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Impact of Capital Flight from the Forex Market & Its Effect on the Spot and Forward Foreign Currency Rates and Impact on Customers

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Abstract: This study evaluates the major causes for Foreign Currency flowing out of the Indian Foreign exchange market and the effect it has on the Foreign Currency exchange rate specially and specifically the Dollar in the Spot and Forward rates and also its impact on Customers. It is now well documented that capital flight has been a dominant feature of capital movements between developing and industrial countries. Since 2010 reductions in the stock of capital flight more than accounted for private capital flows to emerging markets. This suggests that what appears to be a diversification of portfolios of residents of developed countries may be a restoration of "home bias" in the portfolios of residents of developing countries. The required data was collected from various Authorized dealers in the Forex market including bankers, forex dealers, corporate players, FEDAI officials, RBI officials and Economists and Academicians etc. The result of the survey and discussions indicated clearly that as foreign currency, specially the dollar, flows out of the country and demand for the same remains constant then invariably the dollar rates in both the spot and forward markets becomes stronger against a falling rupee.

Key Words: Forex, Spot, Forwards, Electronic trading

Introduction :

Flight of Capital is a large-scale exodus of financial assets and capital from a nation due to events such as political or economic instability, currency devaluation or the imposition of capital controls. Capital flight, in economics, occurs when assets or money rapidly flow out of a country, due to an event of economic consequence. Capital flight may be legal, as is the case when foreign investors repatriate capital back to their home country, or illegal, which occurs in economies with capital controls that restrict the transfer of assets out of the country. Capital flight can impose a severe burden on poorer nations, since the lack of capital impedes economic growth and may lead to lower living standards. Paradoxically, the most open economies are the least vulnerable to capital flight, since transparency and openness improve investors' confidence in the long-term. Because of the specter of capital flight, most nations prefer foreign direct investment (FDI) rather than foreign portfolio investment (FPI). After all, FDI involves long-term investments in factories and enterprises in a country, and can be exceedingly difficult to liquidate at short notice. On the other hand, portfolio investments can be liquidated and the proceeds repatriated in a matter of minutes, leading to this capital source often being regarded as "hot money."

This leads to a disappearance of wealth, and is usually accompanied by a sharp drop in the exchange rate of the affected country - depreciation in a variable exchange rate regime, or a forced devaluation in a fixed exchange rate regime. Strengthening of the dollar inversely leads to weakening of the rupee. A weaker rupee causes an increase in exports as the home country products becomes cheaper and more competitive in the world market. On the other hand a strong dollar leads to fall in imports as the imported goods now conversely, becomes much costlier. Therefore, this can help in the Balance of Payment situation reducing the deficit, if any.

This fall is particularly damaging when the capital belongs to the people of the affected country, because not only are the citizens now burdened by the loss of faith in the economy and devaluation of their currency, but probably also their assets have lost much of their nominal value.

This leads to dramatic decreases in the purchasing power of the country's assets and makes it increasingly expensive to import goods.

Literature Review

Developing countries have experienced simultaneously high levels of external borrowing and massive outflows of private capital. This phenomenon has been particularly notable in sub-Saharan Africa. Recent estimates indicate that compared to other regions, Africa has a larger proportion of private wealth held abroad (Collier, Hoeffler, and Pattillo 2001). At the same time, this region includes the largest number of countries defined by the World Bank as “severely indebted low-income countries”

Estimates by Boyce and Ndikumana (2001) for the period 1970-1996 reveal that this group of countries is a “net creditor” to the rest of the world in the sense that accumulated capital flight exceeds the stock of external debt. This poses the question of why countries borrow heavily at the same time that capital is fleeing abroad.

The literature on capital flight has offered a range of explanations for this apparent paradox in international capital movements. One set of explanations focuses on asymmetric risks of expropriation of domestic and foreign assets (Khan and Haque 1985; Cuddington 1986). Domestic agents are assumed to face a risk of government expropriation of their assets, while foreign capital is guaranteed against this risk by the debtor government and/or by international institutions. Risk asymmetry could also arise from differential tax treatment of domestic and foreign assets. In such a context, private agents maximize portfolio gains by investing abroad, even as foreign lenders find it profitable to issue loans, so that capital flight and foreign borrowing occur simultaneously. Alesina and Tabellini (1989) add political economy considerations to this explanation, suggesting that the incumbent government is happy to accumulate foreign debt since it does not internalize the burden that this will place on future (possibly rival) regimes and on future generations.

A second set of explanations posits direct causal links between capital flight and external debt. The causal relationships can run both ways; that is, foreign borrowing can cause capital flight, while at the same time capital flight can lead to more foreign borrowing. Boyce (1992) distinguishes four possible causal links. In the first, foreign borrowing causes capital flight by contributing to an increased likelihood of a debt crisis, worsening macroeconomic conditions, and the deterioration of the general investment climate. In such cases of debt-driven capital flight, “capital flees a country in response to economic circumstances attributable to the external debt itself” (Boyce 1992: 337).

A potentially important but politically sensitive factor that seldom has been pursued seriously in the empirical analysis of capital flight is the role of embezzlement of borrowed money by government leaders. Like natural resources, foreign loans are ‘lootable’ resources that corrupt leaders can appropriate for private enrichment and channel abroad for safekeeping. Ndikumana and Boyce (1998) offer evidence that this was a major contributor to capital flight in the Congo (formerly known as Zaire) under the Mobutu regime. Similarly, Boyce (1992, 1993) reviews evidence suggesting that this type of debt-fueled capital flight was widespread during the rule of Ferdinand Marcos in the Philippines.

Objective of the Study

1. To study and understand the concept of Capital Flight
2. To study the impact of capital flight on FOREX rates.
3. To examine the importance of effect of capital flights on the SPOT and FORWARD markets.
4. To study the impact of such changes on the customers dealing with imports and export.

Hypothesis

The hypothesis of the study are as under:

H1 : There has been a positive impact of flight of capital on the Forward and Spot currency rates.

H2 : There is a risk factor involved in flight of capital on the Forward and Spot currency rates.

Methodology

The presents study is completely based on secondary sources of data collection such as electronic resources, books, newspapers, magazines, with the objective of successfully completion of ongoing study data are collected from published and unpublished sources.

