated in the labor markets in India is the entry of women professionals into different sectors. "The Indian family has traditionally granted a favored status to men as a chief breadwinner". The number of women in administrative and managerial occupations had increased over decades by the proportion of women employed and moved as top level manager's still remains small. The National Sample Survey (NSS) Organization carries out quinquennial surveys on employment and unemployment and covers more than 100,000 households and 500,000 Individuals throughout the country. The survey covers socio-economic and demographic characteristics, employment and unemployment characteristics, and provides information on wages.

Empowerment of women is not only an important goal of development in itself but also an effective policy tool for promoting economic growth and development. Improved education, better labor market outcomes, and more financial resources for women are expected to generate outcomes such as favorable intra-household allocations, poverty reduction, and improved human capital for the next generation. Violence is a universal phenomenon. Irrespective of whether a country is poor or rich, violence is pervasive. However, it has not received as much research scrutiny in economics as it warrants. Given that women in India virtually do not have options outside of marriage, India might be a suitable arena for male backlash or extraction to exist. economic instability and need to stable the economical requirement women's are Working parallel with men creates the collision of male's ego & sometimes perceived as violence against women at workplace. Violence against women at the workplace is a widespread problem.

**OBJECTIVE**

- Identifying factors influencing low women employment.
- Issues and challenges to uphold the rights of working women
- Can women make a difference/evolution at work, and improving quality of work life of women employees.
- Violence against women in workplace and home.

**REVIEW OF LITERATURE**

R.Sujatha(September 2008)- This study explores various factor that toward the career growth of women manager in private organization, the final sample used in the study consists of 440 men(49%) and women (51%)managers. Findings indicated that common attitude of executives considering maternity to be a career break for the working women Factor analysis: structural barriers, managerial stereotypes, normative pressure, depersonalization processes, family pressure and space for private lives.

H. L. Nagaraja Murthy(June 2013) – This study analyze the women's first hand experiences of on limited sample because many women executives prefers to be neutral and refrain from divulging details as it will hamper the official relations with her colleagues- fellow beings- subordinates and supervisory staff. Effects of sexual harassments on harassed female corporate women executives at workplace. This study throws some light on extent of sexual harassment in workplaces and evaluates the impact of victim's official relation with her boss

(bosses) in the level of her day-to-day interaction with senior officials, appearance, personality traits, and types of behavior. This study was taken in NCR Delhi in various business organizations. The sample was selected randomly with requesting 110 women executives to respond positively while assured them their response will be treated in confidence. They were administered with self-developed questionnaire comprising of 35 statements applicable to Indian context and were assessed statistically tested. The study heralds severe impact on sexual harassment. Based on the findings, a model for early identification and effective management of sexual harassment by adopting cope-up strategies in the workplace was generated.

Saritha Madipelli, V.S. Veluri Sarma And Y. Chinnappaiah, (April 2013) –The purpose of this study is to ascertain the opinions of teachers towards the problems they face at work place and their relation to work life imbalance to identify the factors affecting imbalance at home for working women, the survey was conducted over 4 school (125 sample size) the result showed that number of days of work has a higher mean value 4.36 denoting the high level of imbalance at workplace due to the disproportionate number of working days. Long working hours' is the second influencing factor with a mean of 4.29. The mean value of the factor satisfy your boss attitude is 4.07 because teacher is a job oriented profession. The mean value obtained by the factor stress arising from work is 3.7. Balance all the needs with income has a mean value of 3.43. The mean value of sexual harassment is very low 1.93. Balance all the needs with income has a mean value of 3.43. The mean value of sexual harassment is very low 1.93. Worry about the work has the mean value of 4. The mean value for Quality time spend with family member is 4.07. The factor hindrances to carry out responsibility have got the mean value 2.43. The mean value of marital relationship is 2.57. The variable attitude of family members has a mean value 2.43

Nisha Srivastav And Ravi Srivastava-This study analyses the trends and pattern of women's employment in rural India. Using Nss 2004-2005 and NCEUS (2007) data. The results shows urban areas, 16.6 percent women and 54.9 percent men (of all ages) were employed, in rural areas; these percentages were 32.7 and 54.6 respectively. 39 percent illiterate women are employed, but this percentage declines to just 25 percent among women who have passed higher secondary. 90 percent women are in agriculture and only 10 percent are in non-agriculture (compared to 71 percent and 29 percent for men) among casual laborers. 11.6 percent of cultivated agricultural land holdings covering 9.1 percent area were operated by women. 81 percent of rural female enterprises. Social sectors, there is a large gap in earnings, with this ratio being as low as 0.59 in education and 0.69 in health and social work.

Preet Rustagi (June 2010) - The main aim is to study the employment trends of women workers in india. secondary data (Nss data) is used. The results reveal that Female rural labour force participation has risen from 30 per cent in 1999-2000 to 33 per cent in 2004-05. In 2004-05, only 8.4 per cent of these are subsidiary workers. Subsidiary workers were 6.7 per cent in 1999-2000. For every 1000 females in the labour force (usual status) in 1993-94, 13 were the unemployment rate for rural females which more than doubled in 2004- 05 to 31. In urban areas, the unemployment rate was 83 in 1993-94 and increased to 91 in 2004- 05 (NSSO, 2006). The proportion of female population not literate in urban areas declined from 38 per cent to 31 per cent between 1993- 94 and 2004-2005. In rural areas also illiteracy among women reduced from 68 per cent to 55 per cent over the same period. 1993-94 for urban areas there were 40 per cent 'graduates and above' in the workforce, which increased to 50 per cent in 2004-05. Increase in regular employment is higher among women in urban areas-from 29 per cent to 36 per cent between 1993-94 and 2004-05. Access of rural women to regular employment remains low, although moving from 3 per cent to 4 per cent over the decade, while rural men have increased their share from 8.5 per cent to 9 per cent over the same period. 26 per cent of urban female casual workers in 1993- 94, the share went down to 17 per cent in 2004-05. 31 per cent of them are self-employed workers.

Jennifer E. Swanberg and T. K. Logan(2005) - This exploratory study sought to gather detailed information about how domestic violence affects women's employment, specifically to identify the types of job interference tactics used by abusers and their consequences on women's job performance; identify and understand the context associated with disclosure about victimization to employers and coworkers; and identify the supports offered to employees after disclosure. Qualitative analyses, guided by grounded theory, revealed that perpetrators exhibited job interference behaviors before, during, and after work. Abuser tactics reduced women's job performance as measured by absenteeism, tardiness, job leavings, and terminations. Among women who disclosed victimization to employers, informal and formal job supports were offered. Workplace supports led to short-term job retention, but fear and safety issues mitigated employers' attempts to retain workers.

Priyanka shree and Dr Seema Dey ( December 2015) - The main aim of the study is Impact of Violence Against Women at Workplace .The results reveals that 76% of urban respondent and 93% of rural respondents were having experienced as violence. 42% rural and 26% urban respondents agreed that workplace was woman's friendly. 33% urban and 31 rural respondents accepted that the workplaces are partially friendly while 41% urban and 27% rural respondents accepted for unexpected behaviors of male person at workplaces. 29% rural and 22% urban respondents agreed that they feel danger while travelling.34% rural and 06% urban respondents shared travelling were partial safe.11% rural and 31% urban respondents agreed that they feel awkward situation while travelling. 10% rural and 37% urban face harassment while only 16% rural and 04 urban respondents agreed they were safe during the travelling time. And unfairness at workplace feels anger with 42% urban and 54% rural respondents, 56% urban and 25% rural respondents feels disgust, 63% urban and 22% rural respondents feels fear,76% urban and 55% rural respondents feels powerlessness as emotional effect as impact of unfairness at workplace.59% urban and 33% rural respondents feels nervousness, 62% urban and 35% rural respondents feels low self-esteem as psychological effect due to unfairness at workplace. 53% urban and 51% rural respondents feels sleepiness, 55% urban and 47% rural respondents feels high blood pressure, 23% urban and 33% rural respondents feels headache as physical effects due to unfairness at workplace.

Hossain A (2016) – To study Violence against Women is a major threat in Rural Bangladesh. The findings are 85.6% families are male dominated whereas only 14.4% families are female headed which means only a small portion of families are controlled by female and a large portion of families are controlled by males. 84.7% husband wives in the decision related matters of the family. of different types of domestic violence. 31.4% of the respondent's husbands are polygamous. Among them, 18.6% of husbands married (twice), 5.9% (thrice), 4.2% (four times) and 2.5% (five times). Some husbands have more than one wife at the same time. 79.7% of women admitted that their husband demanded dowry to be in cash or any familial belongings. Only 20.3% of husbands are free from dowry demand . 54 women (45.8%) are enforced to make union. On the other hand, 64 women (54.2%) are not forced but they have no value of their wishes.

Tazeen S Ali, Gunilla Krantz and Ingrid Mogren (November 2012) - This study how married women perceive situations which create family conflicts and lead to different forms of violence in urban Pakistan. In addition, it examines perceptions of consequences of violence, their adverse health effects and how women resist violence within marital life .five focus group discussions were conducted with 28 women in Karachi. Purposive sampling, aiming for variety in age, employment status, education, and socioeconomic status, was employed. The results reveals that one major theme emerged during the analysis, that is family violence through the eyes of females. This theme was subdivided into three main categories. The first category, ie, situations provoking violence and their manifestation, elaborates on circumstances that provoke violence and situation that sustain violence. The second category, ie, actions and reactions to exposure to violence, describes consequences of ongoing violence within the family, including those that result in suicidal thoughts and actions. The final category, ie, resisting violence, describe how violence is avoided through women's awareness and actions.

## **SUGGESTION AND CONCLUSION**

- Efforts from both the organization and individuals can only remove the barriers that are hindering and advancement of to the higher levels of management. The whole process followed by the stake holder must go through the procedure of gender proofing and gender mainstreaming in order to avoid any form of gender difference effects on the employees.
- The perceptions of employees it was found that most of the teachers feel stress with too many work dedans, working conditions and long working hours. The multiple roles played with boredom, frustrated and stress lead to work life imbalance .The stress they face at work make them feel burden to perform their domestic responsibilities. Marital relationship, attitudes and co-operation of husbands and family members are highly influenced factor which create imbalance to working women.
- The expansion of education among rural youth along with economic slowdown, fall of employment opportunity, and declining labor absorption in agriculture are accounted for reduction of labor force participation rate during recent years. And the resultant outcome is the reduction (though it is marginal) of rural unemployment rate. But this is not encouraging. There has been millions and millions young people putting themselves through more education in the hope of being able to access better jobs. If this sluggish pace of job creation continues, there will be even larger gaps between aspiration and reality in India's labor markets. The point of worry is that when these youth offer themselves in the job market, open unemployment in the country might increase, if the employment-generating potential of the economy remains low.

- Women are likely to enter the labour force in the years to come, measures to ease the double burden of work, with efforts to provide basic amenities and support services for their overwhelming domestic responsibilities, need to be put in place. Gender dimensions of work necessarily require policy attention.
- Types of negative behavior, which affects the occurrence, and magnitude of sexual harassment can be monitored by reporting sexual harassment behavior immediately through formal channels and by encouraging employees to emphatically express the particular behaviors/ actions are unwanted. Certain levels of employees' interaction can contribute to the occurrence of sexual harassment. Hence, the organizational culture should emphasize and impress upon employees adherence of societal and organizational values and to enforce norms of behavior. Whilst appearance and personality has been found to impact on the occurrence – prevalence of sexual harassment, this can be minimized by ensuring appropriate dress code and by nurturing culture of self and mutual respect demonstrated in language and behavior. Supervisors can use power position to other subordinates privileges in various forms in exchange for sexual favors. This can be curbed by ensuring a safe and healthy work environment, by encouraging effective complaint channels beyond the supervisor.
- Particularly, this study raises questions about whether workplace supports, in combination with social services aimed to address job retention among domestic violence victims, could help reduce the economic insecurity experienced by many victims of domestic violence. Examining these issues in greater depth could improve the safety of victims and their coworkers, increase victims' economic security, and thereby create an opportunity for them to leave a violent relationship.
- It is not possible to understand violence against women without understanding its past & the part of the past plays in contemporary beliefs and behaviours. The seeds of violence in the subordination of females lie in their subjection to male authority and control. A society based on a privatised, nuclear family life creates un-resolvable contradiction in any efforts to end violence against women in the family.
- As a democratic country like Bangladesh, the government ought to maintain the policy of zero tolerance in bringing the perpetrators of domestic violence to justice. In fact, to make a good nation, domestic violence against women should be not only lessened but also stopped. Moreover, the conscious community should unite to achieve a world free from violence against woman to ensure a healthy, happy, and decent life for us all.
- Its highlights how female victims of abuse are trapped in a society where violence from a partner and family members is viewed as acceptable, where divorce is unavailable to the majority, and where societal support of women is limited. There is an urgent need to raise the subject of violence against women and tackle this human rights problems at all levels of society by targeting the individuals, family, community, and societal levels concurrently.

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**GLOBAL INVESTMENT SCENARIO OF ARTIFICIAL INTELLIGENCE (AI): A STUDY WITH REFERENCE TO CHINA, INDIA AND UNITED STATES**

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**ABSTRACT**

*Artificial Intelligence (AI) is a new age technology, which brought a revolution in today's digital era. Artificial Intelligence can transform the world the way electricity did almost an 100 years ago. Artificial Intelligence is augmenting slowly but steadily in spite of its enormous future because of Governance ignorance, lack of attention and assuming it's a possible threat for human work force. In the last two years the flow of investment is as never before in this sector. The study focuses on investment flow in Artificial Intelligence by China, India and United States, the top most leading countries in AI sector. The research depicts the initiative taken by governance to imply and apply in their existing eco-system and cherished by the private sector to back Artificial Intelligence. The t-test shows there is significance between yearly investment and trend analysis indicate that the AI market is dilating swiftly.*

*Keywords: Artificial Intelligence, AI Market, Investment, Budget, Deep Learning*

**INTRODUCTION**

Artificial Intelligence is a yield of the delineated human brain and a quest to bring the artificial neural network into existence which can match the human intelligence. Pamela McCorduck described, AI began with “an ancient wish to forge the gods”. The foundation of AI research has been laid down in Dartmouth College in 1956. They predicted that machine as intelligent as human beings will exist, but they failed drastically due to miscalculation and dearth of technology. In 21<sup>st</sup> century AI heeded science community again towards the vision laid down in 1950, the first decade brought attention and investment in Artificial Intelligence and applied successfully due to presence of full power backed computers and available resources. The audacious Investment in global cognitive and AI Solutions, estimated to reach a compound annual growth rate (CAGR) 50.1% to USD 57.6 billion in 2021. There has been immense movement all around the world in the past two years related to AI policy and a sustainable development in the AI eco - system. US produced its AI report in December 2016, France in January 2017 followed by detail policy in March 2018, Japan published a document in March 2017, China came up with its AI Strategy in July 2017 and UK presented its AI strategy in November 2017. Similarly, India also adjoined artificial intelligence in their national policy in union budget 2018.

China clearly mentioned his desire to achieve a global lead in AI by 2030 with a government spendings worth USD 150 billion. United States have been the center of AI research with public and private investment since 1950's. During 2016-18 US government had spent USD 1.2 billion in non-classified research Defense Advanced Research Projects Agency (DARPA) aimed to get USD 3.44 billion in 2019-20. India is just merely playing a part in this dynamic change happening around the world by adding USD 480 millions in the Union Budget for AI development. Apart from Nations governance big IT giants like Apple, Amazon, Baidu, Facebook, Google, IBM, etc. showering billions of dollars into AI R&D and Venture deals with startups. Venture Capital Investment in Artificial Intelligence doubled to USD 12 billion in 2017. According to NASSCOM prediction, 46% Indian workforce in 2022 will be engaged in entirely new work which doesn't even exist today.

**Table No-1: Government Initiative for Artificial Intelligence development**

Government fundings for Artificial Intelligence development			
Country	Type	Scheme	Funding Amount (USD in millions)
China	AI-Startups	Tianjin City Governance	16000
	AI-Hub	Beijing AI Technology Park	2100
	AI-Hub	A Next Generation Artificial Intelligence Development Plan	2000
India	AI-Startups	National Artificial Intelligence Mission (N-AIM)	1.72
	AI-Hub	Karnataka Government	0.057
	AI-Hub	Telangana Government	0.057
US	AI-Hub	National Science Foundation (NSF)	1222.8

**Interpretation:** The table No. 1 shows that Chinese Governance funding the AI startup with USD 16000 million, followed by US governance with USD 1222.8 million. India merely accumulated funds for AI is USD 1.72 million.

**Table-2: Industrial support for AI research and development**

Research Partnership for Artificial Intelligence Development		
Country	University	Research Collaboration
China	Peking University	<ul style="list-style-type: none"> <li>• Baidu has announced a USD104 million for research partnership</li> </ul>
	Tsinghua University	<ul style="list-style-type: none"> <li>• Aliyun (Alibaba)</li> </ul>
India	Indian Institute of Science (IISc)	<ul style="list-style-type: none"> <li>• Mind Tree</li> </ul>
	Indian Institute of Technology (IIT-M)	<ul style="list-style-type: none"> <li>• Tamil Nadu e-Governance Agency (TNeGA)</li> </ul>
	Indian Institute of Technology (IIT-D)	<ul style="list-style-type: none"> <li>• IBM's ' AI Horizon Network '</li> </ul>
US	Carnegie Mellon University (CMU)	<ul style="list-style-type: none"> <li>• U.S. Department of Defense</li> <li>• NASA</li> <li>• Amazon</li> <li>• Google</li> <li>• Microsoft</li> <li>• Oculus</li> </ul>
	Massachusetts Institute of Technology (MIT)	<ul style="list-style-type: none"> <li>• \$240 million investment from IBM for 10 years</li> <li>• 60+ member companies across telcos, finance, consumer electronics</li> </ul>
	Stanford University	<ul style="list-style-type: none"> <li>• JD.com</li> <li>• Google</li> <li>• DiDi</li> <li>• Panasonic</li> <li>• UST Global</li> <li>• Tencent</li> <li>• Samsung</li> </ul>

Source: Press search

**REVIEW OF LITERATURE**

**Sunday Ayoola Oke (2008)** in his research states that in last two decades both manufacturing and service sector performed competently. Today we need an imperative article which can exhibit the literature survey of worldwide, theoretical frameworks and practical aspect of artificial intelligence. The study describes the state of the artificial intelligence in unified, epigrammatic, and in a distilled manner to manifest the experiences of artificial intelligence. Particularly, this paper examine and enquire the various developments held recently in the field of artificial intelligence and its applications.

**Ananya Bhattacharya, Subrat Kar (2018)** Artificial intelligence is finally arrived in India and included in union budget of India. Finance Minister Arun Jaitley told Niti Aayog, Indian Government think-tank, will guide a national program on AI, including research and development. The intention to promote Digital India has converted into numbers when Government of India proposed a budget of USD 477 million in parliament to promote Artificial Intelligence, machine learning, IoT. They mentioned that it is ambagious that Indian Government catching up with technologies of future.

**Marianne D'Aquila, Marianne D'Aquila (2018)** The investment and fundings on cognitive and artificial intelligence will reach \$77.6 billion in 2022, more than three times the \$24.0 billion forecast for 2018. The estimated compound annual growth rate (CAGR) for the 2017-2022 is 37.3%. The artificial intelligence market is growing at rapid pace and deftly. Vendors in perch of taking advantage of artificial intelligence, deep learning and machine learning, so that they can get the lead in emergent market of arificial intelligence. IDC observed that organizations who are using AI technologies to drive innovation exploiting the market in terms of revenue, profit, and overall leadership in their sectors.

**Kai Fu Lee (2018) stated** the benefits of artificial intelligence in his research paper, as well as the potential turbulent of artificial intelligence. To give only a few obvious examples, Artificial Intelligence has exposed us to magnify our mastery through search engines, removing barrier of language through machine translation,

bringing community together and and save us from credit card theft and fraud. In future, Artificial Intelligence set to revamp medical diagnosis and truncate the health care cost. Artificial Intelligence can customize the modern education and tweak the learning skill. Artificial Intelligence in near future accredited for automated stores and factories, thus significantly reducing the cost of goods and services, Also help us in our day to day routine activities. PwC estimates AI will add \$15.7 trillion to the world economy by 2030.

**IMPORTANCE OF THE STUDY**

Artificial Intelligence sector is a future market, which is evolving briskly even in today’s eco-system and society. It’s going to revolutionize the business mechanism, market dynamics, labor market, capital market, retail and supply chain within a decade. We need to alter our prevailing administration and management structure according to technology because sooner or later we have to. This can be done only if there is a proper research and development system and industrial dexterity. China plans to build its AI industry with a strong foundation with the help of national fund from basic research till critical project. The top 9 universities acquired government fund to establish an AI school and rest 32 are instructed to add an AI program in their curriculam. The ministry of Industry and Information Technology in the process of putting nearly USD 950 millions per year into the strategic AI project. Against China who is ruling the AI world with companies like Amazon, Facebook, Google, Microsoft & IBM, estimate say that more than half of Artificial Intelligence companies is in U.S. The digital eco-system around Silicon Valley, Seattle, Boston and New York, brings fine researcher and capable talent from leading universities, the private and cross/science research collaboration is an important factor in developing U.S.’s AI capabilities. In India the research and industrial collaboration is at a rudimentary level. To create an effective and efficient AI eco-system a thorough research work, formal funding and sustainable management of human resources mandatory.

**OBJECTIVE OF THE STUDY**

- To study the overview of Artificial Intelligence worldwide.
- To analyze the investment flow in the Artificial Intelligence sector in selected countries.
- To scrutinize the market dynamics of selected countries.

**METHODOLOGY OF THE STUDY**

The study is descriptive and analytical in nature and it primarily depended on secondary data. For this purpose government reports, data from provider of market intelligence, advisory services and events for the AI technology and various press notes were collected related to selected samples and calculations were made from it. The study used mean, standard deviation, correlation, one sample t-test, paired sample t-test and trend analysis. The study selected three leading countries in AI sector, such as **China, India** and **United States**.

**DATA ANALYSIS AND INTERPRETATION**

This section of the study provides the result and it interpretations.

The following table 3 highlights the Investment flow and Annual Growth Rate in Investment of Artificial Intelligence worldwide during the year from 2013 to 2017.

**Table-3**

<b>Investment in Artificial Intelligence (Worldwide)</b>			
<b>Year</b>	<b>VC Deals</b>	<b>Funding Amount (USD in Millions)</b>	<b>Annual Growth (%)</b>
2013	310	1739	-
2014	482	3477	99.94
2015	635	4569	31.4
2016	888	6255	36
2017	1349	15242	143.6

Source: Computed VC - Venture Capital

**Interpretation:** The table 3 shows the Annual growth of investment in Artificial Intelligence worldwide. As it clearly shows their is an large amount of fund invested around USD 15242 million in year 2017 with 1349 Venture capital deals, growth of 143.6% straight as compared to previous year Investment USD 6255 million with 888 VC deals. The invest flow between 2015 to 2016 was almost constant only with the difference of 4.9% , Investment was around USD 4569 million with 31.4% growth rate in 2015 and in 2016, investment crossed USD 6 million 36% growth rate with 888 VC deals.

The table 3.1 highlights the statistical analysis of Investment flow and Annual Growth Rate in Investment of Artificial Intelligence worldwide during the year from 2013 to 2017.



Table-3.1

One-Sample Statistics				
	Observation	Mean	Std. Deviation	Std. Error Mean
Investment in AI	5	6256.40	5284.89	2363.47

Source: Computed

**Interpretation:** The table 3.1 shows that the average investment in AI during 2013-2017 is USD 6256.4 million. Standard deviation is calculated as USD 5284.89 million.

**Hypothesis**

Ho: There is no significant difference between investment flow in Artificial Intelligence worldwide annually.

The table 3.2 highlights the one sample t-test of Investment and funding in Artificial Intelligence annually during the year from 2013 to 2017.

Table-3.2

One-Sample Test						
Test Value = 0						
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Investment	2.647	4	0.057	6256.40	-305.65	12818.45

Source: Computed

**Interpretation:** The table 3.2 Null Hypothesis is rejected. So study concludes that there is an significant difference between Investment flow in Artificial Intelligence annually.

**INVESTMENT IN ARTIFICIAL INTELLIGENCE -CHINA, INDIA AND US**

The following table 4 highlights the trend in Investment flow of Artificial Intelligence in selected countries during the year from 2018 to 2020.

Table-4

Trend Analysis - Artificial Intelligence Investment (USD in Millions)					
Country	2016	2017	2018*	2019**	2020***
China	1063	7316	13569	19822	26075
India	44	73	102	131	160
US	4128	5791	7454	9117	10780

Source: Computed

**Interpretation:** The table 4 shows the trend in investment flow on Artificial Intelligence. It estimate that AI investment in China going to rise USD 26075 million in year 2020 with the annual growth rate of 85%. In India the Investment in Artificial Intelligence expected to reach USD 160 million with the annual growth rate of 39%. Similarly US Investment in AI in 2020 is estimated doubled which was availed in 2017, USD 10780 with the annual growth rate of 28.71%.

The following table 5 highlight the Number of patent filed by China and US for Artificial Intelligence and Deep Learning during the year from 2013 to 2017.

Table-5

Numbers of Artificial Intelligence (AI) & Deep Learning (DL) Patents filed by China and US				
Year	China (AI)	US (AI)	China (DL)	US (DL)
2013	127	51	3	3
2014	115	60	27	2
2015	180	76	92	10
2016	328	108	221	27
2017	641	130	652	101

Source: Computed

**Interpretation:** The table 5 shows the patent application filed by China and US for Artificial Intelligence and Deep Learning. There is a significant relation between number of patents and countries selected. During 2013 to 2017 China filed 1391 application and US filed just 425 patent application for AI. Total Patent application in Deep learning noted the huge difference of 852 application. This clearly conclude that China has outlined US in both AI & DL patent filing and Intellectual property.

The table 5.1 highlights statistical analysis of paired sample of patent filed in China and US for Artificial Intelligence and Deep Learning during the year from 2013 to 2017.

**Table-5.1**

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	China (AI)	278.2000	5	219.79695	98.29619
	US (AI)	85.0000	5	33.22650	14.85934
Pair 2	China (DL)	199.0000	5	266.99345	119.40310
	US (DL)	28.6000	5	41.69293	18.64564

Source: Computed

**Interpretation:** The table 5.1 shows the average patent filed by China in AI is 278.20 and 85 by US. The standard deviation is 279.79 for China and 33.22 for US. In DL the average patents China sums up to 199 and US 28.6, standard deviation is noted 266.99 and 41.69 respectively.

**Two set of Hypothesis**

**Set1: Ho:** There is no significant relationship between the value of China AI and US AI.

**Set2: Ho:** There is no significant relationship between the value of China DL and US DL.

The table 5.2 highlights the paired two sample t-test of patent filed in China and US for Artificial Intelligence and Deep Learning during the year from 2013 to 2017.

**Table-5.2**

Paired Samples Correlations				
		N	Correlation	Sig.
Pair 1	China (AI) & US (AI)	5	.944	.016
Pair 2	China (DL) & US (DL)	5	.996	.000

Source: Computed

**Interpretation:** In table 5.2 Null Hypothesis is accepted. There is no significant relationship between Number of Artificial Intelligence patent filed by China & US.

Also there is no significant relationship between number of Deep Learning patents filed by China and US.

**Two set of Hypothesis**

**Set1: Ho:** There is no significant difference between the patents filed by China and US in DL.

**Set2: Ho:** There is no significant difference between the patents filed by China and US in DL.

The table 5.3 highlights the paired two sample t-test of patent filed in China and US for Artificial Intelligence and Deep Learning during the year from 2013 to 2017.

**Table-5.3**

Paired Samples Test									
		Paired Differences					T	Df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	China(AI) – US (AI)	193.20	188.75036	84.41173	-41.16453	427.56453	2.289	4	.084
Pair 2	China (DL) – US (DL)	170.40	225.50233	100.84771	-109.59812	450.39812	1.690	4	.166

Source: Computed

**Interpretation:** In table 5.3 Null Hypothesis is accepted. There is no significant difference between Number of Deep Learning patent filed by China & US.

Also there is no significant difference between number of Deep Learning patents filed by China and US.

**BUDGET ALLOCATION – CHINA, INDIA, UNITED STATES (US)**

The following table 6 highlights the percentage Allocation of Budget for Artificial Intelligence out of total expenditure in selected countries from 2017 to 2018.

**Table-6**

Government Budget for Artificial Intelligence Research and Development			
Country	Year	Budget Amount (USD in Millions)	% age of Total Expenditure
China	2017-18	950	0.02
India	2018-19	480	0.06
US	2017-18	1200	0.01

Source: Computed \*\* India – FY 2018-19

**Interpretation:** The above table reveals that the Budget Allocated for Artificial Intelligence Research and Development is merely in Zeros. The Chinese Government allocated 0.02% in their annual budget for AI development, India still on top on selected countries with 0.06% by allocating funds for AI union budget and US governance allocated only 0.01% of funds for AI development in their annual budget.

The following table 7 analyse the overview of AI work-force and academic research and development in AI for selected countries.

**Table-7**

Overview of Work Force and Academic R&D Scenario in Artificial Intelligence							
Country	STEM Engineers (2016)	AI Talent Pool	Job openings	PhD	Coferences	Citable Documents (2010-2016)	H Index for Artificial Intelligence (1996-2016)
China	4700000	39200	50000	413	206	63344	195
India	2600000	29000	150000	386	44	39820	100
US	568000	78000	850000	9010	3017	13948	413

Source: World Economic Forum, Global AI Talent Report 2018, LinkedIn Report, Scimago Journal and Country Rank (SJR), Analytics India, Tsinghua University.

**Interpretation:** The table 7 present the overview of work force and Academic R&D in Artificial Intelligence.

**Workforce** – It shows that China is leading in producing STEM (Science, Technology, Engineering, Mathematics) Graduates in total 4.7 million followed by India with total population of 2.6 millions and US with merely 0.56 million but here is a huge differences in AI talents and Job openings in between each countries. It shows that there is an vacancy of 50000 AI engineers whereas only 39200 are currently available and that too involve the large part of American engineers hired by China. In india there is almost 150000 jobs openings are accessible but scarcity of AI engineers are more than China, merely 29000 workforce is available whereas in US their is an huge market for AI, total vacancy crossed 850000 but population who can avail is merely 9.1%. This shows clearly there is huge differences in available market and existing workforce.

**Academic Research and Development** – The data shows that there is a huge dearth of qualified researcher in Artificial Intelligence in selected countries. US is on top with 9010 PhD's followed by China 413 and India with 386 researcher. The research publication index shows that China leading the world in terms of citation with 63344 research publication but concludes only 195 when it comes to H-index for AI. Which clearly shows that the quality of research is penurious. Even if US outlined in terms of publication 13948 research paper but H-index mark their excellence of research in AI Academics with 495. India published 39820 research paper in total but H-index lies within 100.