Limitations and Future Study

In this research we analyze the impact of capital flight on the GDP growth in the developing countries and countries in transition. For this purpose, we used a recently computed data on estimates of capital flight, performed by the members of the Global Financial Integrity Project. We found, that the capital flight does negatively affect the economic growth, however the significance of the estimate comes at a question. This impact has a country-individual origin, which motivated us to use fixed effect estimation procedure. However, after controlling for years, we find that the effect of capital flight is insignificant. From the graphical analysis we found that even though in absolute terms the total capital flight for the period of 2002-2006 from Asia accounts for the half of all capital outflows, looking at the dynamic of Capital Flight to GDP ratio we see that MENA region has higher level of Capital Flight which was also constantly growing during the whole period under consideration. It is also important to note, that in the last year of analysis, Capital Flight to GDP ratio has also greatly increased for Europe and Western Hemisphere. It is also seen that Asia exhibits the most evident link between capital flight and GDP per capita growth. For example, increase in the capital flight in 2002 and 2003 followed by a decrease in GDP growth in 2003 and 2004, while decrease in the capital flight in 2004 was followed by and increase in GDP growth in 2005. Of course there is no doubt in the society that the capital flight is a lost opportunity for the economy and, thus, is bad. However, the empirical analysis performed in the paper casts a doubt on the significance of this effect on GDP 30 per capita growth. Initially, we found negative significant effect of capital flight on the economic growth. However, after controlling for the years effect, the capital flight turned out to have no significant effect on GDP per capita growth. There are three major reasons for the results obtained. First, as capital flight was measured as a proxy, the results could be biased because of the measurement error. As there is no definite measure of capital flight, measurement error is a common problem in the research in this field. Second, the amount of observations available could be not enough to obtain a significant result. At last, the effect of capital flight on the GDP per capita growth could be too small to be significant. Thus, the possible implication for further research is to construct the estimates for a longer time span. It is stated in the European Network on Debt and Development Report on Capital Flight that: "...great opacity granted by the existing financial system makes it extremely difficult to assess the real dimensions of the problems (of capital flights) and to effectively resolve them" (Ruiz, 2008). Thus, assuming that we used a good underlying theory and that the same pattern will be observed by the economy in the future, we believe that the fact that our research showed no significant effect of capital flight on the economic growth could allow policy makers to dwell more on other problems of developing countries. At last, we can assume that the capital flight, which leaves the country illegally, tends to come back legally to its owners in the same or the next period to the origin, and there is no urgent need to control for these movements.

Conclusion

We define flight capital as the accumulation of claims on nonresidents by residents that escape control of the domestic government. Capital flight by this definition is estimated by a calculation of gross external claims that generate income that is not reported in the balance of payments data. Our approach emphasizes the importance of public policies and anticipated policies for the domestic government in the presence of international capital mobility and possible evasion of taxation or appropriation by the home government by domestic savers. Capital flight represents an arbitrage of the different treatment of resident and nonresident investors by domestic authorities.

The policies that give rise to capital flight are distortionary in the model presented here, but

they are not necessarily simply undesirable. In the case of optimal public goods supply without lump—sum taxes, a residence—based capital income tax is part of the efficient policy if tax compliance is perfect. The problem and social welfare losses arise because tax avoidance (or evasion) is possible. The second—best solution with capital controls includes residence—based taxes. Without feasible capital controls, the residence—based capital income tax is entirely ineffective for raising revenue under perfect international capital mobility. In this case, the social cost of capital flight is the welfare cost of losing a useful instrument of fiscal policy. Capital flight can also result from the adoption of distortionary policies that are not welfare-improving. In these instances, it can exacerbate the welfare losses.

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Effects of CRM Implimentation in Banks

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Abstract :

In the recent trade world customers are regarded as an element. Customers Relationship Management is nothing but the way to acquire, retain and expand the customers of a particular organization. With the growth of Service Marketing, Customer Relationship Management (CRM) became advanced and popular in India.

Like any other organization, CRM is important for banks too. Many private, public and cooperatives banks have started using CRM to provide their employees the services as they require, at their convenience and their time. CRM in a bank bring about many important phases such as incorporating the communication tools to meet the needs of customers, referring each customer as individuals, and making the customer relationship an impressive and longlasting experience. Banks implement CRM as a business strategy to gain the good image in society and to maintain relations with its customers. The customers are integral part of banks hence banks have to concentrate on their needs and requirements to retain them. This paper tries to study the CRM practices and initiatives of banks along with the evolution of CRM.

Key Words : CRM, Customers, Banking, Relationship marketing

Importance of the Study:

- Acquiring new customers and retaining the existing customers is the most difficult task for banks. As a result of the advancement of banking technology, computerization and huge network of bank branches, customers are becoming more and more dynamic and less loyal in their behavior.
- Implementation of Customer Relationship Management poses a greater challenge to the banks after acquiring the customers.
- The development of the Internet makes the market more transparent thus customers are in a position to move easily from one bank to another.

Objectives of the Study:

- To understand the objectives of implementing CRM in Banks
- To differentiate CRM strategies offered by public and private sector bank.
- To study the factors influencing CRM in banking industry
- To study the customers opinion on initial strategies, technology, service satisfaction and impact of CRM.
- To study the problems faced by banks while implementing the CRM.
- To construct the theory for making effective model of CRM in public and private sector banks.

Introduction:

Relationship Marketing is a one of the important marketing tools in the developed countries. The CRM is a comprehensive approach for creating, maintaining and expanding relationship with the customers. It is a simple philosophy, which places the customer at the heart of the business processes and works towards improving customer satisfaction and maximizing profits. In one of the definitions, CRM is described as “the establishment, development, maintenance, and optimization of long term, mutually-valuable relationship between the customers and the organizations. It is a comprehensive approach for creating, maintaining and expanding relationship with the customers”.

The concept of CRM is very important to the business sector. The essence of the business has been described by Mr. Peter Drucker, the Management Guru as, “the purpose of the business is to

attract and retain a good customer". Good Customer Service is the best brand ambassador for any bank. The entire business process makes efforts to discover, create, arouse and satisfy customer's needs. The modern trade business has realized it and is making all out efforts to become 'customer-centric' across the globe. Hence, CRM is not an one time affair but it is a continuous process. Now it is using advanced information technology to deal with customers.

Significance of CRM Implementation in Banks:

- To enhance the image, goodwill and the profitability of the banks.
- To target more customers, by improving relations with them and by providing better quality service.
- To simplify the processes by using technology to maximum extent.
- To reduce administration cost.
- To increase the loyalty among existing customers.
- To understand the customers' needs and requirements and to render services accordingly.
- To resolve queries and complaints of the customers within minimum time limit.
- To keep and store the customers data and transactions systematically.
- To provide user free atmosphere and services by interacting personally with customers.
- To identify the problems faced by customers while operating bank transactions.

Requirements for Making Effective CRM Structure:

An effective CRM system consists of the following:

(1) Personal Customer Needs

- Personal contact
- A knowledgeable and reliable banker.
- Relevant Information.
- Customized and timely solutions
- Value for money.

(2) Business Customer Needs

- A professional partnership approach.
- High levels of information.
- Customized and highly responsive service.
- Quality Customer Information.

Benefits of CRM:

Benefits of CRM can be categorized into three groups namely: Benefits for customers, benefits for employees and benefits for banks.

(1) Benefits for Customers

- Customer gets more coordination and professional approach.
- With up-to-date customer information, Banks can offer more personalized services.
- Customers feel empowered if they have greater access to products and services. For example 24 Hours banking.
- By considering needs of customer targeted product and services can be offered to fulfill his requirements e.g., Education Loans and Tourism Loans.

(2) Benefits for Employees

- With availability of information employees can give high quality service to meet customer expectations.

- Technological evolution facilitates sufficient time to serve customers.
 - Employees have higher satisfaction ratings.
- (3) Benefits for Banks
- Managers are empowered with information that can help them manage customer relationships and make better decisions.
 - Optimum use of resources.
 - Customer satisfaction and increased loyalty.
 - Improved customer acquisition and cross-selling.
 - It helps in growth and make good image in the market.