**CONCLUSION**

The study analyzed the Investment flow in Artificial Intelligence (AI) which is likely positively and growing rapidly. The paper also reviewed the application of Artificial Intelligence in each Industrial sector such as Health care - AI radiology study in Stanford created the algorithm which can detect Pneumonia better than radiologist, similarly IBM's Watson Oncology developing Memorial Sloan Kettering cancer center and Cleveland clinic and AI application in chronic disease treatment, Microsoft's Hanover project, helps cancer patient by suggesting the effective drug treatment option and Google's Deepmind is used to espy certain health risk through mobile App. In Agriculture sector Berlin-based startup PEAT developed AI which can detect the possible defect and nutrition deficiency in soil, NITI Ayog and IBM joint hands to develop a crop yield prediction model using AI to provide real time advisory to farmers. In Education sector AI like EdTech, ReadEx and Pearson's WriteToLearn softwares modelling the learning process. In a sector Like Finance, Infrastructure

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and Transportation Application of AI is huge, According to Stanford due to AI development Error rates of object classification while driving reduced from 28.5% to 2.5 since 2010, In banking AI like Humanoid performing the customer interaction task and remote controlled street light project making the infrastructure better.

In China and US Artificial Intelligence developed is fully backed by governance as well as private industries while in India Governance is trying to hoed and domestic tech-giants such as TCS, Infosys, HCL, Wipro, Emphasis, L&T infotech's role in backing its domestic AI sector is still ravelling in loopholes.

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**TECHNOTRENDS IN INDIAN BANKING SECTOR****M. Rathi Meena<sup>1</sup> and Dr. G. Parimalarani<sup>2</sup>**Research Scholar<sup>1</sup>, Alagappa Institute of Management, Alagappa University, Karikudi  
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**ABSTRACT**

*Banking sector is the nerve centre of an economy. Throughout the world bank's helps in accumulating the savings of the people and for the development of economy. The Indian banking sector has transforming a lot from its' inception. The present world banking is changing enormously. Through the adoption of technology the quality of services provided by the banks are getting wider and more techno friendly. The customers' divergent needs are taken at most care by the Indian banking sector. By considering this as a background the present study is undertaken.*

*Keywords: Digital, Technology, Services*

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**1. INTRODUCTION**

Technology is a boon for development and banking sector is not an exception to it. Day by day the technological advancement in banking sector really helps the customers to get enormous banking services. The traditional method of banking has changed to a greater level and now we are in the era of digital banking. The reason behind the implementation of information technology in banking sector is to provide very speedy, very reliable financial services at the door step of its customer. Now a day the banks are compelled to adopt the change in technology mainly to retain their customers and to gain competitive advantages over their competitions. Banking industry provide enhanced technological services to their customers i.e. ATM, E-Banking or Net Banking, Mobile banking etc., Through these services customer can access the banking operation at anywhere and at anytime. IBEF in its report stated that by the year 2020 the Indian banking sector will become the fifth largest banking sector in the world and subsequently by 2025 it will reach third position. By providing innovative services the banks offer business opportunities as well as employment opportunity to the society. By taking as the base the present study "Techno trends in Indian banking" is undertaken.

**2. OBJECTIVES**

The main objective of paper is to study the emerging Technotrends in Indian banking sector

**3. METHODOLOGY**

The current study is based on secondary data. The required information are collected from various Journals, websites, books etc.,

**4. REVIEW OF LITERATURE**

Avasthi and Sharma (2000) in their study stated the current scenario of technology and also highlighted the point that by adopting the technology the banks have added more delivery channels to its retail banking. The study has also explored the major challenges the banks are facing. The study by Ali Yakhlef (2001) stated that due to more dependency on technology the load on technology has increased. So the banks are taking efforts to redesign the model. Manjusha Goel 2013 says that Technology has helped the banking sector transform from the paper transaction to paperless transaction. The technology evolved includes E banking, credit card, debit card, ATM. The technologies implemented by the banks have increased the efficiency of the bank coupled with less time consumption for availing the services. Neha Yajurvedi 2017 The IT revolution has set the stage for overcoming the challenges the new economy poses keeping in view the unprecedented increase in financial activity across the world.

**5. THE CHANGING FACE OF INDIAN BANKING SECTOR**

In recent days banking sector is introducing the various technologies in market which change the banking operation. In banking industry has a wide range of transformation has taken place from traditional personal banking to digital banking. The latest technotrends change the banking operation by making it more digital and helps the customer to access the banking operation more easily without approaching to the branch. With the help of technology the banking sector caters a wide range of products and services to customer and it helps them to increase their customer base by developing customized platforms to fulfill every customer's needs.

The last technotrends such as Chatbots, Unified Payments Interface (UPI), Digital Wallets, Artificial intelligence, Biometrics, Application Programming Interface, Blockchain Technology, Wearable Technology etc., These technologies are bringing significant changes in the banking sector.

**5.1 Chatbots for Customer Service:**

Chatbots are very popular tools for banking sector which is used by the banks to provide better customer services. It helps in handling customer's queries and direct the customers to the seek assistance from the relevant department. It also helps in improving the quality of interaction speed of responses and accuracy in decision making

**Some examples of chatbots the functioning in banks are**

- SBI- SIA
- ICICI- iPal
- HDFC - EVA

**5.2 Unified Payments Interface (UPI)**

National Payments Corporation of India (NPCI) initiated the Unified Payments Interface (UPI). It has been considered as innovative product in payment system. This system helps to access the customer multiple bank account through single mobile application by merging several banking features and seamless fund routing.

**5.3 Digital Wallets**

Digital wallets allow the customer to make the cashless transaction by using their Smartphone. After demonetization the usage a digital wallet has increased by many folds. Some examples are Paytm, Mobiwik, FreeCharge, PhonePe, Jio Money, Airtel money

**5.4 Artificial intelligence**

Artificial Intelligence (AI) caters personalized services to their customers by dealing with each customer by focusing on their queries. It is helping in improving the automate banking services and also to improve the customer services. Banks will add artificial intelligence capabilities through their banking apps to enable them to be more convenient for use by their customers. Customers will be able to get immediate feedbacks on some crucial issues which they previously have to wait for banks to process. This will help them to save time and will also help to make financial decisions very quickly.

- In Nov 2016, City Union Bank- Kumbakonam branch has launched india's first Banking robot named as Lakshmi. It assists the customers and their queries for bank operation in branch.
- ICICI Install robotic software in their branch which reduce the response time of customer by 60% and increased the accuracy by 100%

**5.5 Biometrics**

Biometrics support usability by facilitate quick verification and avoiding the frustration that comes with remembering numerous passwords. It has beaten problem by using Voice pattern, Fingerprints, iris scans, facial geometry by replacing the complexity of remembering passwords. This system helps the established user's in identifying and simplifies the login process in online or mobile banking. It reduces the burden of remembering the passwords, PINs and card numbers.

- ✓ DCB Bank has install ATMs in Chennai, Mumbai, Bengaluru which require the users fingerprint to withdraw money.
- ✓ HDFC Bank reaching out to rural customer to access the ATM with use of micro ATM. Fingerprints are used for instant authentication this system helps the user to access the ATM Easily.

**5.6 Application Programming Interfaces (APIs)**

This technology will deliver an efficient service to their customer. It allows both bank and customer exchange information and makes transaction easily. This software acts as middlemen that facilitate the connection and operation between two different applications to provide new services to clients/customers. In Indian Banking Industry, YES Bank has launched Application Programming Interface (APIs) it helps the customer to use the bank transaction service from ERP. Customer can create their file by using net banking for transaction with their customer and corporate bank.

**5.7 Blockchain technology**

Blockchain is disruptive technologies that will fundamentally change the banking sector as well as other industries. Blockchain technology functioning through bitcoin. Bitcoin is digital currency that allows a user to transfer funds from one party to another. By using blockchain technology digital ledger is created for each transactions and it will be shared with other users through the network computers. In Indian banking sector ICICI bank is the first bank to transact overseas remittance and international trade transaction through BCT.

**5.8 Wearable Technology**

Wearable Technology is an upcoming technology used by the banker. Here all the information about the bank account will be stored in a smart watch. It helps the customer to avail information on various transactions and also to check the balance in their account. Along with few global players ICICI bank is also providing this service in Apple and Android platforms.

**6. CONCLUSION**

Indian banking industry is rapidly progressing with increased customer base. The increase in the customer base can be attribute by various facts among them is the latest technology and innovative facilities provided by the banks attracted many people to use the banking services. With the help of smartphones, internet, online payment apps coupled with the demand for secured and personalized banking experiences are giving new impetus to the adoption of innovative technology in banking industry. These services help the banking industry to upgrade their operation and deliver seamless services for higher customer retention. Through advancement in technology the banks are providing enormous services which help the customers to get speedy, timely, cheaper and convenient mode for their banking transaction.

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**NEW ENTERPRISE CHALLENGES****A. Sabaresh<sup>1</sup> and B. Ravishankar<sup>2</sup>**I-Year MBA Student<sup>1,2</sup>, PSNA College of Engineering and Technology, Dindigul

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**ABSTRACT**

*There is a rapid change in the economy and technology of today's society which the enterprise has to identify and update the new requirements of the society. There are some challenges for the new enterprises which have been faced by many enterprises. This represents the collective idea of problems which the enterprise should have faced on internal and external environmental factors. This article studies about the cost and framework of challenges faced. In today's scenario the enterprise can be easily funded through readily available loans through financial institutions. By this article we hope this will encourage and help seeking newly established enterprises meet the challenges of performance measurement in the current society.*

*Keywords: Emotional Intelligence (EI), Certificate of Commencement (COC), Certificate of Incorporation (COI)*

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**1. INTRODUCTION**

Enterprise is an association of persons started with single objective. The enterprise is an artificial person in basis of law. An enterprise which is to be started must be registered through registrar of companies. The persons may contribute with money or by their work in the enterprises. The enterprise may be a profitable or a non-profitable one. The enterprise may be of types. They may be classified as public limited, private limited, startup, proprietorship, partnership, Limited liability enterprise.

**1.1 The Public limited enterprise**

It consists of minimum of seven persons to unlimited. There is no maximum limit for share holders. The decisions of these enterprises are taken by board of directors. For starting public limited enterprise we need certificate of commencement (COC) and certificate of incorporation (COI).

**1.2 The private limited**

This company consists of minimum of two and a maximum of fifty share holders. For starting private limited enterprise we need only certificate of commencement (COC).

**1.3 The partnership enterprise**

It consists of minimum of two persons and there are solely responsible for profit and loss which is incurred by the company. The shares are divided among them.

**1.4 Limited liability enterprise**

This company consist of limited share holders and it is similar to a partnership firm. The liability of these companies is restricted.

**The enterprises are further classified into**

1. Limited by shares
2. Limited by liabilities
3. Unlimited liabilities

An entrepreneur is an individual who have interest towards taking risk to start a business. He may handle one or more businesses. He has to use his innovative ideas and has to face all the challenges in the market. He may start a business based on his capacity willingness and by analysing the current market trends and also respect with their capital. The entrepreneur should be aware of the updating of the existing products in the market to competitor in the market and also he must know about the customer requirements. He should be emergent to manage a well business. The entrepreneur should be capable of managing his enterprise and also be aware of EI (Emotional intelligence).

**2. LITERATURE REVIEW**

A. Gunasekaran, H. James Williams, Ronald E. McGaughey argues that controlling costs and performance in new forms of organization poses challenges. We hope this article will encourage research that will help practitioners meet the challenges of performance measurement in the 21st century.



Maja Vukovic Jim Laredo Sriram Rajagopal argues that the challenges in creating and deploying the enterprise crowdsourcing platform, and articulate current technical, governance and sociological issues towards defining a research agenda.

Edward S. Steinfeld argues that the new challenges to development posed by globally networked production And reflects uncertainty surrounding the adjustment of traditional industrial policy to the new demands of development through participation in global supply chains.

David Rae argues that It aims to explore the changing influences on entrepreneurship education and learning, what is the new era in entrepreneurship, the consequences of changing economic, social and cultural movements, and how entrepreneurship education and learning can respond to these challenges.

Shetty, Naveen K. Argues in his paper about the empirical study of maximalist approach shows that microfinance will be a true lubricant for micro enterprise development only when the finance flows with the non-financial services, which have a greater positive impact on the livelihood of the poor.

### **3. INNOVATION OF NEW IDEAS**

The complexity in the innovative ideas is a common problem for the company to overlap the existing system and the proposal must be an elegant and updated technically. Some employees in the enterprises aren't empowered to innovate. The enterprises should create a better strategy for an update and the motivation of the employees. The enterprise should ready to take risk in implementing the new ideology.

#### **3.1 Financial analytics**

The enterprise should clearly audit its financial status. The enterprises have a lack in capital as it is a new firm. The inadequate capital makes the enterprises weak which results to failure. The low capital makes the firm to be less in productivity which results in the minimum profit. The customers must not be slow payers of money which lead the new enterprises to debt. The new enterprise is often affected by the lack of flow in cash. The new enterprises mostly fails to have more current asserts than liability. The enterprise can approach the Banks for the capital required. There are more start-up loans available .some are

1. Line of credit
2. Equipment financing

#### **3.2 Machine and staffing**

Due to low budgets the enterprise can't afford some high- cost machineries. So they can't produce their accessories by their own and it results in high cost in production. The machineries should be maintained properly which reflects in high maintenance charge which can't be bare by the new enterprises The small scale enterprises do not have enough space to carry out the operations which cause problem for working of machineries. so there should be a proper layout planning.

The new enterprises may have lack of efficient workers. Small scale unit situated at remote areas may not have problem to get unskilled workers but it may have a problem of getting a skilled workers. And so if it is situated at the urban areas it may not have problem in getting skilled or semi-skilled workers but it may face trouble in getting unskilled workers. There may be lack of manpower which delays the productivity. The strategy is to be fixed and the hierarchy structure should be formed which is a great challenge in establishing new enterprises.

#### **3.3 Sacrifice in quality**

The new enterprises are not so well known to the public and it is not reputed among the customer. The enterprise should have to survive among its competitors, so they must attract the customers with a reliable price .It eventually lead them to decrease its quality of the output. Because if the price of the commodity is eventually high then that of the reputed companies then the customer would choose the existing reputed company's product.

#### **3.4 Sacrifice in Profit**

The established enterprises are not popular or reputed among customers so the increase in their product price may result in saturation of their product. So they must reduce their marginal profit in order to attract the customers. New enterprises should risk their profit at the beginning because the customers are not aware of their products in market. So the cost of production will be high and it is unavoidable. So they should sacrifice their profit.

#### **3.5 Improved customer service**

The customer expectation has increased and they expect in service after the purchase of products from the firm. The newly established enterprise is lacking in the area customer service after the sale of the product. They can't

render service to all the customers with lack of communication and manpower. Their boundaries are short so that may reduce its profits.

### 3.6 Transportation

The lack of transportation in the newly established enterprises results in the loss. There should be a proper communication and proper transport in order to carry out their finished goods. By expanding the transportation the products can reach the people and they get maximum profits.

### 3.7 Promotion

The newly established enterprise is not reputed and popular among the society. So the enterprise has to promote their name, product and the usage among the day-to-day life. The advertisement is a major tool in promoting a business firm. It may be visual or through verbal communication. This promotion process needs some money to be indulged. The promotion is useful to expand the boundaries for the business. This eventually increase in the more productivity and more profit. But the promotion cost may become so high that the new enterprises finds hard to manage. The small scale enterprises usually do a pilot sample study to promote their among their customers. This usually requires some amount of money to be invested which is hard for the newly established enterprises.

## 4. CONCLUSION

We hope this paper may give a vision about the common challenges faced by newly established enterprises. We have discussed various challenges regarding the cost and managing the enterprise by the entrepreneur. Below are some references used to collect the ideology of the challenges faced by the newly established enterprise. By rectifying the problem studied above we hope an enterprise can get a optimistic view.

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## NEW PROMOTIONAL MIX FACTORS INFLUENCING EMERGING SOCIAL MEDIA IN INDIA

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Research Scholar<sup>2</sup>, Alagappa Institute of Management, Alagappa University, Karaikudi**ABSTRACT**

The emergence of social media based Facebook made possible for every person to speak with many regarding products. The impact of consumer-to-consumer communications has dramatically exaggerated within the marketplace. This article is suggested that a social media could be a mixture of promotion mix which combines ancient and modern consumer taste. It allows the firms to speak their customers' need, in an exceedingly untraditional sense and enable customers to talk on to each other. Promoting the brand or product can embody completely different aspects of producing, advertising and selling a product to the purchasers. Promotion may be a crucial part to put across the advantages of the merchandise or service to the purchasers. Well-designed promotional ways guarantee long success, with a lot of customers and ensure gain for businesses.

*Keywords: Marketing Tool, Promotion, Advertising, Social Media, Facebook.*

**INTRODUCTION**

Small and medium-sized businesses need to know the importance of promotional and promoting methods. Business supporting is a dynamic method that has to be carefully scrutinized for getting the purest results. One will utilize the workforce to the fullest and are available up with ways to push the business and let it flourish. Promotional methods and marketing go hand in hand. Promoting the brand or product can embody completely different aspects of producing, advertising and selling a product to the purchasers. Promotion may be a crucial part to put across the advantages of the merchandise or service to the purchasers. Well-designed promotional ways guarantee long success, with a lot of customers and ensure gain for businesses.

**PRESENT SCENARIO OF DIGITAL MARKETING**

Advertising is delivered through Digital marketing through digital channels such as search engines, websites, social media, email, and mobile apps.

**OBJECTIVES OF THE STUDY**

The objectives of the article is to examine the following study in Social Media advertising, they are

- To study the traditional form of marketing in the Indian market.
- To critically examine the factors of Social Media as the promotional mix.
- To analyze the emerging of Facebook advertising and its impact of promotion mix.

**Content Marketing:** It attracts and transforms prospects into customers by creating and sharing valuable free content. It helps companies to create sustainable brand loyalty and provide valuable information to consumers, as well as create a willingness to purchase products from the company in the future. This relatively new form of marketing does not involve direct sales. Instead, it builds trust and rapport with the audience.

**Email Marketing:** It is a segment of internet marketing, which includes online marketing through websites, social media, blogs, etc. It is same as direct mail except that instead of sending mail through the postal service, messages are sent through email.

**Search engine optimization (SEO):** The practice of increasing the quality of traffic to the website through organic search engine results.

**Social Media Marketing:** Social media marketing is the process of gaining attention through social media sites.

**SEM (Search Engine Marketing):** It is the process of gaining website traffic by purchasing ads on search engines.

**PPC (pay-per-click) marketing:** It is a way of using search engine advertising to generate clicks to your website, rather than “earning” those clicks organically.

### **PROMOTION**

Promotion is the voice of the corporate that channelizes the brand’s message loud and clear to the audience. Numerous media platforms are accustomed promote the corporate and brand. They embody TV, radio, looking retailers, billboards, magazines, and social media. Countless promotional methods are wont to develop and market the business counting on the goals, objectives, and priorities of the corporate. While not promoting promotions, the brand or service wouldn't be ready to garner the eye of the pre-occupied customers.

#### **Expanding the brand helps in many alternative ways**

- **Brand Awareness:** Promotions facilitate in making brand awareness. With the assistance of different media just like the TV, billboards, radio or native newspaper news, one can unfold across info concerning the brand and company, which helps individuals to seek out a lot of concerning the merchandise and building purchases.
- **Segment Identification:** If the promotional and promoting strategy is loosely structured, it will not achieve success in targeting the ‘correct’ audiences. Having a full-proof and well-thought-out promotional plan and supporting arrange will facilitate to spot entirely different segments of customers within the market and provide appropriate solutions for the purchasers.
- **Customer Traffic:** Promotion additionally helps in increasing client traffic. A lot of promoting the brand, a lot of cans the shoppers realize the corporate and therefore a lot of boxes they have an interest in the product. Promotion may be done even by giving out free samples that work wonders for purchasers. They struggle the product and ultimately, return and build purchases.

While promotional methods area unit noticeably necessary, marketers and businesses should take into consideration a couple of aspects in their marketing mix set up. It's essential that companies build use of the proper media tool to focus on their customers. These days, once social media is that the only device on the net platform, promotional methods has to be compelled to extend on the far side radio, TV and print.

### **PROMOTIONAL MIX**

A selling set up is concentrated on the target market and created of four key components. These four components are also known as the four Ps. One ‘P’ termed the promotional combine, and it contains advertising, public relations, personal selling and sales promotion. They used tools to speak to the target market and turn out structure sales goals and profits. A promotional mix is designed to inform the target market audience regarding the values and edges offered.

- **Advertising:** It is the paid promotion and presentation of concepts, services, and merchandise by a particular sponsor. Example, David spends for an advertising agency to make electronic and internet advertisements to sell his mobiles.
- **Public Relations:** It helps build a positive public image for a corporation, supports new product launches and sales, helps to judge public attitudes and communicates the general goals of the corporate. The Fun City has multiple days throughout the year wherever they gift a share of price ticket sales to native charity. As an example, if a traveler gashed on a ride, the general public relations team should judge public attitudes and communicate with the media that the proper company response occurred.
- **Personal Selling:** It involves serving to potential consumers regarding the different edges of products or services. Private business sometimes takes place future or on the phone. It involves non-media selling communication which aimed at increasing shopper and market. Promotions at significant malls were providing coupons which are the foremost ancient type of selling.

- **Sales Promotion:** It contains ways of stimulating shopper purchase and sometimes supported a short-run or immediate goal. The samples of commercial things area unit contests, sweepstakes, giveaways, free samples or coupons. The Fun City has endowed heavily in the commercial. They had games, just like the 1000 folks within the park would get a prize. They additionally had giveaways of free Fun City water bottles, t-shirts, hats and canvas luggage.

### **SOCIAL MEDIA AND MARKETING**

It is a catch-all term for sites that gives entirely different social actions. Example, 'Twitter' may be a social website designed for sharing short messages or 'updates' with others. 'Facebook,' is a full-blown social networking website which permits for sharing updates, photos, connection events. Facebook continues to be the regnant champ of social media sites because the preferred spot wherever friends connect and share online. Over merely a gathering place for friends, Facebook has big into a venue for businesses to plug themselves through interaction with customers and self-promotion.

### **FACEBOOK AS MARKETING TOOL**

In recent years Facebook's organic reach has declined. In recent survey, Facebook remains the best social media promoting platform. A massive 95% of respondents within the way forward for Social promoting report. Facebook joined of the highest three drivers of Return on investment (ROI) among all the social networks. By comparison, 63% of respondent's prefer Twitter and 40% opted Instagram among the highest three returns on investment drivers.

### **The most reasons for Facebook being is the best social media promoting tool is because**

- **Popular Social Network:** Over 900 million of these users visiting the location on a daily basis, Facebook are the 800-pound bully of social media.
- **Demographics:** All age group visits Facebook regularly. 72% of online Indian adults use Facebook every day.
- **Sticky:** Facebook users spends more time on the site; that's, forty minutes per day, on average. Worldwide, Facebook-use accounts 20% of all time online, Business corporate executive says.
- **Growing:** Individually Facebook does not dominate social media. In fact, Facebook is projected 169 billion users.
- **Affordable:** The Facebook advertising rates are of reasonable value which covers our minimal budget.
- **Highly Targeted:** Facebook targets all the audience by location, age, gender, interests and different factors. Awareness advertisements reach customers through their mobile devices.
- **Website Customers:** Facebook's re-targeting choice permits to indicate Facebook advertisement solely that have antecedently visited the business website.
- **Word of Mouth:** Once the target customers see the Facebook advertisements, their Facebook Friends see them too, by this multiplying the effectiveness of the Facebook promoting efforts.

### **COMPONENTS OF FACEBOOK Ads**

- **Visual:** Visual content isn't solely treated a lot of favorably within the Facebook rule. However, it is also a lot of seemingly to be shared and remembered than written material. Notwithstanding what kind of ad created, the image must be visually appealing.
- **Relevant:** Connection is essential for fulfillment once mistreatment Facebook advertising. Remember, hard cash once somebody views or clicks on the ads. If showing ads that aren't relevant to the target market, then it's wasting time and money and can seemingly not see success with any quite advertising.
- **Value Proposition:** a price proposition tells the reader why they ought to click on the ad to find out a lot of regarding the merchandise. However, the commodity or service is entirely different from alternative, and why ought to the viewer click on the ad to ascertain the website.
- **Call-to-action:** an exquisite and relevant ad is excellent, however, while not a call-to-action (CTA), the viewer may not grasp what to try and do next. Add a call-to-action like 'buy currently and save x%' or 'offer ends soon' and add a way of urgency to the viewer. The call-to-action ought to encourage folks to click on the ad currently.

### CASE STUDIES

- **Jabong:** To extend traffic to its app and website, It wished to have interaction with its customers and potential consumers on a deeper and a lot of personalized levels. Jabong relied on Facebook to help it in succeeding media potency by targeting high-quality audiences with merchandise that helped to convert purchase intent into sales within in the campaign that ran through April 2017;Jabong considerably boosted its bottom line by reaching dead set the correct individuals with the merchandise.
- **Horlicks:** Between 15<sup>th</sup>June to 15<sup>th</sup> July, 2016 the Horlicks Republic of India measured the impact of Facebook ads. The IMRB located that 61% higher campaign reach from Facebook than from TV, 58% higher prime of mind awareness received from Facebook video than from TV alone.
- **Raymond:** Raymond wished to increase its sales in four of its stores by encouraging individuals to go to its shops. That led three-week ad blitz from 27<sup>th</sup>June to 15<sup>th</sup>July 2016 used first advertisement, which brought individuals to its stores and generate terrific results
- **Vodafone:** In order to launch SuperNet 4G, Vodafone ran a campaign on Facebook, TV and different channels, through a Millward Brown Cross Media study, that Facebook delivered higher progressive reach than TV. The result was excellent, there was a 23% elevate in whole association and 3.5% continuous reach over TV.
- **Veet:** Facebook ads were in driving in-store sales, and the way many of us had to succeed in on Facebook and the way usually to attain favorable come on investment. The Veet Republic of India ran a four-week campaign between July to August 2016 associate degreed discovered that advertising on Facebook resulted in an 11% increase in in-store sales.

### CONCLUSION

The present study is making the business content is vital, delivering it to the proper folks is well 0.5 the battle. Mistreatment Facebook's paid tools to expand the reach may well be a no-brainer, however, leverage them to their full potential is another question entirely. Facebook's advertising platform permits marketers to efficiently target a particular audience, which makes it so much easier to deliver content to the people who genuinely wish to examine it and to lead to higher engagement. Extra functions facilitate to create believability and connection once users see and act with the ads. But whereas these tools area unit useful out of the box, craft the ad strategy needs a solid understanding of the competitive market, still as what works and does not work on the network.

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**A SURVEY BASED STUDY TO REPLENISH THE SOIL WEALTH BASED ON KNOWLEDGE MANAGEMENT IN THE COLONY OF INDIAN TELECOM INDUSTRIES LIMITED**

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**ABSTRACT**

Bangalore is presently expressing foremost ecosystem pollution coupled with waste generation and inadequate waste collection, transport, treatment and disposal owing to measureless inhabitants voyaging into the city. Present Methodology in Metropolitan or smart cities cannot survive dimensions of waste generated owing to an escalating urban residents, and its brunt on the ecosystem and public health. These waste generated in the houses are going waste; Hence these waste need to be given second chance. The population of the study is the people of vihar, a colony having 550 houses. The objective of the study is to find out sustainable solution for smarter and secured way of collecting the household waste through SWaCH system with the help of peoples' knowledge on the garbage segregation, recycling procedure of the Biodegradable waste and their thoughts of using the recycled bio degradable waste as manure for plants. The sample of 100 houses were taken for knowledge about garbage through questionnaire, 10 houses were selected to know about SWaCH system through workshop and question –based interview, 10 houses were selected for using SWaCH (solid waste collection and handling) System and manure was generated. The survey work was planned and executed for 03 months. Experiments were conducted on SWaCH system through the workshop wherein handicapped people where benefitted the most, to lead a faster, healthier, smarter and secured life through smart city. The result of the study ended with innovative idea of creating SWaCH system. Descriptive, experimental and action research has been used. Heterogeneous populations of 550 houses were studied. The Procedures followed were surveying the attitude of the people with respect to the waste segregation; waste recycling and experimenting on solid food Waste collection and handling (SWaCH) system through Workshop. The analysis has shown that maximum garbage collection 67% were fruits and vegetable peels, 26% were spoiled and left over foods, 6% were dead fallen leaves and 1% were papers. 72% of the people have the attitude for garbage segregation. 28 % doesn't have attitude in which 89% is due to Laziness, 7% is due to tough to segregate, 2% due to getting confusion, 1% due to No knowledge. 92% of the people have knowledge about the procedure for recycling of biodegradable waste and 8% of the people have no knowledge about the procedure for recycling of biodegradable waste. 56% people have thoughts about using the bio degradable waste from their garbage as manure for plants in their house and 46% people have no thoughts. It was realized from the knowledge management of participants who were interviewed based on Question guide that SWaCH system is a smarter useful products for ease of operation for collection of segregated biodegradable waste and it is a worthwhile activity that needs to be encouraged at all levels of Indian society system. It was found that a manure weight of 3.5 Kg per head was generated, wealth to the soil. The author confirms, using SWaCH system every citizen of India can make their life smarter, faster and easier without giving up the human values in this technology driven environment and by zero effect on the ecosystem as it prevent the living environment from pollution thus developing smart city.

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**INTRODUCTION**

A science chapter in VI standard is “garbage in and garbage out”; Being the last chapter and driven by Swachh Bharat Abiyan and to celebrate the beginning of the 05<sup>th</sup> year of the Swachh Bharat Abiyan. It was decided to create compost by manually collecting the biodegradable waste to replenish the soil wealth and by utilizing the manure created by compost for the plants thereby avoiding soil pollution and sustaining the profile of the soil and its fertility.

This paper focuses on a survey based study to replenish the soil wealth based on knowledge management in the colony of Indian telecom industries limited by which the waste polluting the soil environment is avoided and the fertility of the soil is sustained, retained and replenished thereby ensuring anti soil pollution in the smart city. The solid wastes collected are the household waste from Vihar. It is spread across 2.7 hectares of land situated in Bangalore and has 550 houses. The amount of garbage and efficient utilization of the waste is a Herculean task when it was of no use to their owners. The survey based idea was developed on the quest to find the knowledge and attitude of the people of Vihar about the waste segregation and its recycling procedure so that ecosystem is not affected.

**STATEMENT OF THE PROBLEM**

The Bangaloreans are exploiting available natural resources and doing injustice by not replenishing it. This has resulted in unhygienic environment and there is no protection or prevention to it. Day to day, population in Bangalore is also increasing due to rapid urbanization. Waste segregation in houses is a major threat to the current society along with the process of recycling as it is associated with odor and Migration of leachates. Inappropriate collection of waste has adverse impacts on the environment and public health.

**OBJECTIVE OF THE STUDY**

**O1:** To find out which biodegradable waste is being wasted the maximum from the houses of people living on Vihar.

**O2:** To find the attitude of people of Vihar in Bangalore towards garbage segregation.

**O3:** To know about Peoples' knowledge in Vihar about the procedure for recycling the biodegradable waste.

**O4:** To discover whether people of Vihar have thoughts about using the bio degradable waste from their garbage as manure for plants in their houses.

**O5:** To design an innovative processes or product through IoT (internet on things) that generate automatic collection of waste through SWaCH System from the houses of Vihar and by proper composting creating wealth and providing solution to soil pollution in the Smart city;

**RESEARCH QUESTION**

How to replenish the soil wealth of Vihar by giving the waste generated in the house holds a second chance?

**HYPOTHESIS****H0: Null hypothesis**

- a) No knowledge about the garbage segregation by the people living in Vihar.
- b) No knowledge about the recycling of biodegradable waste by the people living in Vihar.
- c) No thoughts about using the bio degradable waste from their garbage as manure for plants in their house by the people living in Vihar.

**H1: Alternate hypothesis**

- a) There is knowledge about the garbage segregation by the people living in Vihar.
- b) There is knowledge about the recycling of biodegradable waste by the people living in Vihar.
- c) There are thoughts about using the bio degradable waste from their garbage as manure for plants in their house by the people living in Vihar.

**IMPORTANCE OF THE STUDY**

This paper brings to light the usefulness and recycle of solid household waste items to ease pressure on landfills and other places like gutters and roadsides where waste materials are normally thrown; thereby protecting the environment. This paper has identified households' Solid waste in existing waste Management; local government manages households' waste by deploying garbage bins and employing multiple pickup businesses for household waste collection. The waste producers do not have a direct burden of expense for generating waste; it is difficult for their waste amounts to be efficiently reduced. Hence the above study is of importance.

**RESEARCH METHODOLOGY**

**Descriptive, Experimental, Action research** have been used in this paper.

**Data Collection Instruments or tools** are Questionnaire, Question based in -person interview and participant observation. **Primary data and secondary data have been used in this paper.**

**Population for the Study** A heterogeneous population were studied. The target population were both male and female. The accessible population was 550 houses.

**Sampling:** The convenient sampling of 138 houses and **purposive sampling** of ten houses of various levels to have knowledge on SWaCH system to attend the workshop. Ten of the selected houses were given invitation letters personally to represent the workshop. Details of the participants who attended the workshop are shown in Table 2.1.

**Table-2.1: Representation of Participants Who Attended the Workshop**

№ of participants who attended the workshop	№ of north Indian participant	№ of south Indian participant	№ of female participant	№ of male participant
10	3	7	7	3

**DATA COLLECTION PROCEDURES**

Data were collected through questionnaire, Question based in -person interview and participant observation; we worked for the past 03 months from July 2018. During this period we recorded the ideas and techniques on waste in houses; forming the basis for project described in this report. Data were also collected through a questionnaire by posing questionnaire to the people living in Vihar and recording their responses. The recorded information was later retrieved and analysed.

Question based in -person interview was also used to collect data from participants who were introduced to SWaCH (solid waste collection and handling) system for ease of operation of household waste collection. We selected participants of people of Vihar and sought their perceptions and experiences about the solid waste collection and handling (SWaCH) system. The questions were posed to the participants’ one after the other. The responses from the participants were later discussed and analysed

**Stepwise Procedures-1: Surveying the attitude of the people in respect of waste segregation which was generated in the household in Vihar in Bangalore.** As per objective 1, the attitude of the people in respect of waste segregation was surveyed using questionnaire.

**2. Surveying the attitude of the people in respect of waste recycling that was generated in the household in Vihar in Bangalore.** As per the objective 2, the knowledge of the people in Vihar in Bangalore in respect of waste recycling was surveyed using questionnaire.

**3. Experimenting on solid food Waste collection and handling (SWaCH) system**

The SWaCH system consist of two sensors (i.e.) one for level indication in the garbage bin and another for weight indication which is connected to processor. It is then connected to mobile phones getting online Indication about the weight and the level of the garbage bin being fitted. Online information about the filling level is obtained and collection of the garbage is done thereby reducing the time taken and easing the operation for household waste collection.

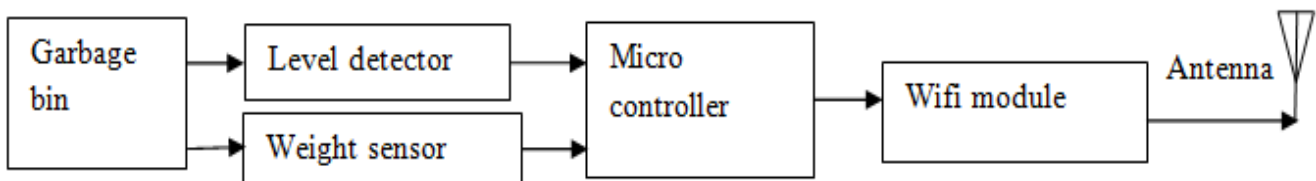


Figure-1: Block Diagram

**ORGANIZING WORKSHOP**

A workshop was organised for selected people in staff institute, to avoid absenteeism and non participation, Participants were introduced to Solid waste collection and handling (SWaCH) system which was developed to ease the operation of household solid waste collection and handling and help recycling activities thereby reducing the time. There were 10 participants only, although 20 participants were expected to attend the workshop. The workshop started at 10: 30 am and ended at 3: 30 pm on 15<sup>th</sup> July 2018.

At the workshop, introduction on the SWaCH (Solid Waste Collection and Handling) system and the idea of combining it with recycling procedure of waste. Empirically the output of SWaCH System was witnessed. After the workshop, the participants were asked to test the following output.

**TEST CASES AND RESULTS**

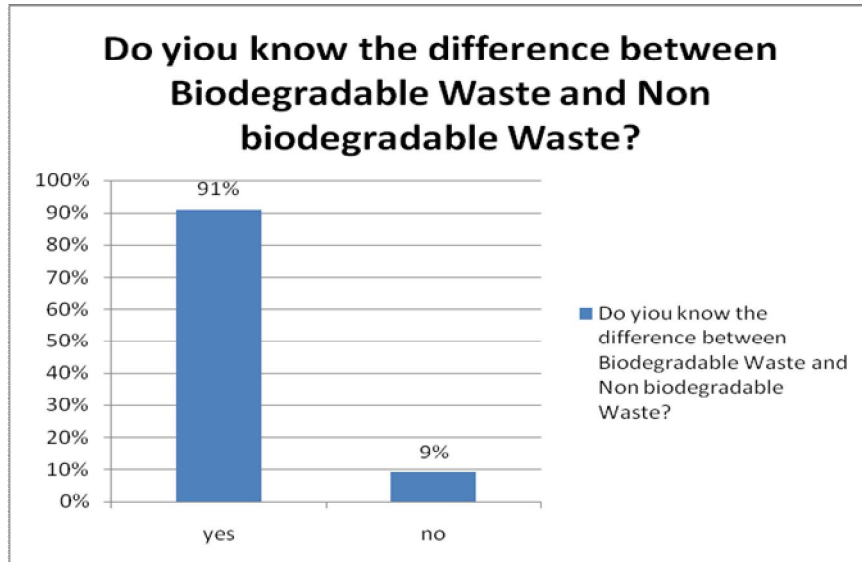
- 1) Dustbin when empty - 0% (when 1st level IR Sensor gives output)
- 2) Dustbin half – 50% (when 1st level and 2nd level IR Sensor gives output)
- 3) Dustbin full – 90% (when all three level sensors give output)
- 4) Dustbin is heavy- when threshold weight of dustbin is crossed (weight sensor gives output)

The workshop concluded with feedback from participants to evaluate the workshop and to talk about the need for recycling in general which will prevent from exploiting the ecosystem. After the discussion, it was informed give feedback on the work carried out by them after gaining the knowledge provided through the workshop.

**PRESENTATION AND DISCUSSION OF FINDINGS**

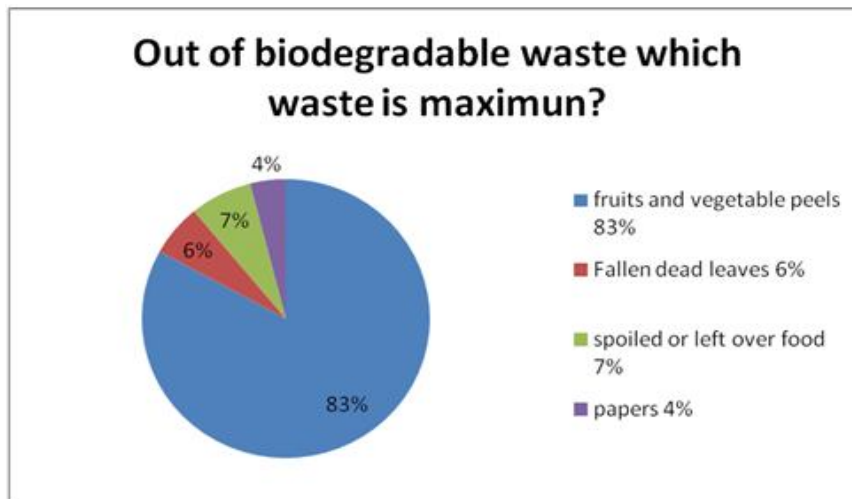
**Presentation of Main Findings**

In order to assure objective one (O1) which was to find out which biodegradable waste is being wasted the maximum from the houses of Vihar it was found that 83% were from fruits and vegetable peels, 07 % from spoiled and left over foods, 6% from dead fallen leaves and 4% from papers



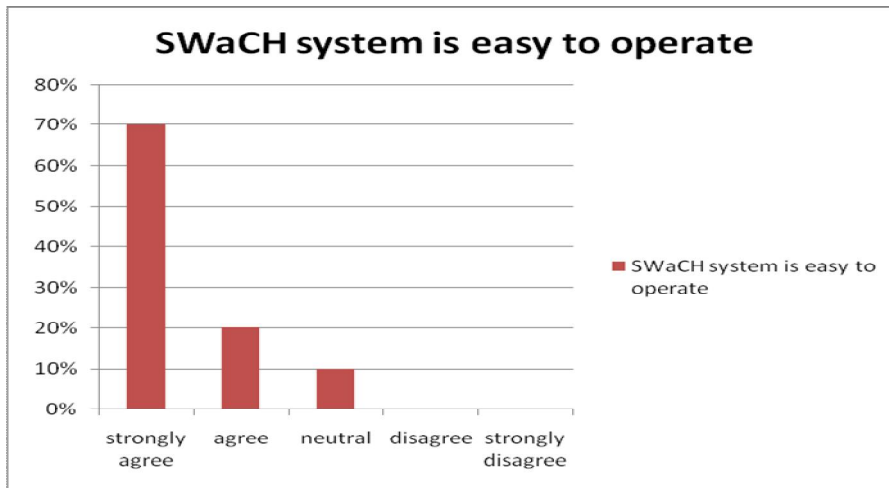
In line with Objective two (O2) which was to find the attitude of people of Vihar towards garbage segregation, the study identified 550 houses; out of which, 67% have the attitude and 33% have no attitude.

Thus the alternate hypothesis (H1 (a)) is accepted and the null hypothesis (H0 (a)) is rejected. Out of 33% who have no attitude, 33 % have No knowledge, 26% is due to Laziness, 17% is due to toughness in segregation, and 11% are getting confusion. To satisfy Objective Three (O3) of the study, to know about Peoples’ knowledge in Vihar about the procedure for recycling of garbage; 83% have knowledge and 17% have no knowledge. Thus the alternate hypothesis (H1 (b)) is accepted and the null hypothesis (H0 (b)) is rejected.

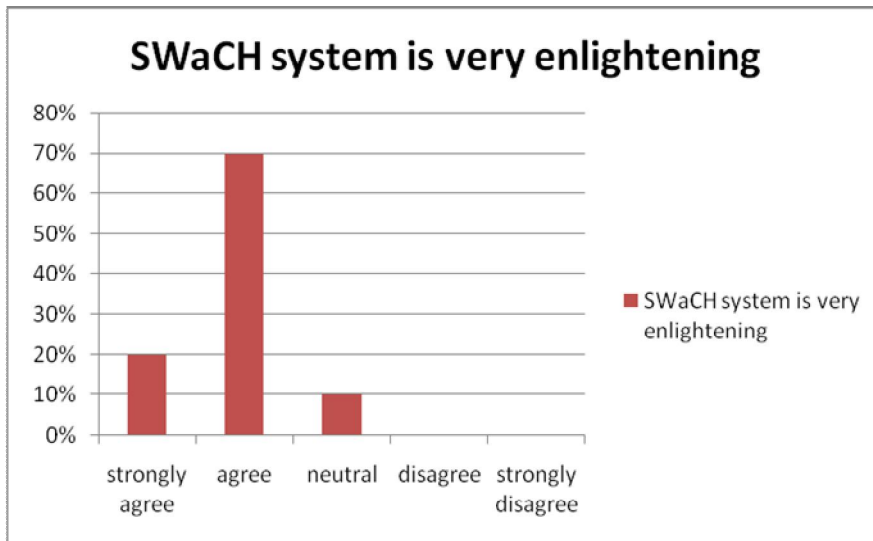


In order to satisfy the Objective four (O4), to discover whether people of Vihar have thoughts about using bio degradable waste from their garbage as manure for plants in their house.70 % have thoughts and 29% have no thoughts. Thus the alternate hypothesis (H1 (c)) is accepted and the null hypothesis (H0 (c)) is rejected.

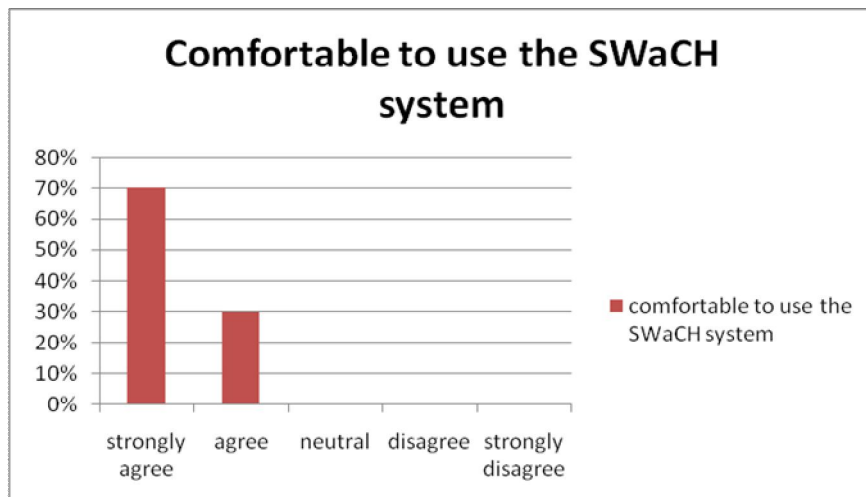
It was realised from the attitudes, knowledge and thoughts of people of Vihar which were expressed through Question based in-person interview that SWaCH system is a useful product for ease of operation and for collection of garbage; it is a worthwhile activity that need to be encouraged at all levels of Indian society system. The participants also said this will help every individual in the country to be more creative and innovative to know how to collect, handle waste with zero defects and zero effect (ZED) to develop the love for manures. A participant mentioned that “if nothing useful is done about the waste that we generate every day, it will cause problems for the environment and for the individuals who live in the environment” (personal communication, July 15, 2018).



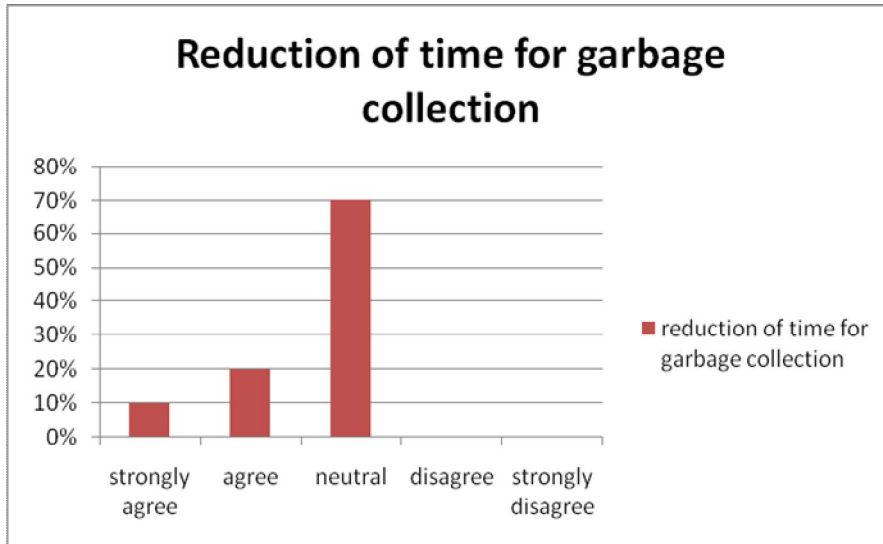
This showed that the participants’ primary concerns were the effects of waste on the environment and our communities. Another participant also said that “if individuals in the country continue to be ignorant about proper waste management, a day will come that waste will take over the environment” (personal communication, July 15, 2018). This suggests that the workshop was a positive effort in saving the environment and distributing the knowledge.



The attitudes of the participants differed for implementing SWaCH system in Vihar. Some were of the opinion that it depends on the education and chores of the people. Others thought that the education and chores of the people should include SWaCH system, for beginners before it is not feasible. A participant said “SWaCH system can be treated as extra activities in the Vihar by the top management wherein generation of manure can be handled” (personal communication, July 15, 2018).



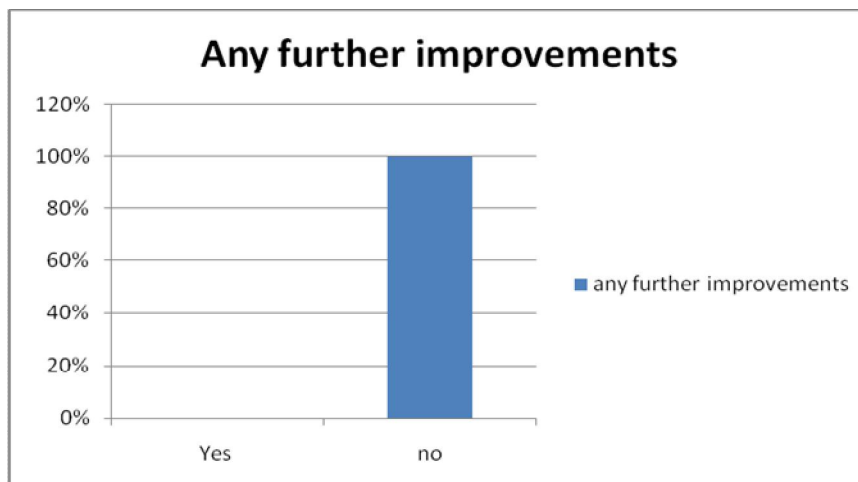
A participant even made it known that the creation of a group of 10 members in a block for manually collecting the waste and handling it for compost by filling and generating manure. But it will become ineffective if not handled with commitment to work, by the group of inmates in Vihar. This took the argument on whether it is only the group of 10 who need to handle the SWaCH system as a basic component of the vihar or make everyone responsible and committed.



A survey based study was done by fitting SWaCH system in selected 10 houses in Vihar. Within a week; 10 houses generated biodegradable waste of 157.6 kg. Each house produced biodegradable waste of 15.76Kg and 2.3 Kg in a day (i.e) 0.5Kg per head and after two months of composting on 16<sup>th</sup> September 2018, 150kg of manure was generated, each house generated 15 Kg; Generating 3.3 Kg per head (wealth from the waste). If sold to the market it will generate revenue of Rs 100 per kg; but we decided to replenish the soil of Vihar and help in growth of plants.

Some participants also said that there are No practical SWaCH systems available in the market, they intended to implement the same on their own and participate in the recycling programme.

The workshop revealed that introducing the SWaCH system to the people of Vihar is an important venture that must be encouraged. The participants also said SWaCH system and recycling activities are not only beneficial to vihar but all over India. Hence, such activities must not be referred only in vihar. Experiences shared by participants at the workshop showed that through the workshop, participants had learnt a new and a useful thing. This is because they saw the project was very useful and important.



**SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

**SUMMARY**

It was found that it was possible to replenish the soil wealth by giving the biodegradable waste (generated from houses), a second chance thereby creating a zero effect on the environment. Experiments were conducted in selected 10 Houses in Vihar using SWaCH system. By recycling waste; it gives a solution to how to replenish the soil wealth. An important aspect of this project was that the workshop was organized to introduce SWaCH

system. This study indicates that the people are having right attitude towards the segregation of the waste and they have knowledge about the recycling process of the biodegradable waste; if they are introduced to SWaCH system they can generate manure which was practically shown in action in this project; thereby generating wealth in terms of revenue and fertility. Thus the soil from where it was taken is replenished and green environment sustained without polluting it.

### **CONCLUSION**

This confirms the authors view on replenishment of the soil wealth in Vihar in Bangalore city, by giving the biodegradable house hold waste a “**second chance**” based on the survey about the attitude, knowledge and thoughts of people of Vihar. The survey has revealed that the people of vihar have knowledge about the garbage segregation. They also have knowledge about the recycling of biodegradable waste and they have thoughts about using the bio degradable waste from their garbage as manure for plants in their house. Using SWaCH system, every citizen of India can protect the pollution of the environment by introducing zero effect on the ecosystem which will cause pollution when combined with other non-biodegradable waste materials, along with the recycling attitude of the people which has figured out from the questionnaire, interview based question guide and participant observations through workshop.

Population growth and the development of megacities like Bangalore are making Solid waste management a major problem. The current situation of polluting the environment by the biodegradable garbage can avoided by the process of recycling through compost. The SWaCH system developed will assure 100% cleaning of dustbins almost immediately when the garbage level reaches its maximum level. If the dustbin is not cleaned within specific time, then record is sent to the higher responsible authority who can take appropriate action. By doing this, it reduces the total number of non value added trips of garbage collection and reduces the overall quality time and expenditure associated with the garbage collection. It ultimately helps to keep cleanliness and hygiene in the society. Therefore, the SWaCH system makes the garbage collection more efficient for manure generation.

### **RECOMMENDATIONS**

The following are recommended.

1. The recycling process should be made as a mandate in our society for biodegradable household waste.
2. The government of India must establish an environmental policy wherein automatic monitoring of Solid waste management like SWaCH System should be made online in this digital era and result in zero defects, zero effect environments especially for physically challenged people like blind, deaf & dumb, handicap people who are immobilised due to polio and amputated in their limbs.
3. The municipal corporation must organise workshops for innovation and creative in respect of solid waste management and recycling. This project can serve as a basis for such workshops so that the KV students who are already been taught about the subject of “Garbage in and Garbage out” in their VI standard can participate.
4. Schools in India must set up practical recycling programmes, to help the future leaders to know the need and the importance of recycling and to understand that there is a great wealth hidden in our household waste.
5. To sustain automation and recycling programmes in the community, people of India must be given smart garbage bins like SWaCH system wherein online monitoring can take place.

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**SUSTAINABLE MANAGEMENT PRACTICES FOR EFFECTIVE STOCK BROKING IN INDIA**

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**ABSTRACT**

*Capital Market is the market to mobilize the capital for long-term funds. It is mobilize the capital from both primary and secondary market. Primary market or new issues market refers to the raising of new capital in the form of shares and debentures. Secondary market refers to a market where securities are traded after being initially offered to the public in the primary market and /or listed of the stock Exchange. The stock exchanges along with a host of other intermediaries provide the necessary platform for trading in secondary market and also for clearing and settlement. The securities are traded, cleared and settled within the regulatory framework prescribed by the Exchange and the SEBI. In every economy system, some units like individuals or institutions are surplus generating. Here, it is to be understood that surplus generating units are called savers while deficit generators while the corporate and government are deficit generators. But this does not mean that the above said concept is very accurate and it applies very evenly. The study has been undertaken, to point out the practical difficulties and problems that are encountered by the share brokers in discharging their functions. Hence the present study is attempt the sustainable management practice for influencing broking functions of stock markets.*

*Keywords: Capital Market; Credit Rating Agencies; Credit instruments; SEBI; Sustainable*

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**INTRODUCTION**

In today's well advanced and technologically fast world, it is necessary that the money earned is partly spent and rest to be saved, for meeting future expenses. Instead of keeping the savings ideal, one may park it somewhere to get a return on this capital in the future. Such investments are of many kinds namely bank deposits, real estate, jewelers, life insurance, and stock market. However the return from each investment option depends on the return, for instance, stock market related investments are risk and earn more returns than bank savings. Stock market investment have their own advantages like easy liquidity, flexibility of amount invested, reasonable return and a regulatory frame work to safeguard the rights of the investor. Shares are the most popular form of the stock market investments due to their high potential for capital growth.

The financial system in India at time of Independence in 1947 was semi-organized and presented a restricted narrow structure. The developed of financial system in India began with the inception of planning in the country evolution of the financial system in India was in the fulfillment the socio-economic and political objectives. The development banks were conceived as gap fillers in institutional credits. They were considered to be the backbone of the financial system lending support to the financial institutions with the facilities of credit as well as advisory functions. The expansion in size and number of institution has led to a considerable degree of diversification and increase in types of financial instruments.

**THE INDIAN CAPITAL MARKET**

Capital Market is the market to mobilize the capital for long-term funds. It is mobilize the capital from both primary and secondary market. Primary market or new issues market refers to the raising of new capital in the form of shares and debentures. Which the secondary market leads with securities already issued by companies.

Secondary market refers to a market where securities are traded after being initially offered to the public in the primary market and /or listed of the stock Exchange. The stock exchanges along with a host of other intermediaries provide the necessary platform for trading in secondary market and also for clearing and settlement. The securities are traded, cleared and settled within the regulatory framework prescribed by the Exchange and the SEBI. The Exchange has laid down rules and guidelines for various intermediaries with regard to the admission and fee structure for trading members, listing criteria and listing fees for companies. With the increased application of information technology, the trading platforms of stock exchanges are accessible from anywhere in the country through their trading terminals. The trading platforms are also accessible through internet. In a geographically widespread country like India this has significantly expanded the reach of the exchanges. Secondary market comprises of equity markets and debt markets. The chapter focuses on equity markets.

**NEED FOR THE STUDY**

In every economy system, some units like individuals or institutions are surplus generating. Here, it is to be understood that surplus generating units are called savers while deficit generators while the corporate and government are deficit generators. But this does not mean that the above said concept is very accurate and it applies very evenly. Hence, the individual households may also government may fall under the surplus generators at certain point of time. Now, the question is that what the surplus generating units do with their surplus funds or savings.

The ready reckonings answer to the above question is that, they only have two alternatives to be done before them namely;

1. They can invest, which involves a commitment of funds in a plant, land, share for future periods with an expectation of certain rate of return, which is very adequate enough to induce them to part with their savings.
2. Secondly, to simply hold their savings in cash which may be, in order to meet any eventuality that may take place in future course of their existence their life time.

When the surplus generating units are corporate bodies or government, it is definitely said and believed that they do invest their savings or surplus in physical assets like land and building, plant and machinery or in their areas of interest of the corporate bodies in such a way that prosperity and growth of them while reach the desirable height of zenith.

But in case of individuals or household surplus generating' sunits, what they do with their savings is a question which has been answered by many they do with their savings is a question which been answered by many through different people and hence it is found that they invest their savings in the precious metals like gold and silver, securities, land, housed., As of today, it is physical assets and their value, which are variable in whether to proceed with their investments in these areas or not? In this like the corporate, Government and other private institutions for the investors to look in for profitable avenues for their investments. In this light, the present study is conducted to throw light on the expectations of the individual investors from their investments in corporate securities.

**STATEMENT OF THE PROBLEM**

The stock Exchange is most useful to development and economy of the country to mobilize the capital for companies. The broker is inevitable and important person in the capital market. The study has been undertaken, to point out the practical difficulties and problems that are encountered by the share brokers in discharging their functions. It is a known fact that the Securities and Exchanges Board of India (SEBI) have been issuing guidelines for the stock brokers. Inspire of the guidelines for the study the brokers are not able to satisfy the investors. Hence their study is needed.

**OBJECTIVES OF THE STUDY**

The objectives of the present study are enumerated below:

- ❖ To ascertain the level of awareness of investors regarding the SEBI is regulations for intermediation.
- ❖ To identify the problems faced by the stock brokers in study area.
- ❖ To examine the sustainable management practice for influencing broking functions of stock markets.
- ❖ To identify the difficulties faced by investors in respect of the services of intermediations.

**RESEARCH METHODOLOGY**

The present study comprises of both primary and secondary data. The primary data were collected from Karaikudi stock broker agencies and investors by administering the questionnaires. The sample random methods are used for the study. Secondary data were collected from text books, journals, articles review, magazines, published and unpublished records are used for the study. Statistical tools such as percentage, chi-square test, ANOVA and ranking weighted average methods are used for the study.

**HYPOTHESES OF THE STUDY**

A few relevant null-hypotheses are framed and used for the study.

$H_0^1$ : There is no relationship between educational qualification and sluggishness of capital, market.

$H_0^2$ : There is no relationship between experience and number of clients.

$H_0^3$ : There is no significant difference between the type of organization and facilities in stock broking office.

**ANALYSIS AND INTERPRETATION**

**Facilities in Stock Broking Office**

The following table indicates the classification of the respondents by the Facilities in stock broking office.

**Table – 1 : FACILITIES STOCK BROKING OFFICE**

Facilities	High Satisfaction	Satisfaction	Moderate	Un satisfaction	High Un satisfaction	Total
Infrastructure facilities	15(19%)	44(55%)	15(19%)	6(7%)	0(0%)	80(100%)
Computer Facilities	21(26%)	42(52%)	9(12%)	8(10%)	0(0%)	80(100%)
Electricity Facilities	12(15%)	44(55%)	16(20%)	8(10%)	0(0%)	80(100%)
Transport Facilities	10(12%)	19(24%)	41(52%)	10(12%)	0(0%)	80(100%)
Telephone Facilities	18(22%)	45(56%)	11(14%)	6(8%)	0(0%)	80(100%)
Staff Facilities	12(15%)	18(22%)	40(50%)	10(12%)	0(0%)	80(100%)
Television Facilities	12(15%)	41(52%)	19(23%)	8(10%)	0(0%)	80(100%)
Tips to clients	10(13%)	18(22%)	42(52%)	10(12%)	0(0%)	80(100%)

Source: Primary data

It may be observed from the Table -1 exhibits that the satisfaction levels are(56%)telephone facilities,(55%) infrastructure facilities,(55%) electricity facilities,(52%) computer facilities,(52%) television facilities. Moderate levels are (52%) transport facilities,(52%) both staff facilities and tips to clients.

**Discouraging the Broking Functions**

The following table indicates the classification of the respondents by the Discouraging the broking functions.

**Table – 2: DISCOURACING THE BROKING FUNCTIONS**

Factors	Very high Influence	High influence	Moderate influence	Low influence	Very low influence	Total
Lack of transparency	10(12%)	34(42%)	25(31%)	11(15%)	0(0%)	80(100%)
Poor timing of investment	10(12%)	30(38%)	30(38%)	10(12%)	0(0%)	80(100%)
Feel of frauds	30(38%)	10(12%)	30(38%)	5(6%)	5(6%)	80(100%)
Discourteous service	5(6%)	8(10%)	25(31%)	35(44%)	7(9%)	80(100%)
Poor regulatory Mechanism	4(5%)	6(8%)	45(56%)	15(19%)	10(12%)	80(100%)
High loading Charges	6(8%)	8(10%)	18(22%)	42(52%)	6(8%)	80(100%)
Poor accounting as to valuation	3(4%)	35(44%)	18(22%)	21(26%)	3(4%)	80(100%)
Lack of innovative products	0(0%)	18(22%)	35(44%)	21(15%)	6(8%)	80(100%)
Lack of investor education	31(39%)	22(27%)	15(19%)	12(15%)	0(0%)	80(100%)
Poor grievance handling mechanism	0(0%)	14(17%)	37(46%)	23(29%)	6(8%)	80(100%)

Source: Primary data

Table - 2 clearly found that, the discouraging broking function that very highly influence are(38%) feel of frauds,(39%)lack of investor education. High influence factors are (44%) poor accounting standards as to Valuation,(42%)Lack of transparency, (38%)poor grievance handling mechanism (56%) poor regulatory mechanism and (44%) lack in innovative products. Low influence factors are (44%) discourteous service and (52%)high loading charges.