Introduction of Innovative Services through CRM:

Banks have made several innovations for sustenance by using the CRM System such as:

- The introduction of ATMs.
- Biometric ATMs.
- Single Window Service.
- Teller System.
- Internet Banking
- Introduction of Plastic Money: Credit Card, Debit Card, Smart Card.
- Mobile and E-Mail Alerts
- Electronic Cash
- Introduction of two in one Accounts.
- Introduction of new loan schemes as per the customer's needs viz. Education Loans, Marriage Loans, Housing Loans, Personal Loans, Vehicle Loans, Furniture Loans, Renovation Loans and Tourism Loans.

Review of Literature:

While study of this paper various literatures are observed in reference books of CRM and Journals on CRM Study cases. Some of the literatures from it are as follows:

- Brain and Company, USA in a specific study on CRM found that a customer becomes more profitable in the long run. Though the initial acquisition cost exceeds gross margin but the subsequent retention costs are much lower which help in increasing the profits.
- Bateman & Snell (2007) observed that CRM is a business process which results in optimized profitability and revenue generation, while achieving customer satisfaction. Often also known as relationship marketing by marketing academicians, CRM is an information technology assisted process that establishes a collaborative environment for businesses to analyze the buying behavior and product/service requirements of an individual or group of existing as well as potential customers.
- Pisharodi, Angur and Shainesh (2003) in a study of success of CRM found that a process oriented strategic approach to connect the operational, informational and the organizational components of CRM are critical for the success of CRM application.
- Reinartz & Kumar (2002) pointed out that Managers need to be careful in differentiating customer loyalty and customer profitability. Enterprises ought to understand the fact that managing customers for loyalty is different from managing them for profits.

Research Methodology:

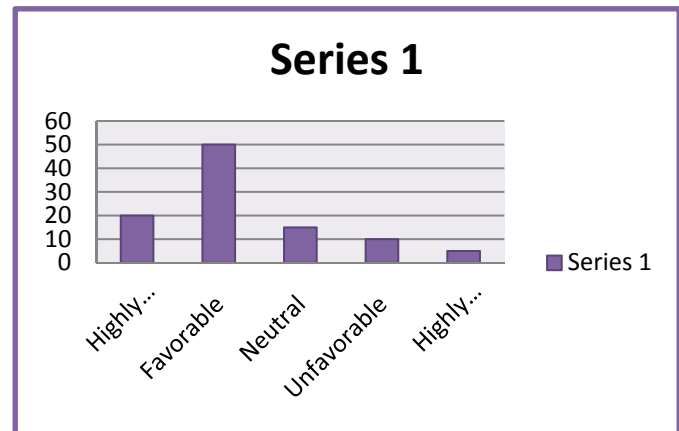
The study of this paper is based on primary as well as secondary data which is collected from selected sites and reference books on CRM, Magazines and Journals. Due to time constraint it was not possible to inculcate the primary data in the study.

Primary Data is collected through Questionnaire from the Customers of the various banks in Ulhasnagar and Kalyan. The research is conducted with purpose of to find out attitude of customers towards CRM, and also the awareness level of customers about CRM. The feedback from the customers further classified in attributes like Favorable, Unfavorable etc., and the awareness level is classified as Low, High etc.,

Data Analysis and Interpretation:

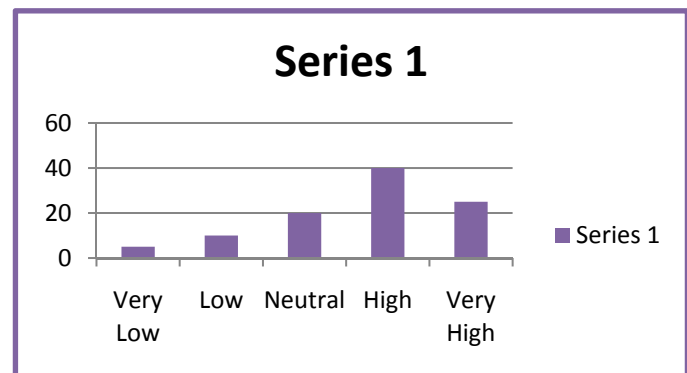
1. Attitude of customer towards CRM

Attributes	Opinions in %
Highly favorable	20
Favorable	50
Neutral	15
unfavorable	10
Highly unfavorable	5



2. Awareness level of customer towards CRM

AWARENESS LEVEL	CUSTOMERS IN %
Very low	5
Low	10
Neutral	20
High	40
Very high	25



Finding from the Data

As per the data collected with questionnaire from the customers, the one thing is quite evident that customers are fully aware about the Customer Relationship Management. Due to emerging concept of CRM customers are aware of their role. The satisfaction level of customers is get to note from the responses of customers as with the help of proper system and training employees are able to handle customers problem and queries more efficiently. Customers share positive views concerning

banks trustworthiness and accuracy of banking solutions. Therefore, it can be argued that customers trust their bank.

Conclusion

Many banks have recorded a phenomenal growth with implementation of CRM. Thus, all banks have eventually realized the importance of CRM in banking but not all the banks have implemented the same. Therefore they should keep consistency in process of CRM in order to gain the competitive advantage in the globalized world and to keep their customers satisfied by offering them services the way they require. In short, CRM is beneficial for all the stakeholders, customers, banks, employees and the investors.

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Importance of Customer Delightment in the Marketing of Neera

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Abstract:

Neera is a nutritious health drink with 0% alcohol, extracted from the immature inflorescence of coconut palm, date palms(Kajur) and palmyra (also known as tadgola). It is a rich source of sugars, minerals and vitamins. It contains substantial amounts of iron, phosphorus and ascorbic acid. It is more nutritious than any of the commercially marketed fruit juices available in the country. As the Customer Knowledge about NEERA is very low, the concept of Customer delightment has to be kept in mind while marketing Neera. Customer delight is surprising a customer by exceeding his or her expectations and thus creating a positive emotional reaction. Customer delight directly affects sales and profitability of a company as it helps to distinguish the company and its products and services from the competition. The concept of delight is of great interest to practitioners who understand that to keep customers loyal, a firm must go beyond merely satisfying to truly delighting them. The purpose of this study was to examine the importance of customer delight in the context of marketing of Neera.

Key Words:Neera, Customer delightment, Coconut Sap, CRM

Introduction :

In Mumbai and Thane along the Western Highway, the Eastern Highwa, the expressway to Pune and the Railway Stations, we find a small yellow coloured kiosk with the words “NEERA VIKRI KENDRA” . Cars and two wheelers parked near these ‘kendras’ and people quenching their thirsts with a glass of a cool milky liquid. That set me thinking on what is this product and could we manufacture and market this product in a safe, hygienic and controlled environment.

Neera is a nutritious health drink with 0% alcohol, extracted from the immature inflorescence of coconut palm, date palms(Kajur) and palmyra (also known as tadgola). It is a rich source of sugars, minerals and vitamins. It contains substantial amounts of iron, phosphorus and ascorbic acid. The high nutritive value of Neera makes it an excellent health drink. Clinical studies indicate medical applications for asthma, tuberculosis, bronchial suffocation and piles. It is believed to facilitate clear urination and prevent jaundice. Consumers today are more health conscious and are therefore looking at alternative health drinks which are tasty and delicious and at the same time are safe, nutritious without too much calories. NEERA is that alternative.

Customer knowledge about this product is very low and so do not have a wide acceptance among the general populace. If neera can be marketed keeping in mind the customers needs and as a marvelous health drink, then the potential is immense. Here what is needed is the concept of Customer Delight. This means that if you've made sure to delight your current customers they're more likely to continue purchasing with your organization in the future and spend more money with you. It's as simple as that. Customer satisfaction is one of the clearest predictors of business success. If you're unable to keep your current customers happy, why bother spending the money trying to get them in the first place?

Customer Delight is about creating an individual experience for every customer to enhance their relationship with your brand. It's about creating a human interaction:

Customer Delight is about going the extra mile to provide added value. But the great thing is this value doesn't end with the customer interaction. When you delight your customers, it ends up coming full-circle back to your organization.

It's also about listening to customer concerns. Designing user experiences that make your clients smile because they are delighted.

It costs 6-7 times more to acquire a new customer than retain an existing one? And did you also know that: “Totally satisfied” customers have a repurchase rate that is 3-10 times higher than that of a “somewhat satisfied” customer? This means that if you’ve made sure to delight your current customers they’re more likely to continue working with your organization in the future and spend more money with you.

Literature Review :

Sugatha Ghosh, Karnataka CDB’s Chief Coconut Development Officer says. “Neera has the potential to increase the income of the producers by 10-fold,” According to him, earnings through neera production is very high compared with coconut sales, which can fetch only about Rs 1,200 per year, per tree.

Production of Neera, Sunil A. Nair*, Mejosh Jose, Regi J. Thomas, R.V. Nair. Central Plantation Crops Research Institute, Regional Amongst the 2,000 odd palm species in the world, only nine species yield inflorescence sap(neera) / sweet juice and of these only four general species are found in India viz., coconut palm, date palm, palmyrah palm and sago palm. The coconut palm, popularly known as ‘tree of life’, is characteristically a food supplier from its fruit, inflorescence and other edible products.

Kerala State Focus on commercialisation of technologies to capitalize the opportunities for neera. Jayashree.A Senior Technical Officer, CDB,Kochi-1. The vascular sap collected by tapping the immature coconut inflorescence is popularly called Neera. Neera is sweet, oyster white in colour, translucent, high in nutritional value, and susceptible to natural fermentation at ambient temperature within a few hours of extraction. On fermentation, Neera becomes toddy. Neera is widely consumed in India, Sri Lanka, Africa, Malaysia, Indonesia, Thailand, and Myanmar.

Recommendations of Neera Committee Indian Coconut Journal, May 2013 Source: The Cocommunity On receiving the report, Shri. K.Babu Excise Minister, Government of Kerala assured that the government will certainly take a positive view of it and will promote the coconut water-based drink Neera as a non- alcoholic health drink

(**Quimbo 1991**). *Nypa fruticans* is also an outstanding provider of various products which are essential to everyday living and therefore is said to be the mangrove's counterpart of coconut. Palm trees are also often associated with crops and pastures.

(**Hall 1981, Moore and Alexander 1987**). Each coconut inflorescence emerges from the base of a leaf and is approximately around from the previous one. After fertilization of the female flowers, each inflorescence develops into a cluster of fruits called a bunch. Occasionally the spikelet of an inflorescence is in direct contact with the spikelet remnants of an older bunch.

(**Schlossberg, 1990**) Practitioners have suggested that merely attaining satisfaction may be insufficient, and that going beyond customer satisfaction to “customer delight” is required. Executives in leading companies often assert that customer satisfaction by itself is insufficient for developing long-term loyalty because customers expect to be satisfied in today’s market-place and simply meeting those expectations is insufficient (**Oliver et al., 1997**).

(**Reichheld, 1993**), have led to a growing interest among retail firms in creating customer delight as the basis for long-term customer profitability. In line with these marketplace developments, recent thinking on the part of service quality and satisfaction researchers has begun to focus on these “higher levels” of satisfaction that may generate exceptional results in the form of unshakable customer loyalty.

Oliver et al., 1997), and **M.J. Arnold et al. / Journal of Business Research 58 (2005) 1132–1145** 1133 provides basis for understanding the cognitive foundation of delight.

(**Babin and Darden, 1995; Bagozzi et al., 1992; Kuhl, 1986**) suggests the presence of moderating influences on the delight–outcome relationship, such as consumer self-regulation, as well as more macro-variables, such as industry competitiveness (e.g., **Anderson et al., 1994; Fornell, 1992**).

M.J. Arnold et al. / Journal of Business Research 58 (2005) 1132–1145 1134 revealed four groups of satisfactory and dissatisfactory incidents: how employees responded to failures, to problem customers, and to requests, and unprompted action by employees.

Schneider and Bowen (1999) made an interesting argument that both customer delight and customer outrage stem from perceived justice or injustice. In a retail setting, if the customer's needs for security, justice, and/or self-esteem are violated in some way, a terrible shopping experience in which the customer may become filled with outrage may result

Keaveney (1995) identified critical incidents in service encounters that led to customer-switching behaviors. Among customers' reasons for switching were inconvenience, pricing, core service failures, service encounter failures, employee responses to service failures, ethical problems, attraction by competitors, and involuntary switching

Objectives :

- To study the benefits of Customer Relationship Management to the retailers and customers.
- To provide the effectiveness of loyalty program adopted by retail sales outlets.
- To analyse the consumer awareness towards NEERA.
- To Understand the demographic profile of consumers of NEERA.
- To Identify the influencing factor for purchase of NEERA.
- To find out the customers satisfaction about NEERA as a health drink.
- To find out the availability of NEERA in the study area.
- To promote NEERA as a cure for certain illness.

a) Data Collection:

- 1) Primary Data; The data will be collected through well structured questionnaire.
- 2) Secondary Data: The data from secondary sources was collected through Books, Journals, Reports, Research Studies, Internet sources.

Methodology :

The first stage of the research involved reviewing academic literature to identify the research gap in terms of the nature of the product, its uses and the value it brings to the producer, manufacturer, transporter, seller and the final consumer. The second step will involve collection of the primary data.

The present study will be based equally on the primary data that will be collected from the various 'neera vikri kendra', the distributors and transporters of neera, the manufacturers, the neera tappers and also the consumers. Random Sampling method will be used and the sample sizes will be approximately 50 of the Farmers, 50 sellers, 10 transporters, 100 consumers and a few manufacturers. The collection of this primary data will be done across the Mumbai metropolitan area, consisting of Mumbai, Thane and Raigad districts. Different questionnaires will be made for different segment of the population associated with NEERA production, collection, processing, transportation, marketing and consumption. This will then be analysed using proper tools like SPSS data software to arrive at desired outcomes. The secondary data will be largely collected from the Internet and from journals published by the Coconut boards of Kerala, Karnataka, Tamil Nadu, Goa, Maharashtra, Andhra Pradesh, Gujarat etc. Data will also be collected from the KVIC, state boards for food processing industry, manufacturers of equipment for the processing and packaging of Neera. Due to the paucity of data, the internet has been accessed to collect necessary information.