**Problems of Broker Dealing with Client**

The following table indicates the classification of the respondents by the problems of Broker dealing with clients.

**Table – 3: PROBLEMS OF BROKER DEALING WITH CLIENT**

Particulars	Very high level	High level	Moderate level	Low level	Very low level	Total
Default in settlement	13(16%)	0(0%)	41(51%)	20(25%)	6(8%)	80(100%)
Lack of sufficient margin money	8(10%)	11(14%)	17(21%)	40(50%)	4(5%)	80(100%)
Delay in making payments due	10(12%)	16(20%)	28(35%)	9(11%)	17(22%)	80(100%)

Delay in given delivery slips	0(0%)	7(9%)	15(19%)	15(19%)	43(53%)	80(100%)
Highly speculative	0(0)%	7(9%)	12(15%)	17(21%)	44(55%)	80(100%)
Lack of understanding their rights and duties	39(49%)	17(21%)	12(15%)	8(10%)	4(5%)	80(100%)
Raising unreasonable disputes	6(8%)	17(21%)	38(47%)	17(21%)	2(3%)	80(100%)
Misleading other clients	12(15%)	27(34%)	10(12%)	27(34%)	4(5%)	80(100%)
Non responding to any investment advices	0(0%)	12(15%)	13(16%)	42(53%)	13(16%)	80(100%)

Source: Primary Data

From the Table 3 shows that, the problems of broker dealing with their clients that very high level is (49%) lack of understanding their right and duties. High levels are (47%) both raising unreasonable disputes and misleading clients. Moderate levels are (51%) default in settlement and (35%) delay in making payment due. Low levels are (50%) lack of sufficient margin money and (53%) non-responding to any investment advices. Very low levels are (55%) highly speculative and (47%) delay in given delivery slips.

**CONCLUSION**

On the basis of the study it is found that the stock brokers in Karaikudi Town provide good service to the investors. They should also organize seminars and similar activities to enhance the knowledge of prospective and existing customers, so that they feel more comfortable with the stock market. The stock brokers in general hesitate to continue their business in the present economy and political scenario. SEBI should prepare some professional qualification to the brokers. It should arrange the investor awareness programme regarding the broker functions.

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**WEBSITE**

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**TECHNOLOGICAL INNOVATIONS IN INDIAN PORT INFRASTRUCTURE**

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**ABSTRACT**

*The rapid growth of technology innovations are visible in each and every sectors ranging from automobile to healthcare and to space explorations. It is clear that the technology is making boundless industrial and social processes more efficient than ever. Ports which are the major revenue generators of a country are also experiencing major upgrades with the technological stuffs both software and hardware. The advancements eases the traditional way the ports were operated. This paper covers the technology advancements available worldwide, the current technologies used in Indian ports and what needs to be upgraded to raise the standards to achieve operational and monetary efficiencies. Indian ports use VTMS- Vessel Traffic Management System to ensure safe navigation of all vessel. There are other technological things used in the ports are AIS (automatic identification system), VHF, RADAR port ERP (enterprise resource planning) system including the Port Operations Shipping (POS) system. With the help of this system, the vessel related information is updated automatically on time basis without manual entry. The ports now have also got a cyclone monitoring system, which will feed information to the Indian Meteorological Department. This paper explains the prevailing technologies used in the port infrastructure, new advancements used in foreign ports, areas where we need to upgrade, technology trends, modus operandi while designing upcoming ports.*

*Keywords: VTMS, AIS, Port Operations shipping (POS) system.*

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**INTRODUCTION**

India has around 6,000 km of sea shore line which has about 12 major ports and nearly 200 minor ports. 90 % of the trade volume is carried out by sea transportation. Now a days the terms technology and innovation are the widely spoken fancy words in all industries across the world which includes the shipping sector as well. The advent of new technologies in port sector are giving good results in terms of full automation of ports and digital tools which enable the port users/community to utilize it to full extent.

In this current scenario ports composed of variety of participants/associates, from port operators /handling companies, forwarders, agents and shipping companies. The increase in the world wide trade proportionately increases shipping industry's architecture with bigger, efficient vessels which in turn increases the cargo volumes. This has created a pressure on the ports to rethink about their facilities like berths and handling mechanisms. Ports started to look and more interested in smart ways which are newly developed using the recent technologies which will optimize the workflow reduce time and costs with increase the revenue in the long run.

The concept of smart ports are getting importance now a days. Smart Ports are new and it requires huge capital investment but may be a cost effective solution in the long run. This may be evidenced by operational costs. Adopting this kind of new technologies in the Indian ports will definitely should pave a way for increase in the efficiency. The main thing about the smart port technology is that the way it allows the ports to communicate with the relevant parties with vast accuracy and efficiency. This will definitely help shipping companies, agents, vendors and other associated parties to work efficiently based on the real time data. This pave a way for real-time communication possible, helping the business establishments.

**NEED FOR THE STUDY**

The study attempts to explain the existing technologies installed in the Indian ports, recent developments in the port technology around the world, and analyse which technology should be significant for Indian ports and additional requirements have to be done to implement those technology. This paper study what are the benefits for the Indian ports on adopting the smart port systems. The paper will discuss the technology infrastructure to be implemented for the upcoming ports in India under government schemes.

**STATEMENT OF THE PROBLEM**

Ports are of great importance because most of the country's trade are carried through ports and any lag in the technology used in the ports will have a huge impact on the revenue of the country. The failure to adopt new technology may lead to financial loss for instance if the turn round time of vessels are comparatively more than other neighbouring country's ports. Monitoring systems in ports can also help enhance cargo handling systems. The systems collect a range of information, such as their location or energy consumption, which could help terminal staff find ways to reduce idle time.

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**TECHNOLOGICAL INNOVATIONS USED IN PORTS****SMART PORTS**

Smart port is the recent one aim to be just smart. They tend to adopt the recent advancements in the technologies to get maximum efficiency and productivity by making use of the available resources. The decision making of ports are made easy with use of innovations such as Smart Asset Management which will give predictions. The digital era made the digital data collection easier which will save resources and aid decision making. Most of these technologies are new to ports and never used before.

The use technology developments in the ports are not only hugely beneficial to the ports themselves for their internal operations to take place more efficiently than ever before, but also benefit external partners by improving the interface and communication with customers.

The recent drone technology are being used in many ways in the ports now a days ranging from port security to small deliveries. There are some ports where the important terminal equipment such as trucks cranes can be controlled from a remote place.

**BENEFITS OF SMART PORTS**

Smart ports are undoubtedly cost effective solution, although capital upfront investment may be higher , but that can be justified by the long term savings on operational costs. These smart systems will increase the accuracy in the communication with the external parties. For Instance the forwarders can have an efficient communication with the ports via GPS and other maps to monitor the vehicular traffic in real time and which will reduce the waiting time. There is no to contact the ports for traffic congestion.

This will also have environmental benefits by reducing the exhaust from the waiting trucks which in turn reduce the pollution which is an major threat in the developing countries especially India. Smart Ports not only shows uniqueness in terms of equipment, but also with its many other features like the reduce in the labour hours, effective communications among other things. Europe is the leader in adopting the new technologies followed by Australia and Asia following them. The drone technology is used by one of the leading shipping agency to deliver small consignments to onboard ships at the anchorage which will minimize the cost which will be much more if uses a supply vessel.

**SMART SENSORS**

Smart sensors have wide variety of applications in the port environment ranging from monitoring infrastructure, predictions and reducing manual interventions with the inspections. The sensors collect variety of data ranging from no of vehicles entering and exiting, weather data etc which will be of greater significance. This will help the ships to reduce waiting time for berth and other major things.

The monitoring systems used in the ports will enhance the cargo handling in the ports. Beyond the cargo moving efficiency, another aspect of data sharing is the customs and collection process. The recent widely discussed Block chain has also been discussed for monitoring and data sharing.

**DIGITAL TECHNOLOGIES AND THEIR USES**

Cargo volumes are directly proportionate to road and berth delays. The long waiting times at ports may lead to increase in tariff by the trucking companies with the higher fuel prices in countries like India. The truckers are charging waiting charges in Port of Montreal.

Ports are thus adopting the recent advancements to ease traffic flows. There are systems like Terminal appointment which will give time slot for freight drop and pick up. This will help the truckers to avoid lying idle on the roads , prevent port congestions and reduce pollutants which eventually lead to better air quality.

For example, Khalifa Port Container Terminal (KPCT) has installed an system which used to give online clearance digitally generating ePasses. When container vehicles enter the port via the advanced Gate Management System (GMS), downtime is cut almost a fourth to 8 seconds from 30 seconds. Khalifa Port uses this reliable solution to centralise all critical data and workflows. It allows all staff, asset and client data on a single platform helping better understand client and staff needs and optimize asset use.

The Port of Singapore has an advanced digital system with digital booking which eases the trucks which carry empty boxes and also the export boxes. They developed a app to guide the truck drivers where to place the containers, where to pick up the cargoes etc by sharing the location through app.

The application of e-commerce in ports could contribute to the efficiency of international trade. The UNCTAD programmes, such as the Advanced Cargo Information System (ACIS) and the Automated System for Customs Data (ASYCUDA), provide major elements of port community systems (UNCTAD, 2001).

**INDIAN PORT TECHNOLOGY SCENARIO**

There are few technologies used in Indian ports when compared to other worldwide ports. One of such remarkable system is the Logistics Databank System (LDB). Dwell time has been a major issues in the Indian ports for long time and this is directly impacting the congestion in the terminal which eventually lead to demurrage.

With respect to shipping, overall dwell time in January, 2018 at JNPT's five terminals saw an improvement of 29% over December last year. This was the result of a reduction in export cycle dwell time for both truck-and train-bound containers.

They use the RFID which will provide accurate real time movement of the container digitally. It eased the big task in the ports which is the locating the containers throughout its journey in various places like ICDs and CFSs,

After its installations on the western ports the technology is now getting attracted towards the southern ports as well. This real time tracking has helped the installed ports to considerably reduce the dwell time. Mostly all the major Indian ports are deployed with VTMS.

**CONCLUSION**

Port technology infrastructure development in India needs to be further more enhanced when compared to other port's facilities around the world some of them are looking for fully automated solutions without human intervention. There are several initiatives from the government for developing the ports pumping enormous money into it for developing existing ports and building new ports. New technologies like smart ports, automated box moving, paperless work flow, automated gates etc. should be considered for installation at Indian ports as per local conditions. The government should evaluate the technology advancements by appointing an expert committee and implement the feasible ones to our ports by slightly changing it to adopt our infrastructure system in order to achieve operational and economic efficiencies.

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## CORPORATE E-LEARNING: FACTORS DETERMINING THE BEHAVIOURAL CHANGE OF E-LEARNERS

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### ABSTRACT

*E-Learning plays a pivotal role in majority of the corporates in terms of training the employees to cope up with the trending technologies available in the market to sustain their business in the competitive world. Though each organization may vary in terms of their Learning Management System what they have opted with respect to E-Learning approach but the common theme exists between all the corporates is on how to evaluate the results of the E-Learning and its impact over the employees after the training program. Success of the e-learning approach chosen by the firm is based on the behavioural change of the employees in a positive way which yields good outcome to the organization.*

*This conceptual study aims to discuss about the factors which determines the behavioural change of e-learners in align with the “Transtheoretical Model” stages of change in behaviour*

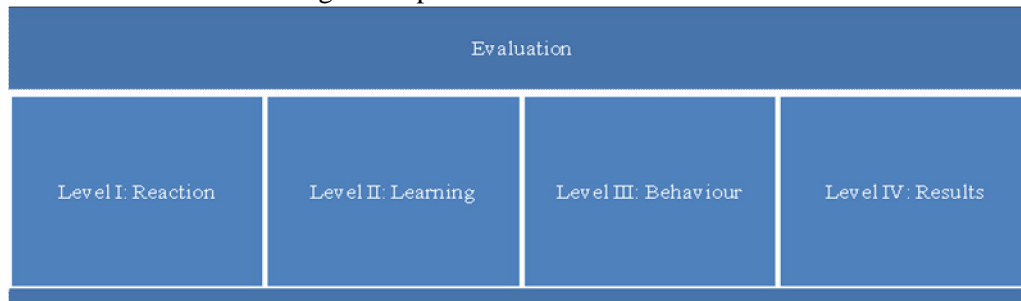
*Keywords: E-Learning, Learning Management System, Behavioural Change, Transtheoretical Model*

## 1. INTRODUCTION

### 1.1 Overview

The primary focus of any corporates after any e-learning implementation is on how to measure the effectiveness of the e-learning irrespective of the delivery method. The most classic Kirkpatrick’s model is the basis for any of the existing evaluation strategy available in the learning management system to evaluate any specific purposes of the training program either it could be traditional or e-learning. According to this model, evaluation of training comprises of four levels as below,

Fig.1:Kirkpatrick’s Model



#### 1.1.1 Level I

Reaction → is a measure which is used to understand how learners react to the training program whether they like the course or not.

#### 1.1.2 Level II

Learning → is a measure which is used to understand what learners learned during the training program/course.

#### 1.1.3 Level III

Behaviour → is a measure which is used to understand the change in behaviour of the learner after the training program/course.

#### 1.1.4 Level IV

Results → is a measure which is used to understand the business outcomes that occurred because of the training program/course.

The most important goal of any of the corporate training program is to identifying the changes in the employees behaviour by means of training programmes. This paper concentrates about the quiet challenging aspects of how to determine the behavioural change of e-learners because of e-learning.

## 2. WHAT IS BEHAVIOURAL CHANGE?

Behaviour change is nothing but the positive influence of the e-learning program where the employees integrate the newly learned skills into their work which leads to a significant business outcome of an organization in a positive way.



E-Learning is much more potential unlike other traditional training methods, by means of influencing the change in behaviour of employees due to the control what e-learners have in their training in terms of self-paced, interactive and its nature, etc., which creates more opportunity for an e-learner to understand what is being taught in training programme and how it can be applied on the job and what would be the beneficial outcome of it.

**3. DRIVING FACTORS OF BEHAVIOURAL CHANGE**

The most important part and the trickiest level of evaluating e-learning is the “*behaviour change*” of the participants who have taken the training program. If an e-learner doesn’t use the acquired knowledge and skills on the job or wherever applicable, which means no change in behaviour of an employee whatever program they undergone will remain just as words with no significant impact; if this is the case for many of the employees in an organization then ultimately it results in failure of the training program and generate a negative return on investment.

The measurement and determination of the behavioural changes can be done by following one of the oldest model namely “*Transtheoretical Model*” developed in the beginning of 1977 (James O. Prochaska of the University of Rhode Island, and Carlo Di Clemente and colleagues). This model depicts the changes in behavior of an individual through six stages,

Fig 2 : Stages of Behaviour Change



Table 1: Details of Behavioural Change at each stage

Stages of Behavioural Change	Short Definition	Details of each Stage
Pre-Contemplation	Not intended to Change	Resistance to change due to multiple unsuccessful attempts, denial nature, etc.,
Contemplation	Begin to think about change for future	Ambivalence about change due to the awareness of both pros and cons.
Preparation	Begin to make a change	Ready to change by experimenting with making small changes for a larger change
Action	Intend to take steps for change	Taking direct steps towards in order to achieve the goal
Maintenance	Changed Behaviour	Intend to maintain their changed behaviour and prevent re-lapse to the former state
Termination	Relapse	Lapse back to the former behaviour due to any failures, disappointment, frustration, etc.,

**4. WHAT ARE ALL THE METRICS TO BE FOLLOWED IN IMPLEMENTING BEHAVIOURAL CHANGE IN E-LEARNING?**

The goal of any e-learning program should always consider the below,

**4.1 Steps to incorporate the initiatives related to Behavioural Change in any of the e-learning program:**

- ✓ Identify the key behaviour (like customer satisfaction, sales, pricing, etc) of the ones which will pave a way to achieve the desired result of the respective e-learning program

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- ✓ Layout the essential drivers to establish the process for learner's responsibility and support to perform their required duties in order to fulfil the goals of the organization
  - ✓ To ensure main focus of the e-learning program purpose is to equip the e-learners to perform the critical behaviours on the job to accomplish the organizational goal at the maximum
  - ✓ Continuous monitoring and measuring the behavioural change of the e-learners on the job and its data based on the drivers allows to make adjustments to the e-learning program plan to obtain the desired results

#### **4.2 Key criteria of effective e-learning for permanent behavioural change:**

E-learning program should be in such a way which

- ✓ will not make the e-learners to distract from the training program
- ✓ allow the e-learners to think on their own by means of interactive learning to generate new ideas
- ✓ embed emotional resonance
- ✓ contains adequate time for the e-learners to re-hearse the new learning obtained through the e-learning program

Core theme of any organization is to have the required driver set up for any behavioural change which is the base for the e-learners to apply the newly acquired skills on the job based on the what they learned through the e-learning program.

#### **5. HOW TO DETERMINE THE BEHAVIOURAL CHANGES OF AN E-LEARNERS?**

Evaluating the efficacy of the e-learning is crucial which allows the training and learning department to assess the e-learners progress, content of the course, quality of the course, effectiveness of the course, etc., in order to analyse and identify if any improvement is required further in terms of any activities involved in the e-learning programme.

- ✓ Changes in attitude of the e-learners due to the new skills gained through the e-learning course can be measured through observations, assessment's, interviews, surveys, job performance etc.,
- ✓ E-learner's performance on the job can be observed after the training program.
- ✓ E-learning program with new techniques, innovative approach by creating the memorable experience to the e-learners in order to re-collect what they have learned and apply it in the work.

##### **5.1 Determining the behavioural changes of E-Learners in align with Transtheoretical model:**

- ✓ Pre-contemplation: Influence a desire to change by provide enthralling evidence and reasoning
- ✓ Contemplation: Evoke the interest of the learners by showing how the change would look like after the training program if at all they willing to adopt the change
- ✓ Preparation: Set the goals and allow the opportunity for success by providing the tools
- ✓ Action: Allow the e-learners to practice the newly learned skills at the work, evaluate the performance and offer rewards and feedback by means of assessing the progress
- ✓ Maintenance: Provide on-going support, grant access to references

##### **5.2 Factors which influence behaviour change of the learners:**

- ✓ Learners learn through experience. E-learning should provide an opportunity for the learners to experience by scenarios, simulations, group based learning and performance challenges
- ✓ Use gamification to interact the learners which will maximize their learning experience
- ✓ Provide rewards and positive feedback
- ✓ Repetition and establish strengthening paves way for more opportunities to get success
- ✓ Learners are motivated by self-interest. Build the e-learning courses by considering job specific benefits related to learners which will motivate self interest
- ✓ E-learning course should replace the learners old behaviour with a preferred behaviour of change

**6. SUGGESTIONS FOR IMPLEMENTING BEHAVIOURAL CHANGE IN E-LEARNING**

- ✓ Select the program or processes and make sure which will likely to get the results by working backwards to identify the critical behaviours
- ✓ Limit the critical behaviours of the respective e-learning program
- ✓ Select the behavioural change program based on the program, process needs, budget, etc.,
- ✓ Use online tools for surveys which is not expensive
- ✓ Prepare the learners for the behavioural change in terms of both before and after the training
- ✓ Explain the learner's role in observing and supporting the critical behaviours along with the managers or anyone whoever involved in executing the drivers
- ✓ Reinforce the changed behaviour after the some of the key learning things

**7. CONCLUSION**

Behavioural change in learners can be determined by any of the corporate training program only when the learners use newly acquired skills on the job after the e-learning training program which is been considered as the expected business outcomes of an organisation. Success of corporate e-learning program is to evaluate the performance of the learners based on the affected behaviour by defining and measuring the success before starting the e-learning program and then recognize the impact of the program when the learners return to the work after the training program. If there are any gaps which blocks the desired result of the corporate training program, then reassess the approach and determine the needed factors to continuously improve the efforts to ensure the change occurs to generate success.

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## INDIAN STARTUPS - ISSUES, CHALLENGES AND OPPORTUNITIES

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*The start-ups help one to be his own boss and create employment to others. Venturing into a startup is not an easy task, which requires lot of hard work, vision and commitment. Large population with high percentage of middle income group, educated youth with technical background, IT domination, high internet and mobile penetration is some of the drivers that have thrown up opportunities for spreading startup revolution in India. The 'Make-in-India' initiatives and other government schemes have also given a boost to start-ups with many individuals entering the fray. Starting a venture is a well planned and disciplined exercise with due consideration of both internal and external factors that may impact the sustainability of the venture. The idea behind the venture, market size, revenue and profit targets are some of the important factors that need to be clearly defined before embarking on the journey. Time, team work and tenacity are important elements which determine entrepreneurial success. Infrastructure, government regulations and availability of finance at various stages of growth could be some of the challenges for start-ups. In fact, history is replete with examples of start-ups which began with big fanfare but ended as damp squibs within a short span of time due to various reasons. The paper discusses few issues and challenges that an Indian start-up has to face and the opportunities that the country can provide in the current ecosystem.*

*Keywords: Entrepreneur, Employment, Finance, 'Make-in-India', Start-up.*

**1. INTRODUCTION**

A startup adventure could be characterized as another business that is in the underlying phases of activity, starting to develop and is ordinarily financed by an individual or little gathering of people. It is a youthful enterprising, versatile plan of action based on innovation and advancement wherein the authors build up an item or administration for which they anticipate request through disturbance of existing or by making altogether new markets. New businesses are only a thought that shows into a business undertaking.

Allow Thornton (2016) characterize new company as an association which is

- Incorporated for a long time or less
- At a financing phase of Series B or less (B Series implies second round of subsidizing)
- An innovative endeavour an association or a transitory business association
- Engages being developed, generation or circulation of new items/administrations or procedures
- Revenue of up to INR 25 cr.
- Not framed through part or rebuilding
- Employing 50 individuals or less

Bureau of Industrial Policy and Promotion (DIPP) characterize a startup as an element fused or enrolled in India with following parameters:

- Established not before seven years, (for Biotechnology Startups not preceding ten years)
- With yearly turnover not surpassing INR 25Cr in any first money related year, and
- Working towards advancement, improvement or enhancement of items or procedures or administrations,
- It is a versatile plan of action with a high capability of business age or riches creation

It is to be noticed that such substance isn't framed by part up, or recreation, of a business as of now in presence. Additionally, an element will stop to be a startup if its turnover for the past budgetary years has surpassed INR 25cr or it has finished 7 years (biotechnology new businesses 10 years) from the date of consolidation/registration ('Start-up India', 2017)

**2. GOVERNMENT INITIATIVES**

Indian government is serious in promoting entrepreneurship at the start-up level and has taken a number of initiatives to ensure appropriate support. In this aspect it is relevant to mention 'Make in India' campaign

introduced in September' 14 to attract foreign investments and encourage domestic companies to participate in the manufacturing sector. The government increased the foreign direct investment (FDI) limits for most of the sectors and strengthened intellectual property rights (IPRs) protection to in still confidence in the startups. In order to make the country as number one destination for start-ups, Government of India (GoI) has introduced a new campaign called '**Stand-up India**' in 2015 aimed at promoting entrepreneurship among women and to help startups with bank funding. Another commendable and far reaching initiative is '**Digital India**' introduced in 2015 to ensure government services are made available to every citizen through online platform that aims to connect rural areas by developing their digital infrastructure which translates into a huge business opportunity for start-ups.

### 3. THE START-UP SCENARIO IN INDIA

It is to be noticed that consistently in excess of 800 innovation new companies are being set up in India. By 2020, it is assessed that around 11,500 tech-new businesses will be built up with work capability of around 250,000 specialized individuals (NASSCOM, 2015). It is splendid to take note of that India is among the main five nations on the planet as far as new companies with 10,000+ driven by US with 83,000+ containing 43% tech-based firms with 9% overseen by ladies business visionaries. The quantity of hatcheries additionally has crossed 100 of every 2014-15 to offer lift to the start-up adventure (Grant Thornton, 2015). Sector shrewd, the conveyance of Indian organizations is:

**Table-1: Break-up of Indian Start-up Businesses**

Technology Based	Non-Technology Based
E-Commerce - 33%	Engineering- 17%
B2B - 24%	Construction-13%
Internet - 12%	Agri products- 11%
Mobile apps - 10%	Textile - 8%
SaaS - 8%	Printing & packaging – 8%
Other – 13%	Transport & logistics- 6%
	Outsourcing & support -5%
	Others-32%

Source: Start-ups India- An Overview, Grant Thornton, 2015

### 4. THE START-UP ECOSYSTEM:

Alongside government activities, there is an unequivocal development in start-up field in India because of entrance of IT and web. Numerous new companies are coming up in administration division including training, legitimate, retail, protection and wellbeing. With clients getting to be mindful of the advantages and accommodation, the prevalence and feasibility of new businesses is no more a troublesome suggestion for a business visionary.

Various financial speculators and heavenly attendant financial specialists are forceful and gung-ho on Indian new businesses as they see parcel of potential with few anticipated that would move toward becoming unicorns (high esteemed organizations) acquiring great returns. Despite what might be expected, there are precedents of couple of new businesses that fizzled and in the end shut their organizations because of different issues and difficulties.

India being a vast nation with over 130Cr populace, gloats of high statistic profits because of huge number of youngsters. As indicated by the most recent UN report India with 356 million 10-multi year-olds have the biggest grouping of youth populace who will be the main impetus behind development and creation with comparable interest and utilization of merchandise and enterprises (Mittal, 2014). India has an interesting arrangement of issues because of multicultural and multilingual locales that require developments to discover answers for wellbeing, training, framework, sanitation and for populace at the 'base of-the-pyramid' space. Every issue gives a novel chance to new businesses to make a business around it. India's tele-thickness achieved 76.55 percent with an endorser base of 95.76Cr acquiring comfort and reach to buyer portions including Tier-2 and 3 towns (TRAI,2017).This expanded versatile infiltration has given a fillip to Indian economy with E-business earning expanded offer. Further, GoI's computerized push will enhance availability and information to more elevated amounts acquiring more programming applications to discover answers for everyday issues. The decrease in information charges will likewise help new businesses to take advantage of new markets and even disturb customary organizations.

**ISSUES AND CHALLENGES OF STARTUPS**

A fruitful start-up can't begin a business just with enthusiasm and a thought. An abnormal state of administration aptitudes with clear comprehension of market, amazing relational abilities, development to see things in right point of view alongside the capacity to go out on a limb are required with respect to the entrepreneur (Aggarwal, 2017). Absence of mindfulness, numerous clearances, sloppy market, poor framework in Tier 2/3 urban areas, absence of tutoring, stringent leave strategies, defilement/formality, innovative hazard, administrative obstructions and absence of changes keeping pace with the quick developing business sector changes are a portion of the difficulties according to Rashmi Guptey, Principal (Legal) of Lightbox India Advisors Private Limited.

**The significant issues and challenges facing by entrepreneur are explained below**

- 1) Financial Resources
- 2) Revenue Generation
- 3) Team Members
- 4) Supporting Infrastructure
- 5) Creating Awareness in Market
- 6) Exceed Customer Expectations
- 7) Tenacity of Founders
- 8) Regulations
- 9) Growth Decelerators
- 10) Lack of Mentorship
- 11) Lack of a Good Branding Strategy
- 12) Replicating Silicon Valley

**FEW EXCERPTS OF ISSUES IDENTIFIED**

Beginning a business requires various consents from government organizations. Despite the fact that there is a noticeable change, it is as yet a test to enroll an organization. Controls relating to work laws, protected innovation rights, debate goals and so on are thorough in India which takes around 30 days to agree contrasted with only 9 days in OECD nations. Additionally, according to World Bank report, "World Bank Ease of Doing Business", India positions 142 out of 189 economies (Mittal, 2014)

Accessibility of back is basic for the new companies and is dependably an issue to get adequate sums (Mittal, 2014; Truong, 2016). Various back alternatives extending from relatives, companions, credits, awards, holy messenger subsidizing, investors, crowdfunding and so forth are accessible. The prerequisite begins expanding as the business advances. Scaling of business requires opportune implantation of capital. Legitimate money the executives is basic for the accomplishment of the new companies (Skok, 2016; Pandita, 2017). An ongoing report paints a melancholy picture with 85% of new organization's purportedly underfunded demonstrating potential disappointment (Iwasiuk, 2016).

Nonattendance of a successful marking technique is another issue that keeps new companies from prospering at a quicker pace. Hemant Arora, Business Head-Branded Content, Times Network opines that marking requests central consideration as it gives a personality and involves a space in the customer minds (Choudhury, 2015).

A portion of the organizations which are a piece of the startup environment themselves can at times progress toward becoming obstacles in the developing stages. According to Sneh Bhavsar, prime supporter and CEO, OoWomaniya one of the real issues is the impact of hatcheries, establishments and comparative associations which attempt to control, oversee and be the daddies of the new businesses for the sake of aiding, coaching and so on (Choudhury, 2015). This needs legitimate coordination among the associations for common advantage.

A few new businesses bomb because of poor income age as the business develops. As the tasks increment, costs develop with diminished incomes constraining new companies to focus on the financing perspective, in this manner, weakening the emphasis on the essentials of business. Subsequently, income age is basic, justifying proficient administration of consume rate which in like manner speech is the rate at which new companies burn through cash in the underlying stages. The test isn't to create enough capital yet in addition to extend and support the development.

To discover and procure the correct sort of ability for the business with aptitudes to coordinate developing client desires are one of the greatest difficulties (Truong,2016). Aside from founder(s), new businesses typically begin with a group comprising of believed individuals with correlative ranges of abilities. Normally, every part is had practical experience in a particular region of activities. Amassing a decent group is the main real necessity, inability to have one once in a while could break the startup (Skok, 2016).

As per a study, 23 percent new businesses fizzled in light of the fact that individuals did not function as a group. Chirag Garg, CEO, HyperDell, feels that getting moderate ability at the opportune time is a test. According to Nitin Sharma, Principal and Founding part, Lightbox India Advisors Private Limited "Enlisting and holding amazing ability, particularly in the zones of item and innovation remains a key test" (Choudhary,2015)

Koushik Shee, Founder and CEO, Effia , feels that Indian new companies get impacted by Silicon Valley models which may not prevail in Indian situation. Parcel of tweaking and changes could be required when transplanted into Indian markets remembering Indian foundation as far as streets, web, power and telecom infiltration (Choudhury, 2015).

The greater part of new businesses have splendid thoughts as well as items, yet have practically zero industry, business and market understanding to get the items to the market. It is a demonstrated precedent that a splendid thought works just whenever executed instantly (Mittal,2014). Absence of sufficient coaching/direction is the greatest test which could convey a conceivably smart thought to an end.

A portion of the organizations which are a piece of the startup environment themselves can at times progress toward becoming obstacles in the developing stages. According to Sneh Bhavsar, prime supporter and CEO, OoWomaniya one of the real issues is the impact of hatcheries, establishments and comparative associations which attempt to control, oversee and be the daddies of the new businesses for the sake of aiding, coaching and so on (Choudhury,2015).This needs legitimate coordination among the associations for common advantage.

## **5. OPPORTUNITIES FOR START-UPS**

In spite of challenges and problems that start-ups are facing, Indian markets provide a plethora of opportunities to find solutions tailored to solve them. Below is a list of few of the opportunities that are discussed for consideration by start-ups

- India's Large Population
- Change Of Mind Set Of Working Class
- Huge Investments In Start-ups
- Government funds for start up firms
- Talents is inclined with start up
- Direct involvement of government in empowering start-ups
- Many IIT-ians and MBA fresher's options for entrepreneurship

## **GOVERNMENT INITIATIVES**

**There are numerous government and semi-governmental initiatives to assist start-ups.**

### **• Start-Up India**

This initiative provides three-year tax and compliance breaks intended for cutting government regulations and red tapism.