Hypothesis

This Research project is largely exploratory in Nature. No research work has been carried out in Maharashtra and specifically Thane and Raigad district about projecting NEERA as a Health drink

with high Nutritional value and as a cure for certain diseases. This first attempt is to look at the potential for this product and if it can be marketed in a tamper proof tetra pack with high shelf life and available easily in the highways and stations, malls and other convenient places.

The hypotheses of the study are as under:

A hypothesis provides the facility to test the validity of a statement. Hypothesis is not just theoretical, it is related to research. Hypothesis is particularly necessary in the search for cause and effect relationship. Following different hypotheses have been tested in relation to the research variables.

H1: There is a large scope for the management and marketing of NEERA as a nutritious and natural health drink.

H2: There is NO scope for the management and marketing of NEERA as a nutritious and natural health drink.

Limitations

Every research has its own limitations, so also for this particular study:

1. As we have discussed before, there are many factors affecting the consumer behavior, in this study because of time constraints we didn't examined all factors which affecting it.
2. The area is very limited to Thane, Raigad and Mumbai districts only because of time constraints.

The major hurdle in the production of Neera and other products like coconut palm sugar is that even though Neera contains zero alcohol, license is to be taken for the tapping of the inflorescence. Neera, coconut sugar, coconut palm jaggery, coconut flower syrup etc are exported by the producing countries world wide. The products are even being imported to India, with zero duty and made available in the retail stores in the country. When such conditions prevail owing to the opening up of the economy, there is no logic and rationale in restricting the production of Neera and other value added products. It is high time that the tapping of coconut inflorescence be undertaken so that the potential for value added products from Neera can be exploited in the domestic and export markets.

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Role of Green HRM in Hospital Sector

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Abstract

Green management initiatives becomes an important factor in forward-thinking hospitals around the world. Researchers argued that employees must be inspired, empowered and environmentally aware of greening in order to carry out green management initiatives. Corporate Hospitals' green management requires a high level of technical and management skills in employees, since the organisation will develop innovation-focused environmental initiatives and programmes that have significant managerial implications. However, gaps still exist in the literature on Green human resource (HR) aspects of environmental management. There is a growing need for strategic green HRM - the integration of environmental management into HRM. The main purpose of this study is to explore constructs of green HRM. This paper proposes a development of a new model of strategic green HRM by reviewing the literature on HR aspects of environmental management, synthesizing the thinking arising from the review of these literatures, and proposes research model. From the perspectives of strategic HRM and green management, this study argues that the new model should include among others the relationship of assessment-based HR Interventions, environmental management system (EMS), green intellectual capital (GIC) and corporate environmental citizenship (CEC).

Keywords: green HRM, green management, intellectual capital, corporate environmental citizenship

1. Introduction

Green HR is a strategy used primarily for reducing the carbon footprint of each employee. It involves undertaking environment-friendly HR initiatives resulting in greater efficiencies, lower costs and better employee engagement. Green initiatives within HRM form part of wider programs of corporate social responsibility.

Human Resources Management (HRM) is a vital management task in the field of healthcare and other services sectors, where the customer facing challenges because of staff's performance who have the experience and the quality of performance and that human resource management plays an active and vital role in the success of the reform of the health sector. Human resource management is concerned with the development of both individuals and the organization in which they operate. HRM, then, is engaged not only in securing and developing the talents of individual workers, but also in implementing programs that enhance communication and cooperation between those individual workers in order to nurture organizational development.

Being Green: Global climate change and harm wrought from chemical contamination are no longer speculative. In congruence with their mission, hospitals in the future must be healthy places to be in and live near. The chemical compound polyvinyl chloride (PVC) is ubiquitous in the hospital environment. It is used in I.V. and blood bags, plastic tubing and an array of other medical supplies. When PVC-based products, such as tubes, are used invasively, they can leach toxic chemicals that enter the body. PVC, which is also commonly used in hospital building materials, emits toxins into the air, putting patients and staff at risk. Interior exposure to PVC has been definitively linked to asthma. With the prevalence of PVC exposure, as well as exposure to other noxious chemicals such as cleaning agents and pesticides, it is no wonder that poor air quality is the most frequent cause of work-related asthma in health care workers.

Literature Review

(Ulrich, 1996; O'Brien, 2009; Patrick, 2011). Human resource management (HRM) is the management of an organization's workforce, or human resources. It is responsible for the attraction, selection, training, assessment, and rewarding of employees, while also overseeing organizational leadership and culture and ensuring compliance with employment and labor laws. Naturally, the definition of human resource management would be incomplete without further explaining what the terms of 'human resources' and 'management'. First and foremost, people in work organizations, endowed with a range of abilities, talents and attitudes, influence productivity, quality and profitability. People set overall strategies and goals, design work systems, produce goods and services, monitor quality, allocate financial resources, and market the products and services. Individuals, therefore, become 'human resources' by virtue of the roles they assume in the work organization. Employment roles are defined and described in a manner designed to maximize particular employees' contributions to achieving organizational objectives (Zaria, 2007)

(Fombrun et al., 1984; Hendry and Pettigrew, 1986; Guest, 1987; Storey, 1989; Armstrong, 2000). A common definition of HRM remains an enigma and, in many respects, what HRM is purported to represent has not moved beyond some key principles laid down in the 1980s. Human Resources Management is defined as a system of activities and strategies that focus on successful management of employees and working staff inside the organization to achieve the goals of the organizations (Bayars and Rue, 2006).

Bratton and Gold (1999:11) interpreted the HRM as "That part of the management process that specializes in the management of people in work organizations. HRM emphasizes that employees are critical to achieving sustainable competitive advantage, that human resources practices need to be integrated with the corporate strategy, and that human resource specialists help organizational controllers to meet both efficiency and equity objectives." Some scholars claim that HRM can lead to specifically measurable business outcomes (Huselid, 1995). Equally, HRM has its critics (Sisson, 1994; Legge, 1995) both of whom view HRM as a symbolic excuse to enhance managerial legitimacy where the management of individuals has been intensified within an enterprise culture (Keenoy and Anthony, 1992).

A study entitled "Determining staff requirements in hospitals", Ozcan and Hornby (2005). The study found that one of the reasons for poor performance of employees in government hospitals in Turkey, was mainly due to lack of interest by the managers of head departments in government hospitals to provide better conditions to hospital's staff and develop incentives system. The study recommended the adoption of incentives system and rewards for staff and nurses who perform good and choosing a group each month as a role model for individuals working in the hospital and pay them special bonuses to encourage other staff who have not been selected, and the study emphasized that adopting this system will improve the performance of all individuals working in the hospital dramatically. Valverde and Ryan (2006) in their research entitled "Distributing HRM responsibilities: a classification of organizations". The aim of this study to show that HRM is not the sole responsibility of HR departments, but also of other agents inside and outside the organization, such as top and line managers, and external HRM service providers. The researcher examined how organizations distribute HRM activities and responsibilities among these agents, he also attempts to classify organizations according to agent distribution and to explore whether a number of internal and external context characteristics affect this distribution. The finding of this study shows that the model of HR function adopted by an organization may not be contextually determined, but instead it is a matter of corporate choice. That is, companies actually choose what type or model of HRM they want

and distribute the responsibilities of their various agents accordingly, rather than being determined by organizational contingencies. The researcher concluded that a large number of organizations have proved very useful in identifying a wide range of behaviors in the distribution of HR responsibilities.