### **• MUDRA Yojna**

Through this scheme, start-ups get loans from the banks to set up, grow and stabilize their businesses.

### **• SETU (Self-Employment and Talent Utilization) Fund**

Government has allotted Rs 1,000 Cr in order to create opportunities for self-employment and new jobs mainly in technology-driven domains.

### **• E-Biz Portal**

Government launched e-biz portal that integrates 14 regulatory permissions and licenses at one source to enable faster clearances and improve the ease of doing business in India.

### **• Royalty Tax**

Indian government has reduced the royalty tax paid by businesses and startup firms from 25per cent to 10 per cent.

**Table-2: start up Opportunities- Low-end Ventures**

<b>Snacks and Tiffins</b>	<b>Health drinks</b>	<b>Franchising</b>
Waste management	Media support services	Food Processing
Washing and Ironing	Solar Energy products	Retailing
Supply of Drinking water	Education & training	Health& Pharmacy
Diagnostics Centers	IT and ITES	Food Delivery

Source: Author’s perspective

**Table-3: start up Opportunities- High-end Ventures (Export Oriented)**

Auto-Components	Ayurvedic medicines
Horticulture	Software Exports
Engineering Goods	Biotechnology
Organic Farming	Floriculture

Source: Author’s perspective

**6. CONCLUSIONS**

The current monetary situation in India is on extension mode. The Indian government is progressively indicating more prominent eagerness to build the GDP rate of development from grass root levels with presentation of liberal arrangements and activities for business people like 'Make in India', 'Startup India', MUDRA and so on. 'Make in India' is extraordinary open door for the Indian new businesses. With government going full hoard on creating business people, it could capture mind deplete and give a domain to enhance accessibility of nearby ability for procuring by startup firms. Little commitments from various business people would have falling impact on the economy and work age which would supplement medium and extensive enterprises endeavours catapulting India into a quickly developing economy. The startup field has parcel of difficulties extending from back to HR and from dispatch to continuing the development with constancy. Being a nation with extensive populace, the plenty of chances accessible are numerous for new businesses offering items and administrations going from nourishment, retail, and cleanliness to sun oriented and IT applications for everyday issues which could be conveyed at moderate costs. It isn't strange to make reference to that a portion of these new companies would move toward becoming unicorns and may end up incredibly famous organizations by venturing into other creating and immature nations.

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**A THEORETICAL STUDY ABOUT WOMEN ENTREPRENEURS IN NAGALAND: ISSUES AND CHALLENGES**

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**ABSTRACT**

*In this study, we focus on what are the issues and challenges faced by women entrepreneurs in Nagaland especially in Dimapur district. Nowadays most of the people are aware of women entrepreneurs. Women entrepreneurs are gaining importance in India. Entrepreneurship is one of the tools to determine the national income of the country. So that the researcher to concentrate on this study, in this study we look a women entrepreneurs issues and challenges in Nagaland especially in Dimapur. Woman entrepreneurs are facing different problems like a financial problem, a marketing problem, socio-personal problems, production problem, and technological problems. Every women entrepreneur has unique characters like commitment, self-belief, and risk-barring capacity and so on. In our country, most of the family members are so supportive to the women entrepreneurs, which are the main strength for those people. The contribution of their family makes to move to the next level of Naga women entrepreneurs.*

*Keywords: Women Entrepreneurs, Issues of Women Entrepreneurs, Challenges of Women Entrepreneurs*

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**INTRODUCTION**

Women entrepreneurship is an emerging trend in the global phenomenon. An entrepreneurship is creating new jobs and also increases the income of a household as well as the country. In our country GDP is growing compared to other developing countries because here most of the educated people are willing to start a new business. However, women entrepreneurs are facing some kind of problems as well as they have more advantage comparing to men entrepreneurs in global contexts. But untold truth is most of the women entrepreneurs are facing discrimination and gender inequalities from cradle to grave owing to gender-based authority relations based on inequality and prejudice lived in developing countries. Sometimes women are prevalent through cultural norms and traditions and justified by misinterpretations of sacred religious texts.

Most of the people thing entrepreneurs mean only doing a business, generally, entrepreneurs are an innovator, and they are a creator of new ideas and business process. A successful entrepreneur perceived some essential leadership characteristics like innovative thinking, team building, and management skills and so on. Political economist Robert Reich thought management skills, team building ability and leadership to be an essential quality of an entrepreneur. Richard Cantillon, an Irishmen lived in France, he has introduced the term "entrepreneur" and his unique quality is risk-bearing capacity. He defined "entrepreneur as an agent who buys factors of production at certain prices in order to combine them into a product with a view to selling it at uncertain prices in future".

A women entrepreneur has been identified as one of the important factors of economic growth. Entrepreneurship is one of the best ways to achieve self-sufficiency and poverty alleviation especially women in a country where employment is not guaranteed. Involvement of women in business activities would ensure effective utilization of labor, generation of income and hence improvement in the standard of living. Since 5th Five Year Plan onwards women's role has been recognized in the field of entrepreneurship, in that approach to develop women welfare and empowerment. Women participation in business has shown considerable improvement in India as well as the northeast.

**OBJECTIVE**

- To examine the present scenario of women entrepreneurship in the North Eastern states of India especially in Nagaland.
- To highlight the problems and challenges of women entrepreneurship.

**RESEARCH AREA**

Dimapur is the biggest city in Nagaland state in India. A population of the city is 19 lakhs, in Nagaland composed of 16 major tribes and few numbers of sub-tribes in the major tribes, each representing a different culture and preserving unique customs. These colourful people across all administrative districts, with a population of 120 persons per sq. Km

In the state Nagaland economy predominately depends in only agricultural nearly 80 percent of the people live in rural areas. Women in Nagaland play a significant role in the economy of the state. In Nagaland women's are mostly doing agriculture business, it will increase the state economical level.

### **CHALLENGES AND ISSUES FACED BY NAGA WOMEN ENTREPRENEURS:**

In this study focuses the major problems faced by women entrepreneurs, starting and managing their business. The problems are recognized have been categorized, like problems of financing, marketing, socio-personal, production, labour, and technical problems.

#### **Financial Issues**

Most of the women entrepreneurs are starting their business in a small manner, but somewhere behind the line in the day- to- day operations. So they miss their success. in the cases, we can identify some reason it may financial mismanagement. The most important consideration of any business activity, Limited working capital, Sales on credit, Lack of collateral security and margin. More fear of taking a new loan, methods of financial institutions loan recovery, Reluctance of financial institutions to extend credit to women and Unawareness about the source of borrowing. They are all the financial problems faced by women entrepreneur.

#### **Marketing problems**

Every successful business depends on the company's marketing activity. some of the companies are not doing a proper marketing activity that is the main reason for their business losses. some time Some time nature of business or geographical area was not supported for the marketing activity, In northeast region is mostly surrounded by hill area so most of the entrepreneurs are not doing a proper marketing activity, Exploitation by middlemen, lack of travelling mobility, advertising cost, high cost of sales promotion, low demand of the product and services, low price of the product and services and lack of inadequate marketing orientation.

#### **Socio-personal problems**

In this society define women mean she has lot of responsibility and roles like daughter, mother, and wife so that most of the place not accepted the women entrepreneurs. The often prevailing attitude that the women's place is at home and that her first priority is to look after the home and family after they give priority to the business. Some time women can't go alone because of the society, sometimes the women are the victim of molestation, Women's enterprises are taking a second place to home as one of the main weaknesses of women entrepreneurs in India.

#### **Production Problems**

Manufacturing enterprise involves the number of production activities while some of the production activities are little control by entrepreneurs. In the same case, most of the women entrepreneurs are controlling her business but they must have good management skill, control ability. Some time improper coordination is delayed the production activities, inability to adopt the new technology, inadequate of proper working area and finally inadequate of raw material. So that in Nagaland women entrepreneurs are have production problems.

#### **Labour problems**

Most of the women entrepreneurs are a state a small industry, so they can't afford to more number of employ workers and supervisors etc. if they can fine employees some time they do not find the sound educational background. They provide not proper training, motivation, and skill. Women entrepreneurs are ensuring capable of developing their enterprises well by scientific-managerial techniques and contents in various fields of management- financial management, marketing management, production management, and inventory control. Even though labour is available, the availability of skilled labourers had been a problem, which leads to substantial wastage of material and time in educating them.

#### **Technical problems**

Developing managerial capability and putting it to optimum use is a problem faced by a majority of women entrepreneurs. If an effort is made to identify the input most required for rapid economic development, it is likely that the major scarce input would be identified as skill, and more particularly managerial skills, both within male and female populations.

### **CONCLUSION**

In Naga, being a patriarchal society puts man first in everything. Here women always get a second priority because Nagaland is a developing state, as well as most business people, are coming from some other states. Even though our constitution gives an equality between all sexes, but women are not treated equally to men it's not only in Nagaland most of the place people are acting like that. In women entry to business requires the approval of the family head. Sometimes women's are facing any obstacle, in our traditional practice is most of

the business will take care of the son after their father. So women have a disadvantaged state as well. The women entrepreneurs have overcome the gender barrier and all the doubts and restrictions of the male member of the family, in-laws, and husbands and entered into the fray of the business world.

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**SUBSTANCE ABUSERS TREATMENT PREFERENCES IN TAMIL NADU**

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**ABSTRACT**

*Addiction is considered as a family disease. It is not only affecting the person but also members of the family. So it has to be identified at earliest and has to be treated at the earliest. But the myth behind this disease is selecting the treatment program. Most of the family members of addiction start their journey in religious places for recovery, but failing in their repeated attempt in different places and concepts only made them to select addiction treatment program as a recovery program. Government has identified the importance of giving addiction treatment to addiction society. This study aims to find out the treatment program available for addiction people and the most promising treatment program followed by treatment seekers. In this study it has been found out the addiction society seeks private sector treatment rather than government sector because of the strategies adopted in private sector like personal care, after care treatment and family counseling.*

*Keywords: Deaddiction, Treatment and Rehabilitation*

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**INTRODUCTION**

Drug and alcohol users in Tamil Nadu are never faced the down phase. But problem caused by alcoholism are 3 times costlier than revenue generated out of alcohol sales by the state. The first Tasmac store was fixed up in 1983 - in just over three decades, their numbers have climbed to over 6,800 and locals say every single village in the state has one within walking distance. But activists say this ease of accessibility has fuelled massive alcohol addiction in the state with nearly 10 million addicts. "Major crimes and accidents are induced by alcohol, it is also leading to cases of sexual harassment of women and robberies. Alcohol abuse is also the reason why the state has the largest number of widows under 30 years of age," (BBC) Dealing with problems caused by alcoholism costs three times more than the amount of revenue the government received from liquor sales. "Alcohol has ruined life of many. But even No government is ready to stop it because they get revenue from it, but the costs are higher." (THE HINDU) As per the calculation, the number of alcohol user in Tamilnadu is quite equal to any other substance. Dependent users are also quite large with approximately in dependant user community 50 percent of population are alcohol and remaining are 50 are multiple addicts using cannabis and opiate. Treatment for addiction problems are not exactly categorized in Tamilnadu. Psychologist, psychiatrist, recovered patient, religious places, black magic centers are widely accepted by people for giving treatment for addiction. In this paper we are aiming to find out people choices for good treatment.

12 step program are widely accepted as the best way to overcome addiction problem. World health organization has recognized it performance and it is prevailing in all over the world with the help of WHO. This 12 step program is guiding principle for recovery from addiction. This 12 step program are originally proposed by alcoholic anonymous group. It was founded by Bill willson and Dr.Robert. who were formerly addict to substance. They overcome addiction with the help of 12 step program so they take this to entire world who are suffering of addiction.

Classification of treatment providers are categorized into government sector, private NGOs and psychiatric doctors. These three places are considered as treat offering centers for substance abusers by department of mental health. Here Government has identified the need of offering treatment to addiction society. So establishment of rehabilitation centers we're happened in the year 1979. All these rehabilitation are directed by Directorate of medical education. Tamilnadu is the first to have state owned rehabilitation center. It is located in Tamilnadu head quarter Chennai. Later the government has sanctioned approval for private de-addiction cum rehabilitation centers. And more of psychiatric doctor had started their own de-addiction center to support recovery society. But to find out the segment that is being preferred and trusted by public is aim of this reach.

**PROFILE OF THE SUBSTANCE ABUSERS**

From the data collected, it has been observed 55 percentage of population are cannabis and heroin addicts. This segment is considered as a multiple addicts, where consumption is based on availability of the any drug. 7% are injection drug addicts. Alcohol addicts in Tamilnadu are 30%. Compare to any other segment separately, alcohol addicts are high in Tamilnadu. Heroin Preferences of drugs are based on their income level and availability of the drug. Addicts of illicit drug like heroine cannabis and opiates are equally high in Tamilnadu state. Treatment seekers of illicit drugs are high in both private and government sectors.

Treatment for addiction problems are not exactly categorized in Tamilnadu. Psychologist, psychiatrist, recovered patient, religious places, black magic centers are widely accepted by people for giving treatment for addiction. In this paper we are aiming to find out people choices for good treatment.

**Table - 1.1: Primary drug users' percentage**

Primary Drug	Users %
Alcohol	30%
Heroin Cannabis	55%
Opium	5%
Other injection drugs	7%
Others	3%

All income category people are prevailing as an addict. Income status does not create any difference on classification on addict people. Married addicts are higher than unmarried addicts. Singles also there in the group.

**DISCUSSION**

This study is aimed to find out the treatment seekers preference in Tamilnadu state. Three types of treatment program are considered and recognized by states department of mental health Government, NGOs and private psychiatrist. Questionnaire are collected from new treatment seekers and recovered addicts through various modes. Out of the reach done on demographic factor the major age group lies between 21 to 35. 80% of patients are admitted and supported by their family only. Remaining 20% are by their friends well wishes or by social minded persons. Illicit drug users are high in government sector NGOs covers all type of patient. Population of treatment seekers includes all kind of addicts in NGOs. In psychiatrist hospital licit drug abusers are high. From the data collected expenses incurred by NGOs are lesser than that of psychiatrist treatment. Women were not highlighted in any of the Tamilnadu treatment center. Married addicts are higher than unmarried. 28.5%

**Table 1.2 : Socio demographic factor of treatment seeker**

Characteristics	GO(n=1700)(%)	NGOs ( n=1228)	Private (500)
<b>Age (Yrs)</b>			
Mean, SD	35.86, 14.57	35.94+-10.81	29.162
<b>Sex</b>			
Male	1640 (96.7)	1167 (95.7)	498(98)
Female	56 (3.3)	52 (4.2)	2
<b>Marital Status</b>			
Single	480 (28.5)	396 (32.4)	192(29)
Married	1106 (65.5)	696 (56.9)	345(69%)
Seperated	101 (6.0)	132 (10.8)	93(12%)
<b>Educational Status</b>			
Illiterate/ literate	234 (14.1)	122 (10.0)	
5 yrs of schooling	232 (14.0)	159 (13.1)	
8 yrs of schooling	456 (27.5)	249 (20.5)	82 (11%)
12 yrs of schooling	591 (35.6)	557 (45.8)	96 (19%)
Graduate and above	147 (8.9)	128 (10.5)	352 (70%)
<b>Employment</b>			
Unemployed	486(28.7)	388 (31.8)	157(15%)
Employed	1102 (65.1)	785 (64.3)	289(53%)
Student	54 (3.2)	19 (1.6)	84(12%)
<b>Living status</b>			
with family	1600 (95.8)	1132 (93.1)	386(78%)
alone	52 (3.1)	45 (3.7)	96(16)
with friends	19 (1.1)	39 (3.2)	18(6%)

Educated people prefer psychiatric treatment than any other. Expenses incurred for psychiatry treatment is much higher than any other two type treatment sector. This type of treatment fully depends on medicines. Very rarely 12 step program are advised by psychiatric doctors. So result expected from this treatment is purely based on performance of medicine on human body. Because of high expense incurred for treatment made people to switch for other treatment program. People who seek fast result from treatment rushing behind psychiatric center

People with lower income prefers Government sector. Unemployed people are high in government sector. While coming to NGOs addicts supported by families are high compare to any other demographic factor classification. Educational qualification does not have high difference on becoming addicts. Married addicts are high compare to single and unmarried segment.

### CONCLUSION

People preference of treatment for overcome addiction, out of the research conducted in Tamilnadu state, nearly from 3458 respondents answer, People prefers NGOs more than other two, Because of the service provided in NGOs. Social awareness programs are often done by NGOs. So these programs makes public to aware about addiction and treatment for addiction. Neat and hygiene environment, qualified psychologist and peer counselors make the environment more opt for supporting recovery. But whereas in Government sector, reach ability of the program was very poor. Poor public relation is the major factor, why people not preferring Government treatment program. To avoid such situation in future Government has to have more awareness program and strong recommendation for 12 step program. And it has to tie hands with private and NGOs to eradicate addiction taboo in our society.

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**ANALYSIS OF GLOBAL BANKING REGULATIONS REFORMS POST FINANCIAL CRISIS 2007****G. Jeyanthan<sup>1</sup> and G. Iankumaran<sup>2</sup>**Research Scholar<sup>1</sup> and Associate Professor<sup>2</sup>, Alagappa Institute of Management, Alagappa University, Karaikudi**ABSTRACT**

*It's more than a decade since the world faced a major economic crisis in 2007. Ever since 1929 the world has faced many numbers of financial crises which lead to most serious effects in the world economy. Increased innovation in the financial products, excessive risk taken by the lenders, greedy investors for high yields, allowed the investment banks to sell various complex investment products to the wide range of the investors worldwide. The main reason for the financial crisis in 2007 is, there is a fall in risk tolerances which lead to the drop in prices of the risky assets which in turn created many effects in the economy like many business did not grow due to lack of supply of finance, a few business which were failing still got contracted and hence this led to a major depression and a huge unemployment worldwide. The regulatory services worldwide also failed to keep the phase with the new developments in the market of more complex products. After the 2007 financial crisis the recommendations and the action taken by the different regulators worldwide were done after having close considerations of the shortcomings in regulation and the causes of the crisis. There are also additional reforms maintained by the regulators in order to protect the customers and also structured a suitable plan to the government to take necessary steps in the case of new crisis situation. As the United States and UK had the Leadership role in the coordination of the financial system worldwide they have tightened all the loose ends through many forms like G-20, Basel Committee and the Financial Stability Board. With the implementation of the latest reforms worldwide and strict tag on to it there is no possibility of the crisis in the future. There is also a structure framed to tackle the crises in the future.*

*Keywords: Excessive Risk, Regulation drawbacks, Principle changes, Sustainable risk, Leadership role.*

**1.1 INTRODUCTION**

Its more than a decade since the world faced a major economic crisis in 2007. Ever since 1929 the world has faced many numbers of financial crises which lead to most serious effects in the world economy. It also had worse effect of closing a number of financial institutions and markets. Generally the financial market as a whole runs on the trust but after the financial crisis in 2007 the trust has evaporated. The government and the central banks have injected more liquidity and recapitalised many institutions to save from bankruptcy. They also initiated many new regulatory frameworks for the banks to avoid the financial crisis in the future (JacquesdeLarosière, 2009). All major financial crises are because of a few shortcomings of the regulatory framework and hence a strict regulation covering all the loopholes of the financial crime is much required. In this essay we are going to deal with the causes of the financial crises, shortcomings of the banking regulations, development in the banking regulations with regard to the economic crisis and finally the likelihood of the success of these reforms.

**1.2 Work Methodology**

The researcher has used the method of Analytical Research for supporting the paper. In Analytical Research the researcher has used the facts or Information already available and analyzes to make a critical evaluation of the available resource. It also helps in finding out new Ideas relating to the topic being dealt. The researcher has also used a Qualitative method of interviewing some of the officials in the MNC banks, nationalized banks, Domestic private banks and also financial consultants

**2. CAUSES OF FINANCIAL CRISIS**

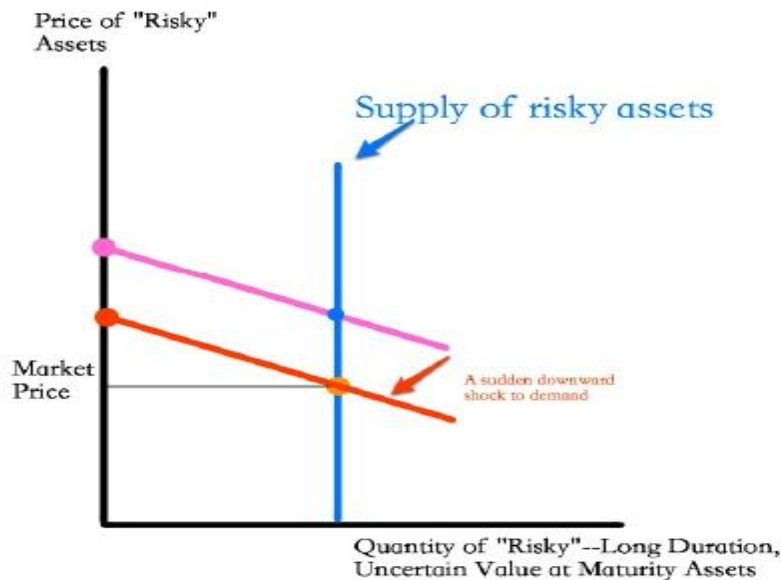
Increased innovation in the financial products, excessive risk taken by the lenders, greedy investors for high yields, allowed the investment banks to sell various complex investment products to the wide range of the investors worldwide. According to the ALDE group in European parliament the reason for the crisis is the financial chief's ignorance of the fatal combination of low lending interest rates and the ambiguous financial engineering (LiberalandDemocratsWorkshop, 2008). There are both Macro economical and Micro economical issues which caused the crisis. The large amounts of liquidity in the balance sheet lead to low lending interest rates to its customers particularly in a potentially inflationary housing market.

**2.1 Increase in supply of Risky assets**

The main reason for the financial crisis is, there is a fall in risk tolerances which lead to the drop in prices of the risky assets which in turn created many effects in the economy like many business did not grow due to lack of supply of finance, a few business which were failing still got contracted and hence this led to a major depression



and a huge unemployment worldwide. In diagnosing the reasons for the fall in the mortgage prices we can give various reasons like capital Impairment, increase in fundamental risk, irrational pessimism and finally the capital accumulation. Due to modernisation the innovation in financial engineering have made more investment options and rise in the supply of risky assets (The Financial Crisis of 2007- 2009: Understanding Its Causes, Consequences--and Possible Cures, 2010).



Due to the low federal interest rate and increased lending, the housing bubbled in US. It has been more fuelled by the unregulated and mortgage securitisation financial techniques. Mortgage based Securitisation had a high growth worldwide due to the inappropriate credit scoring by the credit rating agency. (Crisis Reaffirms the Need to Overhaul the U.S. Regulatory System, 2009).

### 3. SHORT COMINGS OF BANKING REGULATION

The regulatory services worldwide failed to keep the phase with the new developments in the market of more complex products. Even though all the countries had separate financial regulatory services by its own they miserably failed to oversee some of the deregulation and market instability over a period of time particularly in banking. There are certain issues which led to the major financial crises which occurred in the year 2007.

#### 3.1 Capital Requirement

There was a total misunderstanding between the loans receivable and liquidity for the banks in the balance sheet. The actual liquidity of the bank is not calculated with the effect to the available funds. Due to this miscalculation the bank has overestimated its ability and started escalating the risk of over lending in the mortgage market. Hence it made way to the underestimation of the capital which the banks should hold as a cushion at the crises. There is also a huge pump in of money to the US economy from many other countries like China and other Middle East countries. By pegging in more dollars in US the lending has also increased and there by created a global imbalance.

#### 3.2 Increased Leverage

As said above due to abundant liquidity the leverage ratio has found to enhance in the market. The banks started pouring money in to the mortgage market by lending more money without much security and took a greater risk. This is because the banks need to give a good return to its investors globally, who pooled in the money in the mortgage or asset backed securities. As a result the leverage ratio went up to 30% and even to a value of as high as 60%. The drastic increase in the leverage in the mortgage market was extremely more vulnerable and ultimately made the asset value to fall.

#### 3.3 Shadow Banking

There was a lack of transparency in the banking system particularly in the balance sheet between the liquidity and the credit spread of the bank. The risks available in the securitised instruments were not equally spread by the investment banks. The system of regulation also did not consider about the spread of risk and they are more invisible about it. This made the uncertainty in the system and bust down the confidence in the financial system and at a snail's pace it has spread all over the world (JacquesdeLarosière, 2009).

### **3.4 New technology**

The new technology has innovated many new products, the high tech delivery channels has made a copious changes in the retail financial industry. The automated under writing and credit scoring technology has reduced the pressure of identification of the creditworthiness of the customer in the process of issuing credit cards and the mortgage loans and some small business loans, but at the same time this may also end up with confusion in the system and reduce the processing time of the loan. As a result there is an increase in the volume of the loans issued to the customers and the securitisation of such loans issued. This growth of securitisation in asset backed securities has got relatively high rating than that of the bonds issued by the government. As a whole the new technology has made the entire banking very open and also constable in nature (Emerging Issues in Banking regulation, IMF work Paper, 2003).

### **3.5 The Basel 2 Accord**

It has some fundamental weakness like it under estimated a number of the risks involved in banking and over estimated bank's ability in handling the risk. It did not set any hold on the securitisation risk. The banks started declaring the securitised assets as the capital as a result it leads the banks to maintain too little liquid assets in the balance sheets and concentrated more on the securitisation. Even though this was not implemented at this time it has to be altered before implementation (JacquesdeLarosière, 2009).

### **3.6 Policy Consequences**

The antitrust policy in the banks has been more complicated primarily by two ways one is the technology which reduced the barriers for the ingress of the customers by deteriorating the products and the other is the regulatory framework did not provide intense regulations to put a stop to the more synthetic instruments which reduced the returns to the investors. The other policy of concern is the overseeing of the operations in the banks has been mitigated due to the heavy competition in the market as a result an imprudent risk has been engaged in the new business of banking (JacquesdeLarosière, 2009).

### **3.7 Credit Rating Agency**

The credit rating agency also had given a high rating of AAA to a number of highly risky CDOs which are to be given only to the government bonds and the corporate bonds. This type of under estimation of the risky products resulted in the subprime mortgages and the risky instruments collateralised. Issuers also shopped the rating agency to get their products with the AAA rating as there is more demand in the market for this particular rating (JacquesdeLarosière, 2009).

## **4. SIMILARITIES IN ANALYSIS**

In general the moral hazards played a vital role in the crisis. Almost many analyst stated that reason for the crisis is mainly because of the interest rate in US decreased with that of 190 basis points between 2001 to 2005 which increased and the leverage ratio and also "A home for your own" policy in US has brought in the housing bubble in the market (Can Interest Rates Explain the US Housing Boom and Bust?, 2010). After the introduction of NINA (No Income/ No Asset) loans the home loan equity has seen a major rise. This made everyone to go for an easy loan to own a house without documentation (NINA Loan , 2005). There is also a common statement is that the increase in the sales of the Mortgage Backed Securities worldwide which lead to the increase in money for leverage which is because of the over relaying of the credit ratings of the mortgage backed securities.

## **5. ACTIONS OF THE REGULATORS AFTER CRISES**

The actions taken by various regulators worldwide are given bellow,

### **5.1 Financial Stability Board**

The Financial Stability Board (FSB) members in the London submit have designed a programme of financial reform after the financial crisis which consists of strong principles for the immediate implementation and also guaranteed that crises with a large sum of money will not happen again. This has also been submitted in the G20 forum. It had enacted a number of the principle changes which will control the leverage to an extent and also a more sustainable and a poise economic growth. This board has improved quality and superior quantity control for capital and liquidity to the accounting standards in order to run a well-organized financial system which will be achieved by improved market infrastructure and amplified capital charges for the trading books (Improving Financial Regulation, 2009).

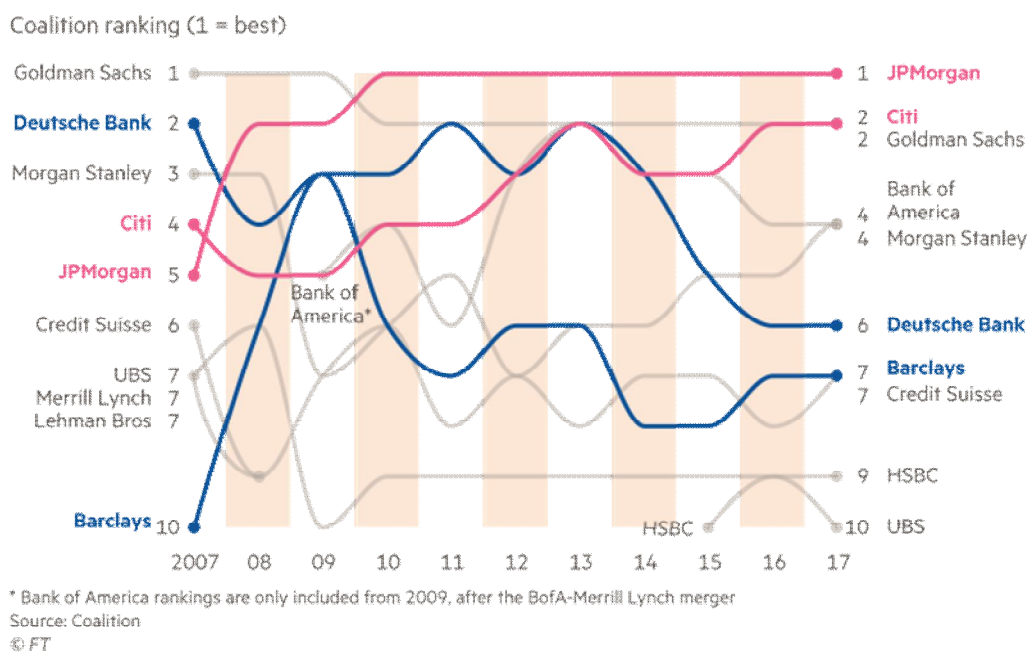
The package of reforms framed by Basel III is the centrepiece of the international community's work to create more resilient financial institutions. The Basel Committee on Banking Supervision (BCBS) has almost completed the reform designs and now it continues to monitoring its implementation.

**5.2 Investment Banks**

Investment banks have spent more time almost a decade under a shadow ever since the meltdown of the US mortgage market. They were silently watching the private equity firms and hedge funds take their place at the top of the finance food chain. The investment banks has been given different regime with a separate regulator for control which will reduce the bank’s leverage pressure to a greater extent. Also the US has brought in five objectives for the control they are

- Promotion of healthy regulation and supervision of financial firms
- Establishing a complete supervision of financial market
- Protection of the consumers from the financial crime
- Providing the government the financial tools to control any financial crisis in the future
- International regulatory standards and co-operations are improved (Financial Regulatory Reform: A New Foundation, 2008).

Winners and losers: how investment bank rankings have changed since the financial crisis



**5.3 European Union**

The European Union and International committee has suggested certain policies for the immediate implementation mutually in Europe and internationally in order to guard the customers, maintain sustainability of the economic growth and to maintain the financial stability.