Rosemary Lucas (2002) with her study entitled "Fragments of HRM in hospitality? Evidence from the 1998 workplace employee relations survey", The study carried out to verify the rehabilitation of the health sector in Britain from the perspective of human resource management and aimed to assess the dimensions of human resources related to the rehabilitation of the health system and the formation of a new health sector. The study found that employees are more likely to perceive their managers as anti-union, and to represent themselves in dealing with employment issues such as challenging management about their work, in disciplinary proceedings, and in seeking a pay increase. The study pointed out the importance of human resource management in the success or failure of the health sector and the health sector in most countries focuses on changes in building the organization, contain costs, customer choice. The study emphasizes on the importance employees' performance and how to attract professionals to the health sector

Objectives

The main Objectives of this study is :

- To Provide with a basic understanding of green HRM to the readers,
- To Strengthen and appreciate human resources as an organizational asset
- To Highlight on green practices for remodeling a Green workplace.
- To ensure effective utilization of employees and reduce employee carbon footprint.
- To suggest some environment friendly ways/means in achieving organizational objectives.

Research methodology

This paper is based on the on-going academic research work and descriptive analysis to get an overview of the human resources management in healthcare sectors in current situation. Therefore, the paper is conceptual in nature and analytical method is being used to give account the role and effectiveness of human resource management in general and the impact of HRM on the quality of healthcare service, also discussed the factors that affect the performance of individuals working in health organizations. Data and information are collected through the libraries, recognized journals both local and international. In other words, it is conceptual analysis in which taken into consideration majorly previous research between year 2002 and 2012 with a few exception due to their necessity.

Guiding Principles for the Development of the Hospital of the Future

Hospitals are huge consumers of energy – gas and electricity - second only to the food-service industry in energy consumption. The costs of such energy consumption will increasingly comprise an unaffordable portion of the hospital budget. These costs plus growing concern over global warming are influencing hospitals to use cleaner, more efficient sources of energy and to reduce their global footprint. Accordingly, hospitals will need to use fewer resources and produce less waste.

A healthy hospital environment also extends to the food that is served in that environment. Food that is served in hospitals should promote and not undermine health. Large health care systems, should lead the way in implementing policies that require healthy food choices for patients and also support sustainable farming practices – food production that is local, humane and environmentally protective.

Conclusion

The management of human resources is essential to enable the delivery of efficient and effective medical services and to achieve patient satisfaction, the study shows that human resources management has a strong impact on healthcare quality, and most of literatures show the importance of human resources management to achieve the goals of health organizations, and emphasize to develop the performance of hospital staff and nurses through periodic training in order to improve the quality of healthcare service, also a strong, well-motivated and highly trained medical profession is critical to the success of the national healthcare reform. The practices of human resource management are very important in health sector and modern hospitals need should have alternative approaches for practicing HRM successfully.

The senior management in hospitals should have a clear strategic direction and clear objectives to improve the management of employees and staff in the hospital.

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A study on the Role of Internet in the Effective Implementation of E-CRM in Banking Sector

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Abstract

Customers are rightly called the king of any business. If there are no customers there will be no existence of banks. A bank will be able to survive in today's cut-throat competitive world only if their customers are satisfied. Many businesses like banks realize how challenging it is to retain and satisfy their customers. Thus, Customer Relation Management (CRM) is concerned with activities in which the organizations can fulfill the needs of their customers by providing them with utmost customer satisfaction. Management of effective relationship with customers in order to carry out transactions smoothly is thus very crucial. E-CRM is now a major strategy that banks use in achieving their goal of creating, developing, and providing customized relationship to different customers so as to provide them maximum life time customer value with the help of internet. E in E-CRM stands for 'Electronic' In this paper, effort is taken to understand the use of internet through different web-based services, by banks in achieving customers' satisfaction and enabling it to survive in this dynamic competitive environment..In a nutshell, E-CRM is a major technique that banks use to retain their loyal customers and also add more customers to their base. This is an unavoidable marketing tool and also a critical responsibility of banks towards achieving the goal of providing efficient services to their customers. The world is become tech-savvy. People want their problems solved with just one click away and in this scenario E-CRM serves the need of the hour.

Keywords : E-CRM, BANKING, INTERNET

Introduction

CRM is a buzzword in today's marketing strategies. A business exists to earn profit. This is possible only when the customer (the king) is satisfied with the services provided by the organization and would continue the relation of buying goods from them.

The terminology of CRM is applicable not only in goods related industry; but also in a service industry like banks. Banks is a service organization where the interaction with the consumers is on a regular basis. Thus, in order for banks to function properly, its customers have to be satisfied. Here, arises the importance of CRM. CRM is a most popular model adopted by banks for management of customer's interactions with customers, clients and all those related to the sales process. It is a firm relationship of customers and banks that helps to achieve customer's satisfaction. Only through enhancement of customers, the banks will be able to survive. CRM manages the relationships between a firm and its customers. Managing customer relationships requires managing customer knowledge.

CRM contributes on a large scale in order to achieve this customer knowledge to enable the banks to provide exclusive customized services to their clients and the customers. As there is tremendous competition, all banks try to cater to their customer's needs at the earliest. To fulfill this need, E-CRM allows a business to understand customer behavior and forecast customer needs easier through online activities by using web-based services and improve long-run profitability. In this extremely tech-savvy world, the knowledge of web has thus become a pre-requisite for the employees of the banking sector.

Over the years, there has been massive growth in technology which has given rise to E-CRM. Gone are the days, where a person would physically go to the branch and go and withdraw money. Also if he had any problems regarding the services provided by a bank, he would had to go and

complaint to the higher authority. Also, transfer of money would have not been possible with just a click away as it is available now. This is the result of E-CRM. E-CRM is the integration of traditional CRM with electronic applications. In this technological revolutionized world, services of banks are just one mouse click away. In this technology revolution, technology based remote access delivery channels and payment systems surfaced.

Literature Review

Feinberg and Kadam(2002), say there is a combined relation between CRM and E-CRM. They lay importance that companies should implement only those techniques of CRM by web-based services which can help them to achieve their goals and save costs.

Customer Relationship Management has become one of the most important elements due to the extremely competitive conditions that an organizations face in the world today. Also, issues regarding to communication with customers are mentioned today; highlighting the future of CRM (Roger Baron)

CRM means the implementation of the different technologies to support customer management strategies and achieve the objectives. This book also shows how CRM can be used in different aspects through the customer life-cycle stages of acquiring, retention and the different management disciplines.(Customer Relationship Management, Francis Butle, 2008)

This book on CRM shows many examples in the field of CRM relating to healthcare, finance, retailing, insurance industry . The book is a good guideline for someone who want to know the application of CRM in the industry. Also are measured the different marketing techniques that an organization follows in achieving its goal (Connected CRM, David S. Williams, 2014)

Kotler (2000) assured that CRM uses IT to gather data, which can then be used to develop information acquired to create a more personal interaction with the customer. In the long-term, it produces a method of continuous analysis and reinforcement in order to enhance customer's lifetime value with firms.

Khalifa and Shen (2005) says that the importance of developing CRM and E-CRM is related to understanding about E-CRM success which helps to achieve maximum customer satisfaction.

(Purba, 2001) says that there are many obstacles that businesses face while carrying on the transactions over the internet. One of them is how is to make internet profitable for all the users concerned. For this to happen there has to be tremendous development in infrastructure and also popularity of using internet and awareness among customers.

ECRM is basically a marriage of CRM and e-commerce (Yaekel et al., 2002)

E-CRM is a mixture of all managerial, technological aspects, such as to implement CRM programmes. It consists of functions of front end and E-CRM end applications, Risk assessment of E-CRM applications and comparative analysis of E-CRM products, Business intelligence systems , Systems architecture , Planning for e-CRM system ,Implementation management, Application service providers (ASP), E-Crm : Business & System Frontiers (Anjali Kaushik M P Jaiswal,2002)

CRM is an important aspect of increasing customer value and customer satisfaction. Also, CRM plays an important role in various stages of circle. India is one the developing country which has been rapidly increasing the implementation of CRM ins very stage (Specifications of Customer Relationship Management : A Strategic Approach To Marketing , Mukerjee Kaushik, 2009)

Application of e-crm by banks

Over the years, banks have strived very hard to enable the customers to receive quick and efficient services. Following are the application of E-CRM in banking sector in today's world:

1. E-locker service provided by ICICI bank .This is an online document storage facility to store all your valuable documents at one central secure location. E.g birth certificate, passbook, PAN card copy, marriage certificates. Transfer of funds online at leisure is now possible only because of E-CRM.

2. Also, on the company's website, there are icons like send complaints. In case you have a query, complaints can be filed on the same. There is send compliment section in which you can send compliments via mail; if you have good experience with the bank.
3. Talisma is a knowledge management software service which helps the employees to forward the customer's complaints to the back-end operation employees through internet. This is done by generating a customer ID and then assigning and transferring the complaints to respective officers and resolving the issues. Indusind Talisma has won the best CRM implementation in 2015.
4. The finnacl software in collaboration with Infosys has been undertaken by Indusind Bank.
5. It enables the employees to give details to the customers regarding their accounts, passbook update. The Indusind Mobile App makes it convenient to people to transfer funds, to invest in fixed deposit scheme. Thus, E-CRM is a boon in today's world, enabling the completion of work in just few clicks away.
6. IRCTC-UBI prepaid card is a co branded card launched by Union Bank of India (UBI) in collaboration with IRCTC (Indian Railway Catering and Tourism) corporation that can be used on IRCTC website to purchase products/ services available at IRCTC website like railway/air ticket reservation, season tickets, Holiday Packages etc.
7. SBI's Retail Internet Banking offers a plethora of products and services, to cater to all your banking demands online:
 - a. Transfer funds to own and third party accounts. A suite of completely online deposits.
 - b. Airline, Rail, Bus and hotel ticket booking
 - c. Online Shopping and instant recharge features.
 - d. IMPS Funds Transfer
 - e. Western Union Service
 - f. Credit beneficiary accounts using RTGS/NEFT feature
 - g. Generate account statements
 - h. Setup Standing Instructions and Scheduling payments
 - i. Configure profile settings
 - j. E- Tax for online tax payment
 - k. E - Pay for automatic bill payments
 - l. Avail DEMAT and IPO services
 - m. Pay bill of Visa Credit Card issued by any Bank.

Objectives of the Study

- To understand the meaning of CRM and E-CRM.
- To have a review of literature of CRM with relation to banking sector.
- To understand application of E-CRM in banking sector.
- To find out the problem concerned with implementation of E-CRM.
- To offer proper suggestions with respect to the problem.

Hypothesis

H₁-Introduction of internet has been beneficial in the effective implementation of E- CRM in banking sector.

H₀- Introduction of internet has not been beneficial in the effective implementation of E-CRM in banking sector.

Methodology

The research paper is prepared with secondary data. The secondary data used for the paper are as follows:

- Websites for understanding the concepts of CRM and E-CRM.
- Articles available online relating to E-CRM.
- Websites of banks to understand the different services provided by the banks.

Conclusion

To conclude, we can say that the “E” in E-CRM makes most of the difference; and internet plays a very important role in fulfillment of the banks promise towards a customer. Gone are the days where a person would wait and physically go to the branch to get his done. In India where the majority of the population is youth; E-CRM has gained immense popularity as today’s generation are netizens who are more than willing to get their work done in the best possible way. Internet does the work much easier for them. However; if E-CRM has to be developed to the maximum core it is necessary that people even from rural areas have to be educated about the use of E-CRM. Also, robust infrastructure and excellent facilities is the need of the day to make E-CRM more popular. The Government’s idea of providing free wi-fi will be an extreme important step towards this direction. Another Loophole in effective implementation of E-CRM through internet is the non-popularity of internet among the middle-aged groups. So, this can hamper the growth as majority of employees in government sector are middle-aged group people. It is very important to educate them regarding the use of internet. The knowledge of operations of computer and internet by the public will also play an important role which will lead to effective implementation of and success of E-CRM in India. So, its high time that the traditional methods of CRM is combined with modern electronic form with the help of internet. To sum up, Electronic+ CRM=E-CRM

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“A Study on Customer Relationship Management Practices in Selected Organised Retail Stores with reference to Ulhasnagar City.”

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Abstract

Retailing is the largest private industry in the world. It is also India's largest industry accounting for over 10% of the country's GDP and around 8% of the employment. Customer relationship management is an emerging tool that enables marketers to maintain their presence in the dynamic marketing environment. In the city like Ulhasnagar, Kalyan, Thane etc. these organized retail store and firms are concentrating and targeting the consumer from the different segments like rural, urban, low, middle and high income segments etc. The research paper attempts to evaluate the CRM practices of the retail stores in Ulhasnagar city. CRM is highly exercised in the industry like hospitality, services industry etc. but it is having equal importance in the retail industry also. The results of this research paper shows that the customers don't take a single second when it comes to change the preference and break the loyalty for an organization, in such a situation it the CRM of the organization which will compel the customers to visit the retail outlet again and again.

Key Words : Retail Stores, Customer Relationship Management, Customer Loyalty.

Introduction:

Organized Retailing

The most challenging and exciting time to live on the cusp of change. And that is where India is today. This huge, multicultural country India is transforming from a socialist economy to a consumption led creative economy. The scope and depth of change that is taking place across the India defies description. This Change provides both a humongous challenge and a gigantic opportunity for marketers and retailers.