- The implementation of Basel in the Europe by 1<sup>st</sup> January 2008 and in US by 1<sup>st</sup> April 2010 has mitigated various issues in relation to the cause of the crisis, it had more control over the leverage ratio and some of the off balance sheet operations.
- The off-balance sheet vehicles has been governed by a strict rules and clarifies the main scope of the prudential regulation which ensured the higher capital requirement and enhanced transparency (Liberal and Democrats Workshop, 2008).
- The European Commission on 14 September 2016 adopted a **proposal for a new Financial Regulation**. As per this proposal the current two legal acts (FR and RAP) are merged into a single set of rules and also made a number of improvements.

**5.4 Financial Service Authority**

The FSA in UK has implemented a new directive “Markets in Financial Instruments Directive (MIFID)” and later it is then introduced by the FSA Conduct of Business Sourcebook (COBS) by November 1, 2007, which cover up mainly three areas of regulation: first is the investment firm’s authorisation and required organisation, second is the security market’s transparency and finally the code of conduct between the customers and the

investment banks (AlastairHudson, 2009). It also required the intensification of the code of conduct in the business firm. The MIFID sets out a special requirement for the organisation of the regulated firms which circuitously creates certain obligation for the investment firms to introduce certain new policies and the procedures. It also ensures that the new policy is followed by all the employees, managers and the tied agencies of the organisation. According to this the firms are required to give information to the customers every time about the status of each customer, nature of the advice and also how they are paid at last.

Also there is a FSA's threshold conditions sourcebook which has provided a minimum standards for the organisation and firm to comply with. It dealt with some of the basic terms like legal status of the firm, appointing some client representative, location of firm's head office and other offices, close links of the firm, resources required for running the firm, and finally the suitability of the firm (AlastairHudson, 2009).

### **5.5 US Regulatory Reforms**

The US financial regulation have made many changes and reforms in the financial system like creating clear goals for the regulators to implement in their missions, comprehensive covering of the financial institution activities, mechanism to identifying and managing the system wide risk, a forward looking approach to adopt to the risk arising from the market's new innovation, ensuring that customer are getting proper information and customer protection is within the mission of the regulators, assuring that the regulators will not have any inappropriate influence, and finally all the institution are more transparent and consistent to the regulation (Recent Crisis Reaffirms the Need to Overhaul the U.S.Regulatory System, 2009).

## **6. ANALYSIS OF THE RECOMMENDATION AND PROPOSALS**

The recommendations and the action taken by the different regulators worldwide were done after having close considerations of the shortcomings in regulation and the causes of the crisis. There are reforms taken to change some of the shortcomings of the already existing regulatory structure like they have increased the capital requirement of the banks, reduced the leverage ratio by bring to an end many of the loan policies like NINA loans, reduced the shadow banking by increasing the transparency of the institution products and structures, improved the structure of the regulating body for understanding the new innovations in the market, improving the Basel accord by concentrating on the loop holes of the Basel II and also by making the policy of the banks more straightforward and reduced the complication in it.

There are also additional reforms maintained by the regulators in order to protect the customers and also structured a suitable plan to the government to take necessary steps in the case of new crisis situation.

## **7. INTERNATIONAL CONTEST AND AGENDA WITH RESPECT TO REGULATIONS**

As clearly seen the financial crisis has stretched internationally very rapidly across the borders which is because of various Multinational trade and companies. Many financial institutions had stretch its operations in the jurisdiction with weak regulatory standards and extracted more from it. As the United States and UK had the Leadership role in the coordination of the financial system worldwide they have tightened all the loose ends through many forms like G-20, Basel Committee and the Financial Stability Board. Also the international consensus are brought in through four issues like oversight of global financial markets, supervision of internationally active financial firms; capital standards regulation and crisis management (Financial Regulatory Reform: A New Foundation, 2008).

## **8. CONCLUSION**

Thus the banking regulation has found a wide development particularly after the economic crisis. The reforms made had concentrated more on the shortcomings of the regulatory framework which lead to the financial crisis and also to avoid any further crisis in the market. With the implementation of the latest reforms worldwide and strict tag on to it there is no possibility of the crisis in the future. There is also a structure framed to tackle the crises in the future.

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**REINSURANCE- A MECHANISM IN MITIGATING RISK**

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**ABSTRACT**

*According to the report stated in the Second volume of the Economic Survey 2016 – 17 “India is among the world’s vulnerable countries to climate change and is incurring losses to the tune of \$9-10 billion every year and it is estimated that 80% of the loss remain uninsured”. In the near future the Indian insurance industry has abundant scope to expand inclusively and aggressively, to enable India’s growth as a global reinsurance hub. The national reinsurers and foreign reinsurers cater the needs of the Indian insurance companies. Insurers opined that, there is an abundant opportunity in India, due to increasing middle income population and a low insurance density compared to other nations. . Insurance companies are exposed to severe risk and it affects the solvency of the business. If there is no adequate reinsurance the firm may go bankrupt, or may choose to exit a state in which there is a substantial exposure to such catastrophic risk. In this backdrop, this paper documents the present scenario of the reinsurance industry in India and its importance in the development of the insurance sector.*

*Keywords: Insurance, Reinsurance, Catastrophe events, Protection gap*

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**INTRODUCTION**

Insurance industry is broadly classified in two, primary insurers and reinsurers. Primary insurer issues policy to an individual or business, which later transfer risk to reinsurer through a process called cession. The GIC Re which was established in 1972 as a Government owned company is the only reinsurance company in India till 2016, now the reinsurance market opens for new players. At present there are nine reinsurance companies in India of which one public sector, one private sector reinsurer and seven global reinsurers. IRDA has allowed state – run GIC Re to retain its first right to offer reinsurance in India followed by other Indian reinsurers that have been operating business for at least three consecutive years. The size of reinsurance market in India is estimated to be about Rs.30,000 crore of which life insurers contribute less than 5 percent and the balance is general insurance business. It is estimated that India has massive natural catastrophic exposures and the large number of rural population requires protection in terms of micro insurance as well as climate adaptation measures and insurance protection. Reinsurers help the primary insurers in product development, pricing, claims handling, risk management and risk mitigation. Insurance protection enables the entrepreneurs to take risks and thus fuels innovation.

**ROLE OF REINSURES IN SUPPORTING INSURANCE COMPANIES**

The frequency of catastrophe events over the last two decades has increased and it will impact on the sustainability and resilience of the insurance business. The insurance companies have received more than 50,000 claims amounted to Rs.4,800 crore to Rs.5,000 crore on account of heavy rains lashed in Chennai, 2016. In the year 2014 the insurance companies suffered losses of over Rs.4,000 crore in two natural disasters viz., flood in Jammu and Kashmir have led to the insured losses of around Rs.1,500 crore and cyclone Hudhud hit Andhra Pradesh and Odisha have led to insured losses of around 2,500 crore. In the year 2013, cyclone Phailin led to huge losses and took 5,000 lives in Uttarakhand. Under Pradhan Mantri Fasal Bima Yojana (PMFBY) the insurance claims for the Kharif 2017, was estimated Rs.16,000 crore, the maximum amount of claims under PMFBY had come from the state Madhyapradesh.

To meet the challenges from natural catastrophes and man-made losses, every insurer needs a comprehensive and efficient reinsurance programme to enable it to operate within the constraints of its financial strength. If there is no reinsurance programme the insurance companies may go bankrupt after the settlement of major loss. So to avoid financial constraints insurers have to seek the services of reinsurance. The reinsurance arrangements help the insurance companies to stay financially secure even in times of turmoil. The goal is to share the risk to the reinsurer. The insurance company has to pay a premium to the reinsurer for the reinsurance agreement in return the reinsurer covers a portion of losses.

**PROTECTION GAP**

The natural disasters appear to be more frequent and severe. Despite of increasing exposure the insurance penetration remains a challenge in India. In the year 2016, the insurance penetration in India was 3.49%. Insurers also recognize the protection gap and are playing a big role to bring coverage to the people who are really need it. When a risk goes uninsured, it becomes an economic loss and this loss falls on the government to

fund and rebuild. Insurance is an effective tool for the disaster risk management. But in the recent past the insurance business is getting much more complex as the catastrophic events seem to be more frequent. Insurance companies diversify their risk with reinsurance companies and the reinsurers contribute an important part of the insurance task as it serves to optimize the risk portfolio of an insurance business.

**TABLE – 1: REGISTERED INSURERS IN INDIA**

Classification of Insurers	Public	Private	Total
Life	1	23	24
Non-life	6	17	23
Health	0	6	6
Re-insurers (Including the branches of foreign reinsurers and / Lloyd's India)	1	8	9
<b>Total</b>	<b>8</b>	<b>54</b>	<b>62</b>

Source: IRDAI Annual Report: 2016-2017

The above table expounds the number of registered insurers including foreign reinsurers' branches / Lloyd's india operating in India. There are 62 insurers operating in India; of which 24 are life insurers consists of one public sector and 23 private sector. 23 are general insurers (Public Sector – 1, Private Sector – 23), 6 are health insurers and 9 are re-insurers including foreign reinsurers branches and Lloyd's India.

**TABLE – 2 : CURRENT SCENARIO OF REINSURERS**

Sector	2015-16	2016-17
<b>(Rs.Crore)</b>		
<b>Paid-up Capital</b>		
Public Sector	<b>430</b>	<b>430.00</b>
Private Sector	<b>-</b>	<b>268.94</b>
<b>Total</b>	<b>430</b>	<b>698.94</b>
Foreign Reinsurers Branches/ Lloyd's India	<b>-</b>	<b>1117.81*</b>
<b>*assigned capital</b>		
<b>Assigned capital of Branches of Foreign Reinsurers</b>	<b>Infusion during the year</b>	<b>As on March, 2017</b>
Hanover Re, Germany	<b>135.51</b>	<b>135.51</b>
Lloyd's, UK	<b>100.00</b>	<b>100.00</b>
Munich Re, Germany	<b>280.90</b>	<b>280.90</b>
RGA Re, Canada	<b>100.00</b>	<b>100.00</b>
SCOR SE, France	<b>293.80</b>	<b>293.80</b>
Swiss Re, Switzerland	<b>100.00</b>	<b>100.00</b>
XL Catlin SE, UK	<b>107.60</b>	<b>107.60</b>
<b>Total</b>	<b>1117.81</b>	<b>1117.81</b>
<b>Dividend paid</b>		
	<b>2015-16</b>	<b>2016-17</b>
Public Sector	<b>860</b>	<b>0</b>
Private Sector	<b>0</b>	<b>0</b>
<b>Total</b>	<b>860</b>	<b>0</b>

Source: IRDAI Annual Report: 2016-2017

Table – 2 exhibits the total paid-up capital and dividend paid by the reinsurers as on 31<sup>st</sup> March, 2015-16 and 2016-17. During 2016-17, the paid up capital of General Insurance Corporation (Public Sector) was Rs.430 crore and ITI Reinsurance Limited (Private Sector) registered during 2016-17 infused capital Rs.268.94 crore. Newly registered seven branches of foreign reinsurers infused assigned capital during 2016-17 was Rs. 1117.81 crore.

**TABLE – 3 : LIST OF FOREIGN REINSURERS' BRANCHES/LLOYDS' INDIA**

Foreign Reinsurer/ Lloyd's	Date of Certificate of Registration
Hanover Re, Germany	21.12.2016
Lloyd's, UK	17.01.2017
Munich Re, Germany	21.12.2016
RGA Re, Canada	21.12.2016
SCOR SE, France	21.12.2016
Swiss Re, Switzerland	21.12.2016
XL Catlin SE, UK	01.02.2017

Source: IRDAI Annual Report: 2016-2017

Table 3 explicates the date of certificate of registration of the foreign reinsurers to operate a business in India as per the regulations of IRDAI. Reinsurance transactions are business to business transactions in nature. The IRDAI Regulations 2013, has stated that the life insurance companies to have reinsurance arrangements with domestic reinsurers a percentage of sum assured on each policy. The IRDAI has also said life insurers to have reinsurance agreement with only those foreign reinsurers with a minimum credit rating of BBB of standard and poor or equivalent rating of any international rating agency over the past five years. The mandatory ceding by every general insurer to the GIC Re would continue to remain 10%.

**REQUIRED SOLVENCY MARGIN**

The general insurer, Re-insurer and branches of foreign Re-insurers are required to maintain the required solvency margin as per Section 64VA of the Insurance Act, 1938. The reinsurance companies are required maintain to the maximum of the fifty percent of minimum capital or assigned capital requirement (Paid-up capital given in Table - 2) reinsurer or branches of foreign Re-insurer (or) higher of RSM-1 and RSM-2.

RSM-1 refers to the required, solvency margin based on net premiums and it is determined on the basis of twenty percent of the amount which is higher of the gross premiums multiplied by a factor A and the Net premiums. Trailing 12 months premium will be taken into account for the purpose of calculation of RSM-1.

RSM-2 refers to the required solvency margin based on net incurred claims and it is determined in the basis of thirty percent of the amount which is the higher of the gross incurred claims multiplied by a factor B and the net incurred claims. Trailing 12 months claims and trailing 36 months claims divided by 3 will be taken into account for the purpose of RSM-2.

**TABLE – 4 : SOLVENCY RATIO AS AT MARCH 2017**

Reinsurer	Solvency Ratio
General Insurance Corporation of India Reinsurance	2.40
ITI Reinsurance Limited	4.10*
*Business not commend, therefore ratio calculated by taking RSM 50% of required minimum capital.	

Source: IRDAI Annual Report: 2016-2017

Table – 4 exhibits the solvency ratio of reinsurance companies as at March 2017. Reinsurers are required to maintain a Required Solvency Margin. The solvency ratio of GIC Re was 2.40 and ITI Reinsurance Limited was 4.10 during the year 2016.

**TABLE – 5 : GROSS REINSURANCE PREMIUM INCOME OF REINSURERS – 2016 – 17**

Rs in crore

Reinsurer	Gross Reinsurance Premium (Indian Business)	Gross Reinsurance Premium (foreign business)	Total Reinsurance Premium Income (Indian & Foreign businesses)
GIC Re	23440.34	10145.09	33585.43
Hanover Re – India Branch	2.20	-	2.20
Munich Re – India Branch	44.82	-	44.82



Swiss Re – India Branch	11.64	0.75	12.39
	<b>23499.00</b>	<b>10145.84</b>	<b>33644.84</b>

Source: IRDAI Annual Report: 2016-2017

Table 5 exhibits the gross reinsurance premium income of reinsurers for the period 2016-17. The gross reinsurance premium income of GIC Re which was established in 1972 as a Government owned company was Rs.3,3585.43 crore. The gross reinsurance premium income of Hanover Re – India Branch, Munich Re – India Branch, Swiss Re – India Branch was Rs.2.20 crore, Rs.44.82 crore and Rs.12.39 crore respectively the foreign reinsurers were started their business in India during 2016. Now the India reinsurance sector has a good number of players to promote a healthy, competitive relationship to lead India's reinsurance sector in particular and financial growth in general.

#### INCURRED CLAIMS RATIO (ICR)

The incurred claim ratio is the measure to judge the efficiency of the insurers. ICR over 100% denotes that the insurance company is incurring losses as outflow is exceeding inflow of earnings. Financial soundness of the company is identified through the ICR. Lower ICR is considered as very risky. A preferable ICR value is 70% to 90%. The underwriting process, claims procedure of company, fault claims are the major causes for the higher value of ICR (greater than 100%). Incurred claim ratio of Public and Private General Insurers is presented in the following tables.

**TABLE – 6 : Incurred Claim Ratio Private Sector General Insurers**

Insurers	Net value of Premium earned (in crores)	Claims (in crores)	Total ICR (FY 2016-17) (in percentage)
<b>Bajaj Allianz</b>	4937	3476	<b>70.41</b>
<b>Bharti AXA</b>	1139	989	<b>86.84</b>
<b>Chola ms</b>	2248	1639	<b>72.91</b>
<b>Future Generali</b>	1088	841	<b>77.31</b>
<b>HDFC Ergo</b>	1652	1270	<b>76.90</b>
<b>L&amp;T (now HDFC ERGO)</b>	989	769	<b>77.83</b>
<b>ICICI Lombard</b>	6164	4954	<b>80.38</b>
<b>IFFCO-TOKIO</b>	3511	2878	<b>81.96</b>
<b>Kotak Life</b>	33	24	<b>73.09</b>
<b>Liberty Videocon</b>	417	330	<b>79.14</b>
<b>Magma HDI</b>	328	259	<b>79.10</b>
<b>Raheja OBE</b>	37	26	<b>68.97</b>
<b>Reliance</b>	2089	1927	<b>92.23</b>
<b>Royal Sundaram</b>	1721	1345	<b>78.13</b>
<b>SBI General Insurance</b>	1476	1108	<b>75.01</b>

<b>Shriram</b>	1682	1725	<b>102.57</b>
<b>TATA AIG</b>	2407	1741	<b>72.32</b>
<b>Universal Sompo</b>	662	470	<b>70.91</b>

Source: IRDA Annual report 2016-17

**TABLE – 7 : Incurred Claim Ratio Public Sector General Insurers**

<b>Insurers</b>	<b>Net value of Premium earned (in crores)</b>	<b>Claims (in crores)</b>	<b>Total ICR (FY 2016-17) (in percentage)</b>
<b>National Insurance</b>	10804	10507	<b>97</b>
<b>New India Assurance</b>	17815	16257	<b>91</b>
<b>Oriental Insurance</b>	8383	9398	<b>112</b>
<b>United India Insurance</b>	12032	12882	<b>107</b>

Source: IRDA Annual report 2016-17

**TABLE – 8 : Incurred Claim Ratio Standalone Health Insurers**

<b>Insurers</b>	<b>Net value of Premium earned (in crores)</b>	<b>Claims (in crores)</b>	<b>Total ICR (FY 2016-17) (in percentage)</b>
<b>Aditya Birla</b>	13	15	<b>111</b>
<b>Apollo Munich</b>	1101	606	<b>55</b>
<b>Cigna TTK</b>	182	88	<b>48</b>
<b>Max Bupa</b>	544	283	<b>52</b>
<b>Religare</b>	484	245	<b>51</b>
<b>Star Health</b>	1911	1157	<b>61</b>

Source: IRDA Annual report 2016

**DOMINANT PLAYER IN THE REINSURANCE INDUSTRY IN INDIA**

In India GIC Re is the dominant player in the reinsurance industry, the business performance of the GIC Re for the period of 2001 to 2018 is presented in the Table -9.

**TABLE – 9: BUSINESS PERFORMANCE OF GIC Re for the period 2001-02 to 2017-18**

<b>Year</b>	<b>Gross Premium</b>	<b>Earned Premium</b>	<b>Incurred Claims</b>	<b>Net Commission</b>	<b>PBT</b>	<b>PAT</b>	<b>Total Assets</b>	<b>Dividend</b>	<b>Combined Ratio</b>
2001-02	3282	2438	2295	636	357	307	10379	20	121.2
2002-03	4515	3186	2744	909	343	261	11695	22	115.6
2003-04	4641	3992	2895	1072	1277	1038	16441	30	100.2
2004-05	5122	4374	3703	1207	800	200	19552	30	113.2
2005-06	4881	4459	4573	1103	443	599	26424	20	128.3
2006-07	7404	5264	3623	1670	1789	1531	28524	72	101.4

2007-08	9316	7229	6011	2090	1067	993	36013	46	112.8
2008-09	8061	7806	6217	1749	1812	1407	30020	65	102.8
2009-10	9737	8076	6856	1930	1290	1775	43842	82	109.7
2010-11	11681	9544	8626	1926	1189	1033	49729	48	111.4
2011-12	13618	11316	14128	2282	-2490.67	(-) * 2468.75	53731	0	142.7
2012-13	15086	13322	10942	2906	2382	2345	59940	109	106.5
2013-14	14680	13609	12107	2449	2303	2253	66992	104.5	110.3
2014-15	15183	13558	11891	2784	2827	2693	78093	125.61	109
2015-16	18435	15172	12900	3490	2956	2848	79732	200	107.4
2016-17	33585	26714	21646	5404	3624	3127	94949	233	99.7
2017-18	41799	38096	32954	6370	3668	3233	110227	270	103.8

Source: GIC Re Annual Report

\*GIC saw a claim of Rs2,000 crore in Uttarakhand floods. It did not announce the last fiscal's result. In 2012-13, it had posted a profit of Rs.2,345 crore against a loss of Rs2,469 crore in the previous year.

### CONCLUSION

Insurers also require protection against risk. Economic development contributes for new and massive risks for all insurers. Fire insurers are facing increased exposure from the growth of hazardous factories and natural catastrophe events, Marine insurers had greater risk from the growth in offshore oil and gas exploration, Increased pollution cause greater risk for the Life and Health Insurers. Reinsurance is helpful for the distribution of risk. The reinsurance sector plays three major roles to the society risk carrier, risk manager and investor. Reinsurers also require protection against risk. In the year 2014 the GIC Re introduced a novel product, catastrophe bonds. It is a high risk and high reward bond. This bond helps the reinsurers to transfer the financial risk of natural catastrophe events in a year to investors. GIC Re raises funds through cat bonds for a specific catastrophic risk like tsunami, cyclone, earthquake and storm with the condition that the disaster happens there will be no pay out of interest or principal. At the same time if the event does not happen, investors will get a higher yield than other top-rated bonds. This cat bond is helpful for the reinsurance companies for the settlement of claims made by the insurance companies during cat event losses.

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**EDUCATING KNOWLEDGE ENGINEERING PROFESSIONALS**

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**ABSTRACT**

*This approach trunk on or after the design that instructive policy have to be well-known in the light of economic and social development objectives. This come at a time when explore interested in opinion since bright as education has fashioned both outstanding clean understanding and useful new technologies for shop disciplined training and learning environment. present concerns over reform engineering education have alert attention on serving students to develop skills and an adaptive knowledge. Phenomenological strategy for training beside these appearance be able to understood while arise out of an promising theory of judgment and information put together on top of consequences in the behavioral sciences. We review this support and consider some of its implication for one model: developing a more detailed understanding of the specific skill of using mathematics in modeling physical situations. This approach provides academic underpinnings for some best-practice instructional method planned to help students develop this skillfulness and provide regulation for further research in the area.*

*Keywords: Education, Technology, Engineers, Instruction, Economic, Globalization*

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**INTRODUCTION**

The main mission of kenniscentrum CIBIT is to enable industry to complete better in a global economy and to enable nonprofit organizations to use their resources better for the improvement of service standards through the effective application of innovative information technology. Before the center was founded in 1988, quite some time was spent on choosing the most effective strategy for the required technology transfer. It was found that joint research projects can be useful in technology transfer. It was found that joint research projects can be useful in the technology transfer between universities and big- companies in a (Research and Development) R&D setting, but not for direct operational application of the technology. It was decided that an advanced training of software engineers would be a much more direct and effective strategy. Therefore, many of the available resources were spent on developing a professionals master's course in knowledge engineering. Originally, the traditional academic approach to course development was "We teach what we find interesting and/or important". Education and training in any professional field must have strong links with existing professionals practice in industry. In academic courses, one would expect an emphasis on current scientific issues. The truly professionals course must provide a balanced mix of the best both worlds. Students must be trained in applying professionals practices but should also be able to introduce the results of recent scientific research in their workplaces and acts as agents of innovation".

**KNOWLEDGE TECHNOLOGY**

IT companies hardly invest any efforts in R&D. Much effort is spent on developing standard methodologies and working practices to be able to provide efficient services in a strongly competitive market. A relatively small number of IT professionals are working in product development, Most are working in software services "body shopping" companies or in IS departments of big service and government organizations. Since there is so much emphasis on software services and third party development, It is no coincidence that the KADS research was started at the university of Amsterdam. The result, common KADS, has become an almost de facto standard methodology in Europe for developing knowledge - Intensive systems. For some years now, Most companies that provide commercial services in this area have adopted many elements of common KADS in their general methodology for developing informations systems. This development is amplified by the developments in current tools for the development of information systems. The traditional expert system shell was replaced by more general development tools.

**KNOWLEDGE MANAGEMENT**

In management science, a strong interest in the economic value of expertise for organizations has developed over the past 3-4 years. This development has been boosted by the experiences in business process redesign projects in the services industry where modern IT concepts such as client server and knowledge - based systems have proven to be important tools for implementation of the new IT strategies. Moreover the field of knowledge engineering has developed the concepts, methods, and techniques such as knowledge modeling, to support management consultants in to turning their abstract ideas in more effective application of knowledge in to practical solutions. Knowledge engineers with an additional background in management science will be able

to apply their skills in this field over the next few years as consultants in knowledge management and knowledge modeling.

### **THE TRAINING OF KNOWLEDGE ENGINEERING PROFESSIONALS**

From regular contacts and formal interviews with hundreds of professionals knowledge engineers, software engineers, and their managers we derived a so called "skills profile" of a knowledge engineering professionals. This is a superset of the set as described by Jay Liebowitz in 1991

Our main additions are in:

- ▶ More extensive software engineering skills
- ▶ A better understanding of current organizational issues, including knowledge management

There are mainly the results of our observations of the advances in professionals practices in knowledge engineering during the last 3 years.

It is no coincidence that the interpersonal communication skills are first on the list. We find these very important, since the success or failure of most projects depends on these skills. During the course, quite some time is spent on training these interpersonal skills, not as a separate subject, but as on-going activity from the start to the end of the course.

### **KNOWLEDGE AND INFORMATION SYSTEMS IN ORGANIZATIONS**

To an increasing extent, knowledge is seen as the crucial production factor in business and other organizations. Accordingly, interest in the control and management of critical knowledge areas is growing quickly. The use of knowledge-intensive systems is one of the tools to optimize the knowledge household. In this module, the student gains insight in to the organizational aspects of the development and introduction of knowledge-intensive information systems in organizations. The module also pay a great deal of attention to project management aspects such as phasing, planning, risk analysis, and quality control. Both a standard linear "waterfall" approach and modern risk driven approaches are discussed.

### **ENGINEERING AND TECHNOLOGY EDUCATION**

The Missing "E" What gets taught in classrooms is often a function of what gets emphasized in national and state content standards, together with what is assessed on state-mandated achievement tests. as a result, it is critical to ask what aspects of the "E" in STEM are currently establish in major standards papers as well as what may be lost. Although, specific engineering education content for elementary school has been left indeterminate by the ASEE and NAE, national standards in science and technology include standards for elementary schools pertaining toward topic such as propose and knowledge Both documents call for young students to learn how to organize natural and human-made objects as well as practice and realize the steps of the propose development. The National Science Education Standards (National Research Council, 1996) emphasize how design and understanding of technology inform students' understanding of science, while the National Technology Standards (Kelly and McAnear, 2002) and the Standards for Technological Literacy (STL) (International Technology Education Association (ITEA), 2000/2002) detail the design process and the critical thinking skills involved. next to the state level, the Massachusetts engineering standards contain many elements from the STL and provide a model for other states interested in having explicit standards for engineering. For example, at the elementary level (P-5), the focus is on materials, tools, machines, and engineering design. Science at these grade levels focuses more on the internal properties of matter and models of interdependent systems (e.g., ecosystems, bioengineering), and symbolic representation, inductive and deductive logic. These science and knowledge values define one learning succession for P-12 learner that organizes significant content knowledge and skills for processing information and comprehend how system work.

### **DESIGN-BASED LEARNING AND ENGINEERING DESIGN**

Many educators organize learning experiences around a design model consisting of phases such as specifying, researching, making, testing, refining, and evaluating (Dillon and Howe, 2007). Johnsey (1995) reviews the history of design models to describe design expertise. Various devise models enclose been used to classify knowledge experience about expertise, science, and mathematics around an engineering goal (often focused on designing a physical artifact). The instructional confront is identify manufacturing context that are easy to get to the learners, tricky enough to be motivating and rich enough to provide links to the breadth of content knowledge to be learned. The first step is to recognize the limits of an engineering design challenge the same as a method for education. Dym's definition articulates well additional details of engineering design: Engineering design is a systematic, intelligent process in which designers generate, evaluate, and specify concepts for devices, systems.

**ENGINEERING PROGRAMS**

In addition to the work on design-based teaching and learning that is ongoing in P-12, there have been a number of attempts to create engineering-based curricular materials and programs and support their dissemination and implementation in P-12 classrooms. In this segment we offer example of such curriculum. people chosen are tinted since they have either initiate study on learning and professional development, established methods for coming together STEM and language literacy learning objectives, and/or have established muscular foundations for future impact. Many other fine examples of research based program stay alive; some of which are included , In present each of the examples, we have divided them into those focused next to the simple grade level versus persons listening carefully at the center school and high school grade levels. For each program, we offer some in sequence about the program's history, its design and comfortable, how it has been or is being implemented, and any available judgment outcomes and research findings. Noticeable in this work is the limited amount of data that are available on the efficacy and impact of these programs on key STEM learning outcomes. This, all along in the middle of study about teacher information and classroom implementation, remnants an issue for the future to which we return consequently.

**1) ENGINEERING IS ELEMENTARY PROGRAM HISTORY AND OVERVIEW**

Engineering is Elementary (EiE) is one of the largest elementary engineering curriculum development projects. EiE focuses on integrating engineering with reading literacy and existing science topics in the elementary grades (Cunningham and Hester, 2007; Cunningham, Lachapelle, and Lindgren-Streicher, 2005). The project is primarily funded by the National Science Foundation (NSF) with matching funding from industry. It be initially developed at the Boston Museum of Science (MoS) to get together new manufacturing standards like those clear for Massachusetts .

**2) LEGO ENGINEERING PROGRAM HISTORY AND OVERVIEW**

The core purpose of the Tufts Center for Engineering Educational Outreach (CEEEO) is to improve education through engineering. To this end, the CEEEO works in the areas of outreach, research, and tool development to make engineering and design accessible and feasible in P-12 classrooms. The Center's for the most part famous mission over the last ten years has been LEGO Engineering. The LEGO Engineering project center approximately the ten-year teamwork between Tufts University and the LEGO Group to offer tools and funds to educators based on LEGO Education products, most particularly the Mind storms lineup, to create an electronic musical instrument.

**CONCLUSION**

Learning engineering requires identifying opportunities to conceive of something new, comprehending how something works, and researching and applying knowledge to construct something novel and appropriate for others. Young children can engage in these activities and appear to be quite motivated and adept at doing so. Also, center school age kids are in formative years when they start making choices to pursue technical disciplines. Those opting out of STEM-related careers are those who do not see themselves in such roles or dislike the STEM disciplines; therefore, they choose a pathway that may be difficult to redirect later in their academic careers. Teachers, curriculum, instruction methods and other academic experiences can have a huge influence on such decisions, especially for women and minorities. Therefore, not cultivating qualities of engineering problem solving and design, and not modeling inquiry processes in young learners does us all a great disservice as we prepare for the future.

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**FACTORS EFFECTING PATIENT SATISFACTION IN MULTI SPECIALITY HOSPITALS****M. Faisal<sup>1</sup> and Dr. S. Chandramohan<sup>2</sup>**Research Scholar<sup>1</sup> and Professor<sup>2</sup>, Alagappa Institute of Management, Karaikudi**ABSTRACT**

*Fulfillment of the clients in the private area healing facility benefit relies upon an arrangement of components including the physical components like nature of treatment rendered to the patients, unwavering quality, responsiveness, confirmation, physical assets i.e. comfort made mental elements like consideration taken expense to the patients and financial factors like the cost required to get to the administrations given by the doctor's facilities. In view of a field review information gathered from the exclusive healing facilities in Madurai, the present examination plans to recognize the elements in charge of patient fulfillment and along these lines to check its impact on the brand-picture of the clinics. The think about obviously demonstrates a solid relationship between the components, for example, care, nature of treatment and cost of benefit with the clients i.e., patients fulfillment. The investigation finishes up a change in outlook in the Indian healing center industry as the client inclination to pick an administration is evolving.*

*Keywords: Satisfaction, Effecting, Patient.*

**INTRODUCTION**

In the event that you couldn't care less your client another person will do. Client is god. In administration area consumer loyalty straightforwardly relies upon cordial workers, supportive representatives, educated workers, respectful representatives, brisk administration, benefit quality, great esteem, convenience, clearness and exactness of charging, aggressive estimating. Client gathers data from individual sources, advertise controlled sources, open sources, individual encounters. These dangers include set out practical danger of non-execution, money related hazard, time or transient misfortune, physical hazard, mental danger of tension. Healing facility is an administration that nobody needs to purchase; nobody is anticipating his next medical procedure with energy (dissimilar to the following occasion trip or the following versatile). In the present age each client needs to be served by his or her interesting and individual needs. Because of this reason each association whether a healing center or any administration industry requirements to give altered arrangements; fitting their administrations dependent on real inclinations as opposed to on summed up suppositions. Clinic involves 50 percent of Indian social insurance showcase, while, pharma, analytic, protection and restorative supplies holds 25 percent, 10 percent and 15 percent separately (Hazarika, 2009). As indicated by RNCOS – 2009, 70 percent everything being equal and 40 percent of beds in the nation are controlled by the private division. Not exactly 10 percent of the populace has medical coverage (IRDA Yearly report-2009-10). Indian healing facility showcase is developing at 13 percent for every annum (IBEF – Oct, 2010). Comprehensively talking, 80-85% Indian healing facility showcase is overwhelmed by private financial specialists (IBEF – Oct, 2010). Under this scenery this paper attempts to reevaluate and look at the effect of factors like nature of treatment, care, fix and cost on the fulfillment of the patients. Once, the relationship and level of inclusion of the autonomous factors towards patient fulfillment is known, the association can upgrade the quality/amount of ward variable (understanding fulfillment). Consequently, tolerant fulfillment will reach taking care of business pushing the clinics to become further. Tolerant fulfillment studies are an essential vehicle for gathering patient's feelings and necessities. They permit to rapidly catching data at moderately insignificant cost and exertion. Fulfillment overviews answers extreme and basic inquiries identified with client fulfillment. In particular, the expansive destinations of the investigation are as per the following:

1. To survey the dimension of fulfillment of inpatients with respect to different administrations given by the healing centers. All the more unmistakably, the investigation investigates the territory of client conduct, states of mind and view of healing facility benefit clients.
2. To distinguish the hole in the administration by breaking down the factorial between relationship and henceforth to creat procedures to enhance the patient fulfillment level and picture of the healing center.

**REVIEW OF LITERATURES**

A good number of research works have been done in this filed. Bitneret. al. (1990) has shown that the idea of 'zero defects', though widely implemented in manufacturing industry, is extremely difficult to apply in service industry. He, however, concludes that a continuous up gradation of quality is an essential requirement of service organization. Customer satisfaction helps a firm to retain its customers that directly depends on friendly employees, helpful employees, knowledgeable employees, courteous employees, quick service, service quality, good value, timeliness, clarity, accuracy of billing and competitive pricing" (Fornell 1992).

Moreover, customer switching is industry specific, limits the generalization and need to adopt broader perspective. Berry and Parasuraman (1993) have emphasized on the customer specific services i.e. individual customer based service (SERVQUAL). However, factors like pricing, inconvenience, core service failure, service encounter failure, and response to service failure, competition, ethical problems, and involuntary switching also play role in switching customers from one brand to another (Susan M. Keaveney 1995).

Further it costs more to gain a new customer than it does to retain an existing one as it incurs more costs in relation with promotion, product designing, product presentation, sampling etc. (Woodruff 1997). Hence, a guideline for developing service recovery procedures is required that improve customer service and enhance customer relationships in hospitals. These can be used to implement service delivery systems that include provisions for appropriate recovery efforts, allocate recovery resources to maximize returns in terms of satisfaction, and train employees to recognize failures and reduce their effects on customers (Smith K et. al 1999).

Also, expectations serve as a major determinant of a customer’s service quality evaluations and satisfaction (Mangold Glynn W. et. al 1991).

In hospital and health services need of patient is controlled by cultural and ethical determinants, public and political pressure. Demand is influenced by media, medical influence, social and educational influence. Whereas factors controlling supply are public and political pressure, historical patterns, momentum and inertia. Need, demand, supply for a healthcare market overlap each other due to various reasons one of which is emergency need (Tabish Amin Syed 2005).

**ANALYSIS AND FINDINGS**

**Table 1: Age-Distribution of Surveyed Patients**

Age (years)	Percentage of patients
0-15	12
16-30	09
31-45	19
46-60	45
60 and above	15

Source: Field survey data (2010)

Demographic Profile of the surveyed patients: All the total 289 patients surveyed were classified into five age groups viz. 0-15, 16-30, 31-45, 46-60 and 60 and above. The percentage distribution of patients into different age groups is shown in table 1 indicates that more than 50 per cent of the respondents belong to age group of 45-60 and more than 60 years of age.

It has been observed that 67 per cent of the total respondents had an average family income of Rs.10000/-to Rs. 20000/-which indicate that although most of the patients were belonged to the average income group and still cost have not been chosen as auxiliary factor of hospitalization. 52 per cent of the patients among admitted became aware about the hospital through relatives and friends, hence they have been influenced by word of mouth which proves the good reputation of the hospitals. Hence, Age and income are the passive factors that are influencing customer perception in choosing a private hospital service.

Again the field survey data shows, as far as the educational background of the surveyed patients is concerned, that 70 per cent of the respondents belonged to the category of above higher secondary (i.e., 12<sup>th</sup> standard) pass. This indicates that the respondents will be very much sensitive as their awareness level is concerned.

All the patients have been asked about the factors influencing their satisfaction levels and the factors are accordingly categorized as per their choices (table 3). The data suggests that doctors’ approach is the single most important factor responsible for the patients satisfaction, followed by timely service, nurses care, comfortable stay at the hospital, overall administrative system etc.

**Table 2 : Influencing Factor of Choosing Hospital And Factors Affecting Awareness**

Influencing factors	%	Factors of awareness	%
Accessibility	3	Advertisements	4
Image of the hospital	20	Medical professionals	44
Quality service	31	Medical camps	2



Referred by family doctors	20	Friends & relatives	52
Self-decision	10		
Word of friends	16		

**Patients Satisfaction: A Logit Regression Model**

There are four set of factors viz. treatment, quality, care and cost which influence the patients’ satisfaction. To examine the factors influencing patients’ satisfaction whether the patient is satisfied or not, a logit model has been fitted where the dependent variable is a binary variable taking the value 1 if patient surveyed is completely satisfied, 0 otherwise. The result of logit analysis is shown in the table 3.

**Table 3: Logit Analysis Of Patient’s Attitude Towards Hospital Preference**

Variable	Coefficient	Std. error	t- ratio
Constant	- 29.2245	5.49279	- 5.321
Treatment	0.305982**	0.112214	2.727
Quality	0.251855*	0.0536980	4.690
Care	0.324190*	0.0635998	5.097
Cost	0.266493**	0.126958	2.099

Source: Author’s calculation based on field survey 2010 McFadden's pseudo-R-squared = 0.721642 Log-likelihood = -32.9189.

**LIKELIHOOD RATIO TEST**

Chi-square (4) = 170.684 (p-value 0.000000)

\* and \*\* imply significant at 1% and 5% level respectively.

All the independent variables have strong positive impact on the customer (patient) satisfaction. McFadden's pseudo-R-squared = 0.721642 signifies that 72% of the dependent variable are explained by the data which is highly significant. For all the factors such as treatment, quality, care and cost, the p-value are tested as less than 0.05 (i.e., 5 per cent level of significance) which signifies that all the independent variables are statistically significant in explaining the dependent variable, i.e., patients’ satisfaction. More clearly, as the coefficients of all the explanatory variables are positive and statistically significant, it implies that treatment, quality, care and cost all play significant role in satisfying a patient. The derived model is as follows,

$$PS = -29.2245 + 0.3059 * Treatment + 0.2518 * Quality + 0.3241 * Care + 0.2664 * Cost$$

The results of logit analysis clearly reveal that all the four set of explanatory variables i.e., treatment applied to the patient, the overall quality of service rendered by the hospital to patients, care given to them and the cost involved in the treatment, are significantly responsible for the patients satisfaction. More specifically, the quality treatment and care given to the patients are the most top most vital variables towards patients’ satisfaction. Hospital need to design their advertising and promotional strategy through highlighting personnel service on top priority to differentiate their brand in the competitive market.

**CONCLUSION**

One of the real difficulties of the dynamic medicinal services condition is staying aware of continually heightening patient's desires. The prime reason that the present patients favor private doctor's facility than open clinic as staff's administrations of a private doctor's facility are planned in a more deliberate manner foreseeing requirements of the patients. The induction of the investigation have concurred from alternate point of view that, regardless of pay level, age and sex of the client or purchaser; specialist's administration, staff care, nature of healing facility and cost of administrations are the first critical factor which client considers in his/her decision procedure of a private clinic benefit and among those staff care (work force care) is the prime criteria to choose a doctor's facility for treatment.

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**SUGGESTIVE WATER TREATMENT AND CONSERVATION TECHNIQUES AMONG THE SIVAGANGAI CIVILIAN**

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**ABSTRACT**

*This study focuses on knowing awareness level of water management techniques among the household civilians in Sivagangai district of Tamil Nadu. Further the aim is to identify the various techniques that were adopted for treating water obtained from various sources. Data were collected using structured questionnaire form 400 respondents. Data were collected from three municipalities using proportionate sampling technique. The analysis result indicates that, most of the respondents were somewhat aware about the water management techniques. It was found that majority of the civilians in Sivagangai districts were obtaining water through pipe line. Further the civilians of Sivagangai district is suggesting conservation of existing water to reduce water scarcity based on their practical experience in their locality.*

*Keywords: Water management, Awareness, Water Treatment techniques, Water conservation techniques.*

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**INTRODUCTION**

Reports prepared by United Nation Organization (UNO) and the Intergovernmental Panel on Climate Change (IPCC) insisted that the climate change is likely to exacerbate for India's natural resources. India forecasted the water scarce will be within few years for domestic and the industries needs are challenging one. Safe drinking water and sufficient amount on sanitation are basic health needs for every people on the world still many people in the globe did not get the fundamental needs. Earth is a water-rich planet, still many countries in the world facing water shortage. This does not look logical. Water shortage itself is not necessarily a global catastrophe. Civilizations exist even in dry or semi dry regions. In places not as dry, water scarcity is short term being repeating this kind of is due to seasonal weather pattern. It has been dispute that access to freshwater is a basic human legal right in various constitutions. They listening carefully on how to discover the function of corporate in connection with provide freshwater suggested by Tineke Lambooy (2011). Many corporate take steps for sustainable development towards to solve the demands and expectations of employee and their society. Most of the analysts said that these initiatives steps added to making businesses in a more profitable manner suggested by Francisco Szekely (2005). It is not only a seasonal problem, throughout the year this problem existed in many places. This kind of fresh water scarcity is caused due to drastic changes in climatic condition, changes in technology, mass production and increasing in population over the last few decades. Many countries in the world that are recently facing the fresh water shortages, that are go beyond the level. China's on hand fresh water resources are at present 2,200 CM per head per annum, due to raise in population there is a huge water demand by industries requirements.

While getting the water mostly in the form of contaminated state is the major problems associated with water itself. A problem just as shocking is the unreliable scales of social conflict explode as a result of the water crisis. In many cases, insufficient access to water and civil turbulence go hand in hand. In certain regions of Africa women collect water for their families. It is a risky circumstance by traveling great distances. In the April 2018, the declared as 2 day zero that denotes provide water on the basis of family size. In United States the government strictly adhered the water metering rules that motivates who utilize fresh water in optimum amount, they are exempted for paying tax.

**REVIEW OF LITERATURE**

In the recent days CSR adopts more attention for sustainable water resources. It help to prevent availability of water, quality and quantity of water, checking contaminated groundwater supply, water availability frequency, increased regulation and raise in water prices revealed by Tineke Lambooy (2011). The food industry has a significant risk from community disapproval that CSR problem related to supply chain management (SCM). In food SCM it deals animal food welfare, biotechnology, environment and fair trade related to health and safety. Generally in SCM various CSR issues are facing such as societal purchase are also calculated. The complete tools uphold the food industry practitioners and researchers in the assessment of strategic and operational supply chain CSR practices by Michael J Maloni (2006). CSR assist to provide outlay in socially responsible activities as inside benefits by helping a firm to innovate innovative products as an capacity that are related to know how corporate adopt this culture as external benefit outlined by Manuel Castelo Branco (2006). Both industrial and environmental crises lead to major threats to human survival. These crises are basically stated in corporate activities like goods and services they offered. To overcome these crises the industries respond a more adequate

conception of CSR suggested by Paul Shrivastava (1995). There are various types of theories that are followed in CSR. In instrumental theory they highlight how to create wealth for the purpose of to achieve economic results. Political theory outlays the companies has a power and responsible for the society. In integrative theory that explains the purpose of satisfy societal needs and in the ethical theory is based on the ethical responsibility of the companies towards society reveled by Elisabet Garriga (2004).

Many people invest their valuable money in trust towards the development of society, supply their blood or user friendly products for save the life of the public Roland Be Nabou (2010). Due to inferior quality of water that contains chemical contamination or bacteriological pathogen that causes water borne diseases which cause untold misery, and in several cases even death, thereby severely affect the socio-economic progress of the nation. Water related diseases leads to financial burden on both the individual and their society. At household levels the financial loss includes cost of getting the medical treatment and salary loss during the health affected time period. The rural population of India occupies a major role than the urban population of the country. The water authorities trying to provide clean safe drinking water in sufficient amount and access with nearby distance for large population is a toughest challenge Nguyen Van Thai (2018). Sickness leave affects the national productivity in terms of both financially and physically. Government expend a reasonable amount for put into practice the water supply projects for purification process and providing safe drinking water to every part of the country. Adequate amount of water access provide within minimum distance, including piped supply to household. These are demanding and huge tasks. They are so many solutions have taken to diversify this problem and given the aggregate amount of biological and chemical contamination in water in rural regions. Stakeholder taken efforts towards solve this biggest challenge which will improve the overall health and thereby the increase productivity of the country.

**NEED FOR THE STUDY**

The health burden of poor water quality is enormous. The UNO report says that, in India nearly one lakh people die due to water borne diseases per annum. Throughout the world it is predictable around 37.7 million are affected annually. The government of India had initiated different programs towards pure drinking water since independence. In the Eleventh five plan they allocated a sum of Rs.72,165.42 Crore for providing safe drinking water to the rural population in India. Hereby the necessity of safe drinking water had become a serious issue in current period of time. Therefore it's the time to require for a common civilian to know about water management practices to satisfy the drinking water demand. This study focuses on knowing the awareness level of water management among the rural people in Sivagangai district of Tamil Nadu also various techniques they were adopting for the treatment of water obtained from various sources.

**OBJECTIVES OF THE STUDY**

- To ascertain the level awareness of fresh water management
- To access drinking water usage pattern among the house hold people.
- To investigate the purification methods employed for improving the water obtained from various sources.

**SCOPE OF THE STUDY**

The study deals about knowing the awareness level of water management. The treatments for water obtained from various sources are suggested by household civilians in Sivagangai District out of their practical experience. The study time frame was limited to 2017-18.

**ANALYSIS AND INTERPRETATION**

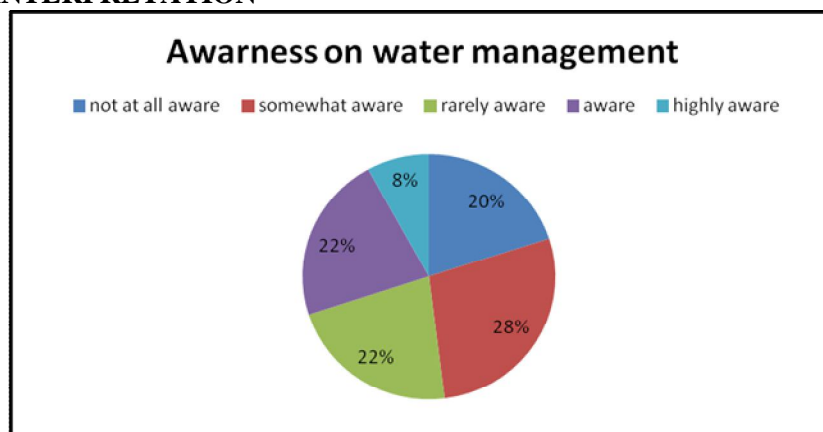


Figure 1: Level of awarness on water management among the civilians

**INTERPRETATION**

From the figure1, it can be intrpreted that, 28% of the respondent somewhat aware on water management techmniques, 22% of the respondnets were aware on water management techniques, 22% of the repondents were rarely aware about the water management techniques, 20% of the repondent are not at all aware about water management techniques and only 8% of the respondent are highly aware about water management techniques.

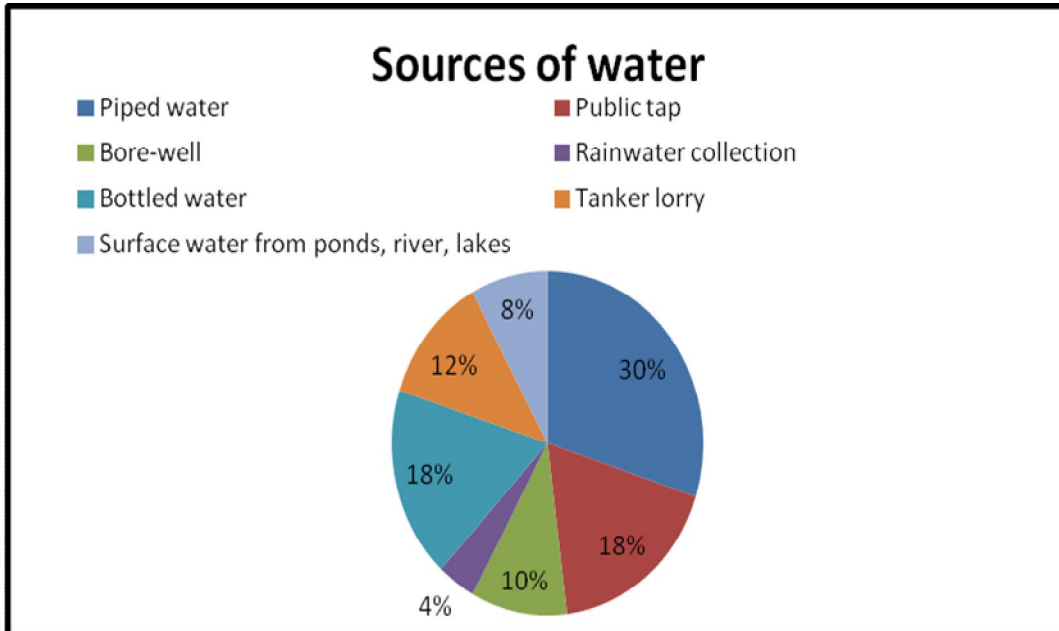


Figure 2: Various sources of drinking water

**INTERPRETATION**

From the figure 2, it can be intrpreted that 30% water are obtained through pipe lines, 18% of the pure water are obtained through public tap and bought in botteled form, 12% water are obtained bought from tanker lorry, 10% are obtained from bore-well, 8% of the water are obtained from surface and ponds, further 4% were obtained from rainwater collection.

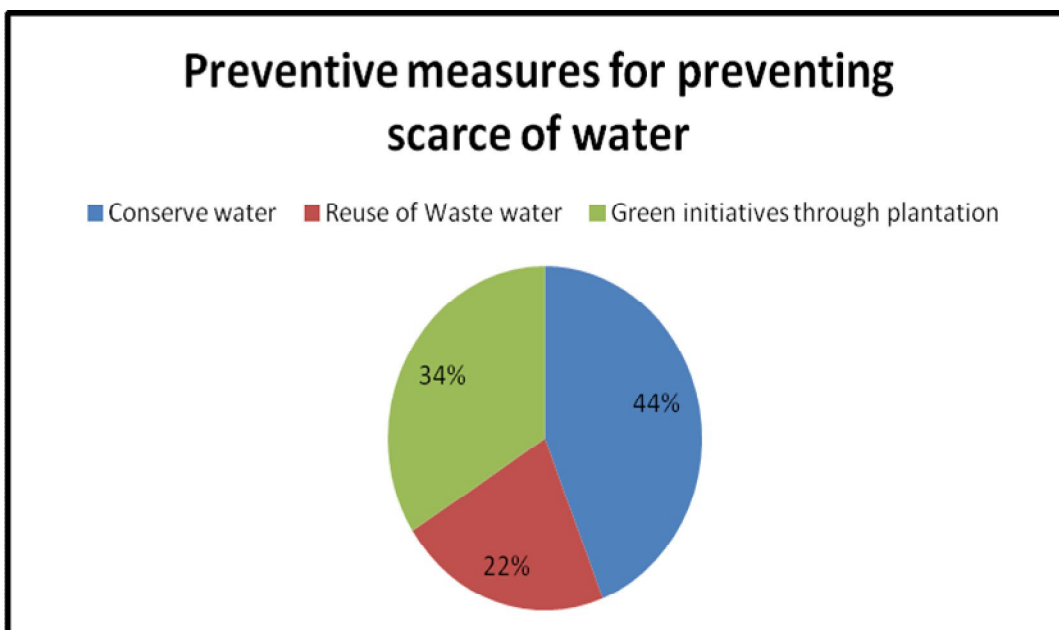


Figure 3: Preventive measures for preventing scarce of water

**INTERPRETATION**

From the figure 3, it can be intrpreted that, 44% of the respondents are suggesting conservation of water to reduce scarcity, 34% of the respondents are suggesting to take green initiatives and rest 22% of the respondents are suggesting reuse of water to reduce water scarcity.

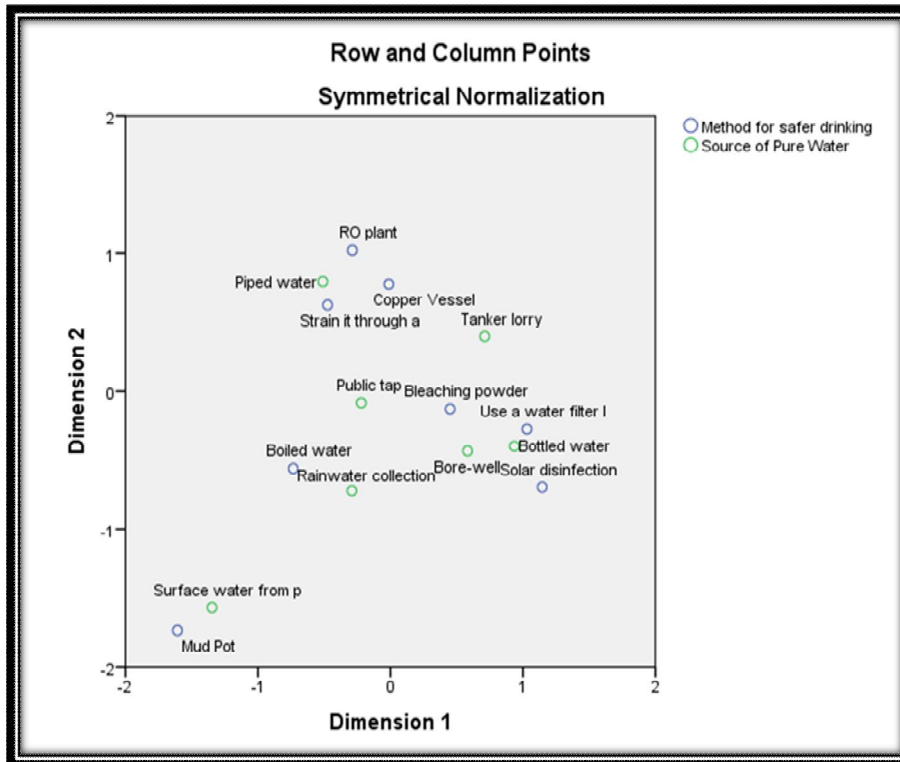


Figure 4: Treatment method adopted by the civilians for water obtained from various sources

**INTERPRETATION**

- From the figure 4, we can interpret that water obtained from Ro Plant, Pipe and tanker lorry are either treated using copper vessel or strained.
- Further water obtained from the public tap, bottles, bore well are either treated by filter method or using bleaching powder.
- From the opinion of the consumer, the bottled water and bore-well water is preferable to be treated by solar disinfection.
- While surface water from ponds, river, lake is preferable to be treated using mud pot method.

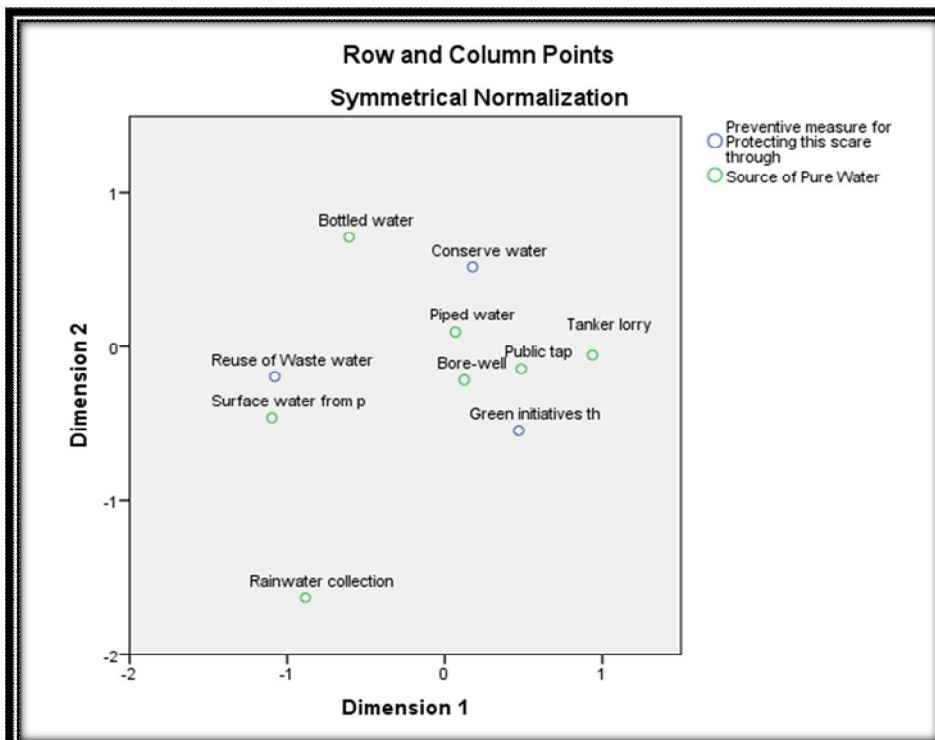


Figure 5: Preventive measures suggested protecting the scarce water obtained from various sources

**INTERPRETATION**

- From the figure 5, we can interpret that civilians prefers conserving water obtained form of bottle, piped, tanker lorry and bore-well.
- Further consumers prefer taking green initiatives with respect to water obtained from bore-well, public tap, tanker lorry and piped water.
- Also consumers prefer reusing of waste water obtained from surface like ponds.

**CONCLUSION**

From the analysis made most of the respondents were somewhat aware about the water management techniques. It was found that majority of the civilians in Sivagangai districts were obtaining water through pipe line. Further the civilians of Sivagangai district is suggesting conservation of existing water to reduce water scarcity based on their practical experience in their locality.

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**PIONEERING MOTIVATION AND CHALLENGES LOOKED BY WOMEN ENTREPRENEURS IN SIVAGANGA DISTRICT**

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**ABSTRACT**

*This paper aims at making an empirical analysis on such factors that play a role of motivator in enhancing the aspect of entrepreneurship among women, with special reference to Sivaganga district. This paper also focuses attention on the challenges faced by women in the pursuit of entrepreneurship. Descriptive research design was used. The primary data was collected from 400 samples from rural and urban areas of Sivaganga district using a structured questionnaire with the help of survey and snow ball sampling method. The data was analyzed using descriptive statistics and factor analysis. The result of the motivational factors indicates that financial need motivates women to the highest degree to become entrepreneurs compared to other factors like supplementing the family income, improve the social status, etc. Further, the study has used Rotated component Matrix to factories the important motivational factors. The result of the Rotated component matrix reveals that the twelve variables were subjected to extraction method and finally the five factors were analyzed. The first factor reveals that women have taken up this venture as a pass time activity and continue in the family occupation. Further the study also reveals that they have taken up such entrepreneurial venture to be economically independent and to improve the social status. The result also suggested that unfavorable market conditions and the stringent legal and regulatory conditions have been more challenging than the other problems. Finally the result shows that the women entrepreneurs have faced lot of personal challenges due to lack of information and imbalance between work and family life. : Sivaganga district has faced failures in the agricultural sector in the recent past due to failures in monsoon, water scarcity, etc. This has caused large scale unemployment and migration to urban industry creating huge quantum of socio, economic and cultural problems in the district. With mushrooming higher educational institutions in the district coupled with a high female literacy rate of 76.50 per cent (as per 2011 census), the researchers aim to concentrate on women entrepreneurship development, resulting in alternative sources of income for the district*

*Keywords: Discrimination, Descriptive Statistics, Entrepreneurial Development, Factor Analysis, Gender*

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**1. INTRODUCTION**

Ladies are the individuals who make business thoughts, arrange the thoughts, select the best ones, find different sources to expand cash, bear dangers, consolidate the different elements of generation, set the business running easily with an extreme motivation behind gaining benefits. While we talk about strengthening of ladies through big business, ladies ought to think about the SWOT examination and move a stage for-ward to achieve self improvement. In our nation ladies enterprise improvement has increased much force and has turned into a necessary piece of our advancement endeavors, in light of the three principle preferences in particular ladies improvement, financial development and social strength.

McKinsey Global Institute, the Financial Research Arm of the International Consulting Company as of late discharged an investigation expressing that ladies establish 31 percent of the general workforce in our country. Thusly, they contribute a lump of 17 percent to the GDP file. In spite of the fact that this may look conventional figures, we fall much behind the normal worldwide esteem breaking even with 37 percent. With a normal sexual orientation equality of 0.60 in the territory of Tamilnadu (which is nearly superior to different conditions of India), ladies frame a solid parcel to be helped, persuaded and prepared to wind up business people and to effectively con-tribute in the development of the economy all in all.

The commitment of ladies both inside and outside the home has been a noteworthy factor in the advancement of the general public on different measurements over the globe. The equivalent has been the situation with Sivaganga area too. By connecting with themselves in business exercises like weaving, earthenware making, fitting, impersonation gem making, pressing, laundries, lodgings, training, inns, and so forth., the ladies in Sivaganga region are dynamic players in the financial market. Consequently this paper examinations such factors that assume a job of inspiration in upgrading the part of enterprise among ladies, with unique reference to Sivaganga locale.

Eugenia and Niki examined in their examination the impacts of preparing in estimating the pioneering characteristics and frame of mind of provincial ladies business people. A study among the rustic ladies was

directed, and the information were examined utilizing expressive insights. The outcome uncovered that ladies business visionaries had profited much from preparing. Their skill in basic leadership and their work life balance was likewise estimated as a factor of enterprise.

Harris conducted an investigation of 269 business people in Nigeria in 1965, in the fields of article of clothing producing, furniture making, saw factory and printing enterprises and saw that, the business visionaries were geologically stationary. Just a bunch of five individuals were running their ventures outside their origin. As the financial and word related statuses of the representatives were higher than that of their dads, Nigerian business people were effective in snatching the chances and picking up order over assets, yet they were discovered unsuccessful in big business the board.

Hector in his study detailed that Self-work had contributed much for the monetary development among the nations as expressed in the OECD (Organization for Economic Cooperation and Development) report. The examination had inspected the connection among business enterprise and financial development on those nations referenced in the OECD report. The outcome revealed that enterprise and financial development were between related and the specialist utilized cross-sectional investigation to keep an eye on the factors. Henderson Jason analyzed the connection between new thoughts and financial improvement in rustic regions of Kansas City, United States. The analyst had gathered the information from independently employed individuals and proprietors, and the outcome had demonstrated that new thoughts have noteworthy association with financial development. Kalyani and Chandrasekhar saw that the demo-realistic factors and financial conditions impact the contribution of ladies entrepreneurs, particularly in the field of big business the board. A large number of them do get assistance from their relatives so as to do their different works.

Kent called attention to that enterprise was a technique to expand the minority and ladies claimed organizations. Amid the years 1977-1981, the minority possessed organizations expanded and amid a similar period, ladies claimed organizations expanded by 33%. Khanka made a review among original entre-preneurs in Assam and found that business visionaries were persuaded by variables like self-awareness, acknowledgment, self-rule and the requirement for self accomplishment.

Kondal led a study of ladies strengthening through Self-Help Groups in Gajwel Mandal of Medak District in Andhra Pradesh. The significant discoveries of the examination uncovered that there is a positive effect of Self-Help Groups on Women strengthening in Gajwel Mandal of Medak District in Andhra Pradesh. Laldinliana examined the significance of country devel-dev development, Swarnajayanti Gram Swarozgar Yojana (SGSY), innovative advancement of self improvement gatherings, dynam-ics of business as Micro Enterprises, etc. Lalhunthara inspected the diverse elements of pioneering inspiration in particular, decision of business area, decision of business, add up to duty, aspira-tions about their kids, in view of the information acquired from 406 Micro Enterprises in Aizawal locale, Mizoram. The discoveries of the examination recommended the administration to give satisfactory showcasing offices, money related help, framework and preparing to the business visionaries.

Louis expressed that before employments in a comparable unit had arranged the people to be autonomous and begin new pursuits with their very own ability, imagination and distinction. Mali upheld 12 the developing pattern of ladies enterprise in NER. In his investigation he saw that help from relatives assumes a critical job in making and embellishment effective business people.

Manimekalai and Rajeswari studied the effect of SHG in making ladies business enterprise in provincial zones in Tamilnadu by examining 150 SHG individuals. They found that the SHG's shaped exchanging and ser-bad habit units, cultivate and non-cultivate exercises. It was accounted for that there was a huge distinction in the mean exhibitions of the business visionaries dependent on their age, training and past experience. The "smaller scale back office" had encouraged the ladies to have financial and social strengthening. It built up a feeling of initiative, hierarchical abilities and the executives of different exercises of a business, in obtaining crude materials, assembling fund, showcasing, and so forth., without anyone else's input.

Manohar considered 90 units<sup>14</sup> in Marathwada district of Maharashtra and had assessed the financial foundation of business visionaries and the issues looked by them. The investigation built up the connection between the execution and the components that were in charge of such exhibitions. The investigation uncovered that the majority of the monetary advantages made by the administration offices were used just by the upper segments of the general public. The investigation likewise expressed that privately-owned companies, father's word related status, position and doctrine were essential for section into any enterprising action.

Marie and Peterson in their research found that the entrepreneurship and economic growth in West Virginia had prompted Maribel and co-researchers to find out the relationship between entrepreneurship and economic growth. Data were collected from fifty five counties of West Virginia and two-stage least square method was used to compute the findings. The result showed that there was a positive correlation between entrepreneurial activities and economic growth.

Pathak in his study stated that, there should be appropriate government policies and the policies should be adopted by the enterprises to achieve overall growth of entrepreneurial talent.

Rama Ramswamy examined the motivational factors and the problems faced by handloom entrepreneurs in Mizoram. The study observed that socio-cultural factors played a key role in motivating the entrepreneurs to start their own businesses. Rualkhuma Colney laid down in his study that there were many difficulties in the development of small scale industries in Mizoram. He observed that, even though the annual growth rate in terms of industrial development was fast, the industrial sector was weak and unproductive. Also he observed that the assistance given by banks for the development of small scale industries in the state was far from satisfactory.

Srivastav and Syngkon in their study conducted in Meghalaya found that most of the entrepreneurs were educated and at the same time they were first generation tribal entrepreneurs and more than one fourth of them were women.

Want be studied the small entrepreneurs in Japan and found that they had to overcome lot of barriers to set up their own enterprises. Competition appeared to be greater than in developing countries and hence the challenges they faced were greater. Majority of the entrepreneurs spent their time in the evenings after their normal working hours in the day and it took them more than 10 years to prepare for the venture. Hard-work, dedication, involvement, will power and ambition led to the abundant supply of entrepreneurs in Japanese manufacturing sector.

Yadav conducted a study on women empowerment through Self-Help-Groups of Nagthane village in Tamilnadu. The study had emphasized that the SHGs are the effective instrument of women empowerment.

Numerous specialists have explored the components that spur enterprise advancement and the difficulties looked by them. Yet, the outcomes were observed to be blended. For instance, Ivan Stefanovic in their investigation 'Business people' Motivational Factors– Empirical Evidence from Serbia' observed the inspirational variables to be employer stability, past experience and preparing and claim sati group and development. One research think about Murthy et al. announced that business people were spurred by three factors in particular driven components, convincing variables and encouraging elements. Some different scientists had grouped the persuasive elements into push (impulse) and force (decision) factors.

In this examination think about, the analysts have recognized the inspirational elements to be absence of other work openings, benefit influencing yearnings, to enhance social/familial status, as take a break action and supplement the family's salary. This structures the requirement for the investigation. The destinations of the examination depended on the requirement for the investigation and are as per the following:

- To examine such factors that impacts the dimension of inspiration among the ladies business people in Sivaganga locale.
- To inspect the requirements presenting difficulties on ladies business people in Sivaganga region.

## **2. METHODOLOGY**

- Research plan: The investigation pursues Exploratory and also descriptive research structure. The examination depicts the components that rouse ladies to end up business people and the different difficulties they looked amid their innovative endeavor.
- Sampling strategy: The examining strategies embraced for the investigation were review and snow ball testing techniques. The enlisted ladies business visionaries in DIC were taken as tests under study technique, and under snow ball examining strategy, the specialists have recognized the examples in a steady progression through references given by the before from disorderly segments.
- Sample unit: The example unit is the enlisted ladies business people from DIC and ladies who have taken enterprise in sloppy parts in Sivaganga area.
- Sample estimate: The investigation was directed with 400 examples from provincial and urban regions of Sivaganga area.

- Data gathering device: An organized poll was utilized to overview the respondents. The poll was pretested on 30 ladies business visionaries in Sivaganga
- It was again altered by disposing of immaterial inquiries and consideration of significant ones dependent on the pre-testing. The last configuration of meeting plan was set up in Tamil dialect to gather important information from the respondents.
- Statistical examination: The gathered information was broke down utilizing spellbinding investigation and factor examination. The specialists have utilized 5% dimension of centrality.

### **3. RESULTS AND DISCUSSIONS**

The talks feature the statistic attributes of the respondents, the rustic and urban supposition partition, factors adding to the inspiration and the factors shortening it and the different issues and difficulties looked by ladies business visionaries.

#### **3.1 Demographic Characteristics of Respondents**

At the point when the statistic profile of the respondents taken for study was analysed, 48 people shaping 12 percent of the respondents have a place with Karaikudi taluk, 56 people framing 14 percent of the aggregate have a place with Devakottai taluk, 60 persons framing 15 percent of the respondents have a place with Tirupathur taluk, 50 people framing 12.5 percent of the respondents have a place with Illayangudi taluk, 46 people shaping 11.5 percent of the respondents have a place with Manamadurai taluk, 38 people framing 9.5 percent of the respondents have a place with Sivaganga taluk, 38 for each children shaping 9.5 percent of the respondents have a place with Kalayarkovil taluk and 64 people framing 16 percent of the respondents have a place with Tiruppuvanam taluk.

At the point when the age of the respondents were investigated, 100 people fall in the age gathering of 21-30 shaping 25 percent of the aggregate, 184 people fall in the age gathering of 31-40 framing 46 percent of the aggregate, 94 people fall in the age gathering of 41-50 framing 23.5 percent of the aggregate and 22 people fall in the age gathering of 50 years or more framing 5.5 percent of the aggregate. At the point when the conjugal status of the ladies respondents were broke down, 58 people were single comprising 14.5 percent of the aggregate, 288 people were hitched speaking to 72 percent of the aggregate, 22 people were isolated shaping 5.5 percent of the aggregate, 16 for every children were separated establishing 14.5 percent of the aggregate and 16 people were bereft establishing 14.5 percent of the aggregate. At the point when number of kids for the ladies business people under examination was considered, 84 people have no kids framing 21 percent of the aggregate, 120 people have one youngster establishing 30 percent of the aggregate, 168 people have two kids speaking to 42 percent of the aggregate, 28 people have three kids comprising 7 percent of the aggregate respondents.

At the point when the instructive capability of the respondents were considered, Primary training was gotten by 122 people shaping 30.5 percent of the total, 64 per-children had contemplated up to Middle school speaking to 16 percent of the aggregate, Technical/Vocational instruction was acquired by 30 people framing 7.5 percent of the aggregate respondents, 88 people had examined up to Secondary school speaking to 22 percent of the aggregate, 18 people had finished Polytechnic framing 4.5 percent of the

Add up to respondents, 38 people were Graduate speaking to 9.5 percent of the aggregate and 40 were Post Graduate shaping 10 percent of the aggregate respondents. As to apprenticeship/preparing embraced by the respondents, 64 people have gone to EDP framing 16 percent of the aggregate respondents, 266 people have gone to professional preparing program shaping 66.5 percent of the aggregate respondents, 42 people have gone to Technical Upgrade Program framing 10.5 percent of the aggregate respondents, 28 people have gone to Management and Leadership Traits Development program framing 7 percent of the aggregate respondents.

At the point when the wellspring of the field-tested strategy was broke down 124 people have obtained field-tested strategy by watching markets, 244 people have gained field-tested strategy through planned customers, 10 people have procured field-tested strategy through improvement in different countries, 22 people have obtained field-tested strategy by concentrate the task profiles. At the point when the motivation to end up business people was broke down, 114 people Forming 28.5 percent of the aggregate respondents were enlivened by spouses, 102 people comprising 25.5 percent of the aggregate respond gouges were roused by kin, 100 people shaping 25 percent of the aggregate respondent were propelled by companions, 56 people framing 14 percent were self motivated, 22 for each children shaping 5.5 percent of the aggregate respondents were motivated by their dad, 4 people shaping 1 percent of the aggregate respondents were roused by granddad and 2 individuals shaping 0.5 percent of the aggregate respondents were motivated by their mom.

**3.2 Occupation Carried out Earlier by Women Entrepreneurs**

When the occupation carried out by the women entrepreneurs earlier was analyzed, it was found that 104 persons forming 26 percent of the respondents were employed in full time position, 54 persons constituting 13.5 percent of the respondents were employed in part time position, 196 persons forming 49 percent of the respondents were homemakers, 12 persons forming 3 percent of the respondents were looking for work and 36 persons constituting 9 percent of the respondents were studying are shown in Table 1.

**Table – 1: Occupation carried out earlier by women entrepreneurs**

		Accept	Decline
Employed in a full time position	Count	104	296
	%	26.0%	74.0%
Employed in a part time position	Count	54	346
	%	13.5%	86.5%
Was a homemaker	Count	196	204
	%	49.0%	51.0%
Was looking for Work	Count	12	388
	%	3.0%	97.0%
Was studying	Count	36	364
	%	9.0%	91.0%

Source: Computed from primary data

**3.3 Organizational Existence and Capital Contribution**

The association had the slightest presence time of a half year though the most extreme time frame was 30 years. It had the mean of 7 years and 10 months with a standard deviation of 5 years and 11 months. The base settled capital contributed by every one of the ladies business visionaries were Rs. 3,000. The mean settled capital contributed was Rs. 1,12,043 with a standard deviation of Rs. 5,72,232. The working capital pivoted by the respondents were least Rs. 300 and greatest Rs. 30,00,000. The mean working capital pivoted by every one of the ladies business visionaries was Rs. 32,518 with a standard deviation of Rs. 2,15,130 are appeared in Table 2.

**Table – 2: Spellbinding measurements**

	Minimum	Maximum	Mean	Std. Deviation
Years of Organization’s existence	.50	30.00	7.8000	5.91820
Fixed Capital invested by the respondent	3000.00	8000000.00	112042.5000	572231.93980
Working Capital invested by the respondent	200.00	3000000.00	32517.5000	215130.26361

Source: Computed from primary data

**3.4 Years of Experience as an Entrepreneur**

At the point when the long periods of experience as a business person was considered, 204 people shaping 51 percent of the aggregate respondents had under 5 years of experience as a business person, 102 people comprising 25.5 percent of the respondents had 6 – 10 years of involvement in the innovative field, 28 people framing 7 percent of the aggregate respondents had 11-15 years of experience as a business person, 28 people shaping 7 percent of the aggregate respondents had 16-20 years of experience as a business visionary and 38 people shaping 9.5 percent of the aggregate respondents had 21 years and a greater amount of understanding as a business person appeared in Table 3.

**Table – 3: Long periods of experience as a business visionary**

Years of Experience	Frequency	Percent
Less than 5 years	204	51.0
6-10 years	102	25.5
11-15 years	28	7.0
16-20 years	28	7.0
21 years and more	38	9.5
Total	400	100.0

Source: Computed from primary data

**3.5 Factors Governing Entrepreneurial Motivations**

Among the inspirational components, the most astounding mean 4.5101 was watched for the variable 'To meet the money related necessities', the second most astounding mean score of 4.2323 was consumed for the variable 'Supplement the family salary' and the third most noteworthy mean score of 4.0606 was assimilated for the variable 'To enhance social/familial statuses'. The most reduced understanding was shown for the variable 'Sitting tight for marriage' with a mean assertion score of 2.1212, trailed by 'As hang loose action' with a mean assertion score of 2.7374; and the third least understanding was watched for the variable 'Absence of other business openings' with a mean understanding score of 3.2727. The most elevated variety of conclusion was watched for the variable 'As take a break movement' with a standard deviation of 1.40225, second most elevated variety of supposition being 'To be monetarily free' with a standard deviation of 1.39090, trailed by 'Revenue driven making desires' with a standard deviation of 1.30190.

The least variety of assessment was watched for the variable 'To meet the money related necessities' with a standard deviation of 0.78428, the second most minimal variety of supposition was watched for the variable 'Supplement the family salary' with a standard deviation of 0.89248 and the third most reduced variety of feeling was watched for the variable 'Family support' with a standard deviation of 0.99064 appeared in Table 4.

**Table – 4: Factors governing Entrepreneurial Motivations**

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Highly agree	Mean	Std. Deviation
To continue in the family occupation	Count	20	58	16	158	158	3.8788	1.19724
	%	5.0%	14.5%	4.0%	39.5%	39.5%		
Supplement the family income	Count	8	12	38	160	160	4.2323	.89248
	%	2.0%	3.0%	9.5%	40.0%	40.0%		
To meet the financial needs	Count	8	6	6	132	132	4.5101	.78428
	%	2.0%	1.5%	1.5%	33.0%	33.0%		
As pass time activity	Count	66	174	36	38	38	2.7374	1.40225
	%	16.5%	43.5%	9.0%	9.5%	9.5%		
Waiting for marriage	Count	148	158	30	14	14	2.1212	1.27506
	%	37.0%	39.5%	7.5%	3.5%	3.5%		
To be economically independent	Count	38	84	26	102	102	3.6313	1.39090
	%	9.5%	21.0%	6.5%	25.5%	25.5%		
To improve social/familial status	Count	22	28	38	140	140	4.0606	1.10528
	%	5.5%	7.0%	9.5%	35.0%	35.0%		
Lack of other employment opportunities	Count	38	92	60	136	136	3.2727	1.26345
	%	9.5%	23.0%	15.0%	34.0%	34.0%		
For profit-making aspirations	Count	36	30	62	96	96	3.8535	1.30190
	%	9.0%	7.5%	15.5%	24.0%	24.0%		
To attain a sense of self achievement	Count	6	44	38	142	142	4.0556	1.04673
	%	1.5%	11.0%	9.5%	35.5%	35.5%		
My friends encouraged me to	Count	8	128	40	122	122	3.4495	1.23861
	%	2.0%	32.0%	10.0%	30.5%	30.5%		
My family encouraged me to	Count	4	42	38	166	166	4.0303	.99064
	%	1.0%	10.6%	9.6%	41.9%	41.9%		

Source: Computed from primary data

**3.6. Total Variance Explained**

Eigen estimations of more noteworthy than 1 had proposed the quantity of elements reasonable for extraction. These qualities likewise speak to the measure of change represented by each factor. The five variables with Eigen esteems surpassing 1 clarified 18.376 percent, 16.628 percent, 16.395 percent, 12.322 percent and 10.414 percent of the fluctuation individually of the 74 percent add up to difference clarified by the components before pivot. Along these lines Table 5 indicates how yield decides the quantities of segments to be held for further examination. In the scree plot technique, Eigen esteems are plotted in sliding request against the quantity of elements are appeared in Table 5.

**Table – 5: Total variance explained**

Component	Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	2.205	18.376	18.376
2	1.995	16.628	35.004
3	1.967	16.395	51.399
4	1.479	12.322	63.721
5	1.250	10.414	74.134

**3.7. Factorization of Important Motivational Factors**

The 12 variables were subjected to factor analysis using the Extraction Method of Principal Component Analysis and the Rotation Method of Varimax with Kaiser Normalization. The five factors were named as pass time activity and continue in the family occupation, to be economically independent and improve the social status, to meet the financial needs and for profit making aspirations, to attain a sense of self achievement and encouragement from friends and family are shown in Table 6.

**Table – 6: Rotated component matrix (a)**

	Rotated Factor Component				
	1	2	3	4	5
As pass time activity	.758	As pass time activity and continue in the family occupation			
Waiting for marriage	.716				
Lack of other employment opportunities	.635				
To continue in the family occupation	.598				
To be economically independent		.844	To be economically independent and improve the social status		
To improve social/familial status		.692			
To meet the financial needs			.832	To meet the financial needs and for profit making aspirations	
Supplement the family income			.821		
For profit-making aspirations			.544		
To attain a sense of self achievement				.883	To attain a sense of self achievement and encouragement from friends
My friends encouraged me to				.651	
My family encouraged me to	Encouragement from family				.761

**3.8 Marketing Problems faced by Women Entrepreneurs**

The major marketing problem faced by the women entrepreneurs was ‘Unfavorable market conditions’ with the highest mean score of 3.2800, second being ‘Stringent legal/regulatory conditions’ with the mean score of 3.2650, followed by ‘Finance related difficulties’ with the highest variation of opinion was observed for the variable ‘Limited networks and industry contacts’ with a standard deviation of 1.54595, second highest variation of opinion being ‘Irregular and ill-equipped labor’ with a standard deviation of 1.41425, next being ‘Unfavorable market conditions’ with a standard deviation of 1.40590. The lowest variation of opinion was observed for the variable ‘Unaware of the means of production’ with a mean of 3.1350. The lowest agreement was exhibited for the variable ‘Irregular and ill-equipped labor’ with a mean agreement score of 2.9300, followed by ‘Challenges with the raw material’ with a mean agreement score of 3.1050; and the third lowest agreement was observed for the variable ‘Unaware of the means of production’ with a mean agreement score of 3.1700. The standard deviation of 1.27088, the second lowest variation of opinion was observed for the variable ‘Finance related difficulties’ with a standard deviation of 1.34312 and the third lowest variation of opinion was observed for the variable ‘Stringent legal or regulatory conditions’ with a standard deviation of 1.38186 shown in Table 7.

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. A Rotation converged in 12 iterations.

**Table – 7: Marketing problems**

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Mean	Std. Deviation
Unfavorable market conditions	Count	76	40	66	132	132	3.2800	1.40590
	%	19.0%	10.0%	16.5%	33.0%	33.0%		
Stringent legal/regulatory conditions	Count	60	74	54	124	124	3.2650	1.38186
	%	15.0%	18.5%	13.5%	31.0%	31.0%		
Finance related difficulties prevail	Count	58	70	124	56	56	3.1350	1.34212
	%	14.5%	17.5%	31.0%	14.0%	14.0%		
Unaware of the means of production	Count	52	56	146	64	64	3.1700	1.27088
	%	13.0%	14.0%	36.5%	16.0%	16.0%		
Challenges with the raw material	Count	88	90	18	100	100	3.1050	1.54595
	%	22.0%	22.5%	4.5%	25.0%	25.0%		
Irregular and ill-equipped labour	Count	80	104	50	96	96	2.9300	1.41425
	%	20.0%	26.0%	12.5%	24.0%	24.0%		

Source: Computed from primary data

**3.9. Challenges looked by Women Entrepreneurs**

The real test looked by the ladies business visionary was 'Absence of data' with the most noteworthy mean score of 3.2750 ,the second being' Combining work and family life' with the second most astounding mean score of 3.1500, trailed by 'Restricted systems and industry contacts' with the mean of 3.0850. The least assertion was shown for the variable 'Testing government establishments and other authorities' with a mean understanding score of 2.3650, trailed by 'Absence of fearlessness' with a mean understanding score of 2.5450.

The most noteworthy variety of conclusion was watched for the variable 'Constrained systems and industry contacts' with a standard deviation of 1.37204, the second most noteworthy variety of sentiment was watched for the variable 'Consolidating work and family life' with a standard deviation of 1.31218 and the third most astounding variety of supposition was watched for the variable 'Absence of data' with a standard deviation of 1.27807. The least variety of feeling was watched for the variable 'Absence of self-assurance' with a standard deviation of 1.22953, trailed by 'Testing government organizations and higher authorities' with a standard deviation of 1.23920 appeared in Table 8.



Table – 8: Personal Challenges

		Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Mean	Std. Deviation
Lack of self confidence	Count	92	128	80	70	30	2.5450	1.22953
	%	23%	32%	20%	17.5%	7.5%		
Limited networks and industry contacts	Count	70	66	108	72	84	3.0850	1.37204
	%	17.5%	16.5%	27%	18%	21%		
Lack of information available	Count	44	68	108	94	86	3.2750	1.27807
	%	11%	17%	27%	23.5%	21.5%		
Combining work and family life	Count	82	24	94	152	48	3.1500	1.31218
	%	20.5%	6%	23.5%	38%	12%		
Challenging government institutions and other officials	Count	144	68	100	74	14	2.3650	1.23920
	%	36%	17%	25%	18.5%	3.5%		

Source: Computed from primary data

#### 4. CONCLUSION

In this way it is apparent from the discoveries that "salary" is the real determinant for ladies to take up enterprise in Sivaganga area. The analysts propose that a favorable situation is the need of great importance to advance the vital abilities of such ladies, in this way improving their aggressiveness in the market. An expanded intensity clears route for other ladies additionally to contemplate upon the open doors accessible to them. While "need of pay" shapes the real help, the legitimate and administrative system in the economy has been the significant difficulty for the planned ladies business people. Other than salary as an inspiring variable, the ladies have taken up business to enhance their family pay, to enhance their social/familial status, to decrease joblessness circumstances and furthermore to increase social eminence. In this way, steps, for example, giving unique benefits, committed passages for ladies strengthening, and so on., which as of now are in the books; should be carefully put energetically.

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**THE EMERGING POSITION OF THE INTERNET AS AN ADVERTISING MEDIA**

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**ABSTRACT**

*This paper analyzes the developing position of the Internet as a publicizing media. With the growth in the number of users the internet is increasingly seen as a commercial medium with immense potential for information sharing, market transaction, advertising and promotions. Many internet service providers (ISPs) now offer internet connectivity to the masses, and this is changing the profile of the users on the internet. At present, however the major source of direct income is from advertising. As the shift to digital economy continues, and access to continues, and access to content and material on a chargeable basis becomes viable, advertising on the internet will change and mature.*

*Keywords: Consumer Attitude, Web advertising. Internet Advertising*

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**INTRODUCTION**

The emergence of the internet as an information exchange and communication medium, through FTP applications such as Archie, Gopher and veronica, bulletin board services, electronic mail facility, has opened up new avenues for advertising. Advertising, through these media, has been in existence for a decade. It is emergence of the World Wide Web, powered by HTTP and HTML, with multimedia publishing capabilities, that has made it means for mass communication. The objective of advertising is to increase the awareness about the advertised product, program or service, ultimately translating into an increase in the sales volume or activity, by supporting a thought out and articulated marketing program. Thus, each effective marketing program requires an appropriate advertisement suited for the mission, the message, and the target audience. Advertising supports the marketing program by influencing through impressions the audience. An audience is that part of the target market that can be expected to experience the advertisement series of advertisements. It is a well defined and measurably quantifiable subset of the target market. The nature of the audience mix in terms of demographics, psychographics and other factors determine the composition of the audience.

**REVIEW OF LITERATURE OF THE STUDY**

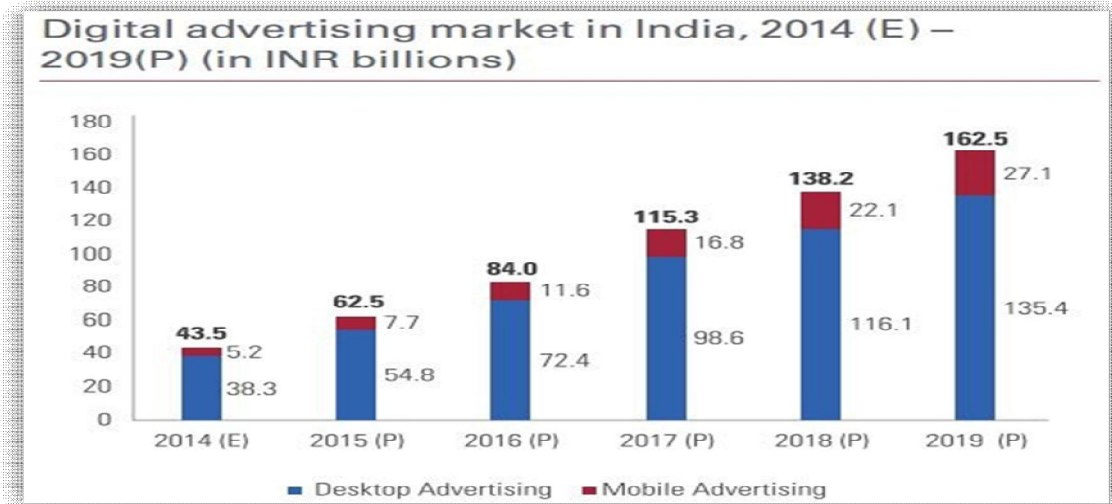
**Alvin j. silk et al(2001)<sup>1</sup>** The nature and time path of its evolution is subject to considerable uncertainty arising from issues relating to expansion of the Internet's penetration of households; consumer interest for data; improvement of estimating strategies and estimation capacities; and its engaging quality to sponsors in various item/benefit classifications. Our analyses of these issues suggest that its long-term impact on intermediates rivalry will be broad and substantial. The Internet is emerging as an adaptive, hybrid medium with respect to the factors hypothesized to affect intermediates substitutability, namely, audience addressability, audience control, and contractual flexibility. Possessing such capabilities, it looms as a potential substitute or complement for all of the major categories of existing media and appears capable of serving a wide range of communications objectives for a broad array of advertisers.

**OBJECTIVES OF THE STUDY**

- To identify the growth in usage of internet advertising
- To identify the measurement of problems.

**GROWTH IN USAGE**

The computerized upheaval in India, driven by the take off of 4G, diminishing information costs, expanding PDA entrance and expanding time spent on cell phones, will guarantee that advanced promoting will likewise develop at a quicker clasp as against the conventional media throughout the following three years. As indicated by a provide details regarding advanced promoting by Dentsu Aegis Network, the Indian computerized publicizing industry, as of now pegged at around Rs 8,202 crore, is slated to see a development at 32% CAGR to reach Rs.18,986 crore by 2020. The report likewise gauges that advanced media spends, presently contributing 15% of the aggregate publicizing pie, will achieve 24% of the whole market by 2020.



Source: KPMG INDIA

DIGITAL ADVERTISING GROWTH	
Years	Rs(Crore)
2017	8,202
2018	10,851
2019	14,354
2020	18,986

- ❖ Biggest spenders - E-Commerce, FMCG, Telecom and BFSI.
- ❖ Digital advertisement formats - Social media -28%, Search -26%, Display - 21%, Video - 19%
- ❖ 21% of the Indian population accesses Internet daily by 2017.
- ❖ 85% of the Internet user base spends up to 1/4th of their waking hours on the Internet.

**MEASUREMENT OF PROBLEMS**

At the present time, despite ongoing efforts toward this end, there does not appear to be any widely accepted measurement standards for the web. Third party companies like Net count and I/PRO have proposed specific measures such as click through, advertising transfers, and server log files to assess the effectiveness of banner advertisement within the multimedia web based multimedia environment. Some web based companies have taken steps to provide reach and frequent measures on the web in an effort to provide comparability with standard media (I/PRO-DOUBLE CLICK). However, the accuracy of these measures is limited by the current measurement problems that exist in the web. There are three essential measurement problems that may create a bias in connection with the measurement problems that may create a bias in connection with the measurement of banner advertisement on the web.

• **The problem of identifying unique visitors on the web**

Measurements of visitor traffic and flow patterns “To”, “From”, and “within” a given site are generally established on the basis of the visitor’s IP addresses. Unfortunately, their internet service provider may not uniquely assign these addresses to visitors. For example, several internet users can be assigned the same IP address in multi use systems such as America online. In addition, from one session to another, internet users who use, that use dynamic IP allocation, may have different addresses, assigned to them. TO complicate matters further, ISPs that use multiple “proxy” serves can assign users multiple addresses within a single internet session. Consequently, these problems may seriously affect the accurate measurement of advertising effectiveness measures, such as advertising reach, on the internet.

• **The problem of caching**

An important determinant n the measurement of banner advertising effectiveness is the number of pages requested by a surfer on the internet. But in a bid to speed up information flow, most servers use “caching” of web pages. This means that a web site’s server will not record any subsequent exposures of the banner advertisement.

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- **The problem of impression recognition**

The third problem affecting the reliability of reported measures lies in the fact that there is a difference between requesting a page and actually reading it, or even receiving it. Obviously, basing the measurements on requested pages is likely to cause an advertisement.

**CONCLUSION**

Advertising on the internet is relatively cheap, covers a widespread audience, and provides exciting opportunities of exploring a new and interactive medium. The development of web promoting is probably going to have more extensive ramifications for business, than many envision. Its effects will not be confined to the online world, but will extend to traditional marketing activities and processes too. Internet advertising holds many opportunities and risks, but for those who rise to the challenge, it will more than justify the efforts required. Finally, the study discusses the weakness related to measurement discrepancies and metrics.

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