Retailing is the largest private industry in the world, with total sales of \$ 6.6 trillion World over the retail sector is not only the oldest but also one of the most advanced users of the technology. Retailing is also India's largest industry accounting for over 10% of the country's GDP and around 8% of the employment(CII-Mckinsey report). Retailing in India is gradually inching its ways towards becoming next booming industry. The Indian retailing industry is highly fragmented with 97% of its business being run by the unorganized retailers such as the traditional family run stores and corner stores where as only small part that 3% are accounted for organized retailers. The retail scenario in India is unique. Much of it is in the unorganized sector with over 12 million retail outlets of various sizes and formats. Almost 96% of those retail outlets re less than 500 Sq. Ft. in size. In India, there are more than 9 retail outlets per 1,000 people. According to India Retail Report 2009, even at the going rate, organised retail is expected to touch `2,30,000cr (at constant prices) by 2010, constituting roughly 13 per cent of the total retail market. Global Retail Industry is of size USD 08 Trillion. Over 50 of the Fortune 500 companies are retailers.

Customer Relationship Management

Customer Relationship Management is not a new concept. In fact, CRM in some form or fashion has been found for a few decades. Kennedy (2006) defines customer relationship management as being “ about identifying a company’s best customer and maximizing the value from them by satisfying and retaining them” (p.58) . There are those on both side of fence who argue for and against of CRM, but research remains consistent that a properly implemented, company- wide CRM initiative

will truly save company money, increases revenue, and grow customer loyalty. Competitive times such as these, and a future to only grow more competitive in the commercial industry, require competitive advantage to give companies a leading edge.

Customer Relationship Management is a combination of policies, processes, and strategies implemented by an organization to unify its customer interactions and provide a means to track customer information. It involves the use of technology in attracting new and profitable customers, while forming tighter bonds with existing ones.

Customer relationship management is an emerging tool that enables marketers to maintain their presence in the dynamic marketing environment. Customer relationship management is high on the corporate agenda. Recent research carried out by Business Intelligence reveals that six out of ten companies have already started out on the CRM journey.

Customer Relationship Management needs a deep understanding of the customer expectations, attitude & behavior through a well organized and maintained customer database & innovative customer strategies. The goal of CRM is to ensure customer satisfaction & delight at every level of interface with the company (Pahuja&Verma, 2008).

Ulhasnagar City:

Ulhasnagar is a city located in the Thane district in the state of Maharashtra. This city is part of Mumbai Metropolitan Region managed by MMRDA. It had an estimated population of 506,098 at the 2011 census Ulhasnagar is considered as one of the largest denim jeans manufacturer. It has number of small businesses, manufacturing quality denims with an effective cheap labour. Some of the manufacturers export jeans worldwide from Ulhasnagar. There are various types of Cloths, Watches and many market are there. In the Ulhasnagar mostly people are belonging to sindhi community.

The details of Organized Retail Stores in Ulhasnagar City :

Footwear Adidas, Bata, Woodland, Reebok

Clothing and Apparels: Peter England, Cambridge, Adidas, Nike, Nike Jeans, Gajanan Market for various types of clothing, D-Mart, Big Bazar, Patel Low Price.

Food & Grocery: Kishor Paties, Dolu Nashta House, Doli Nasta, Gajanan Pani Puri Sandwich corner, Juice Corner, Little Bite, Dinesh AnajBhandar.

Watch & Jewellery: Ruby Watch, Nenumal Jewellers, S.K. Jewelers,

Durables: Reliance Digital, Senhanjali, Vijay Sales, Next, Pride Electornics.

Review of Literature:

Ramanakumar, KPV(2008) writes about the Customer Relationship Management or Relationship Marketing. He refers to all marketing activities directed towards establishing, developing and maintaining relational exchanges successfully.

According to V. Ramanathan (2008), Customer Relationship Management is an emerging tool that enables retail marketers to maintain their presence in the dynamic market environment. In early days CRM was the tool preferred by the manufacturers in order to motivate and retain retailers. Now retailers are applying this very same tool in order to retain customers.

According to Sreekumar P (2009), for implementing any CRM initiative or special loyalty offers, Lifetime Customer Value is the most important criteria.

According to Pradeep K Deb (2009), customer loyalty programs are the in - thing in today's retail world and Foodlands in Mumbai is one of the pioneers in this field in western India. He further gives the reaction of the a typical consumer that "privilege cards or special offers are nothing but retail trade gimmicks and the consumer ends up spending more by availing themselves of the offer".

Objectives of the Study

- To understand and identify the Customer Relationship Management Practices followed by

the retail stores.

- To study the various Customer Relationship techniques adopted by organized retail firms and stores.
- To study the benefits of Customer Relationship Management to the retailers and customers.
- To provide the effectiveness of loyalty program adopted by retail stores.

Research Methodology.

Research Methodology :

- Research Design:** The study has been based on both Primary and Secondary Data.
- Sampling Method:** The researcher was interested to know how Customer Relationship Management affect Retailers.
- Sampling Area:** The area around Ulhasnagar was the sampling for this survey.
- Data Collection:**
 - 1) Primary Data; The data were collected through well structured Closed and Open ended questionnaire.
 - 2) Secondary Data: The data from secondary sources was collected through Books, Journals, Reports, Research Studies, Internet sources.

Limitations of the study:

Every research has limitations, so in this also:

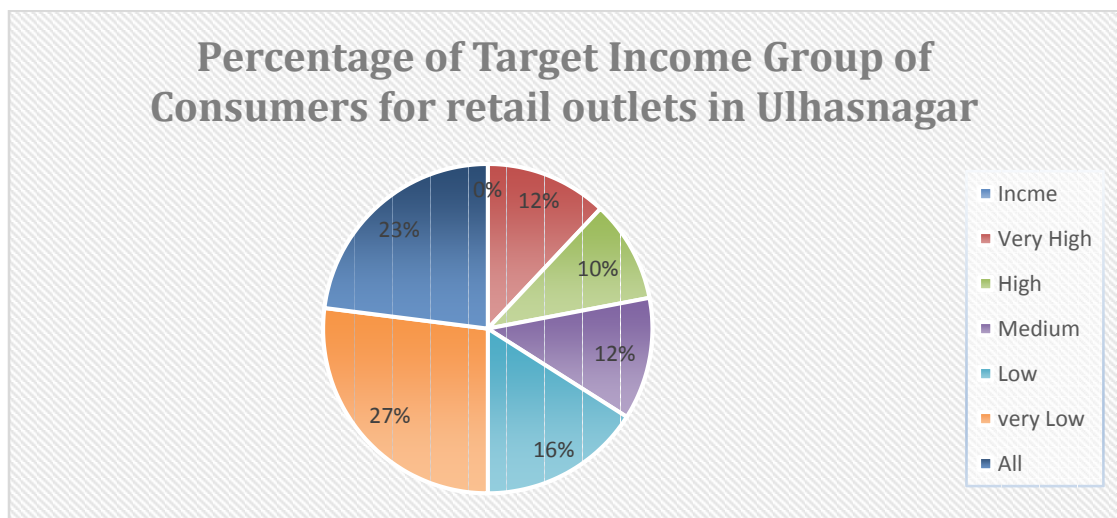
1. As we have discussed before, there are many factors affecting the consumer behavior, in this study because of time constraints we didn't examined all factors which affecting it.
2. The area is very limited to thane region only because of time and cost constraints.

The methodology of this study is analyzing the data may not able to fully assess the Social Networking Sites and consumer behavior

Results and Discussion:

1. Percentage of income group of consumer for retail outlet in Ulhasnagar.

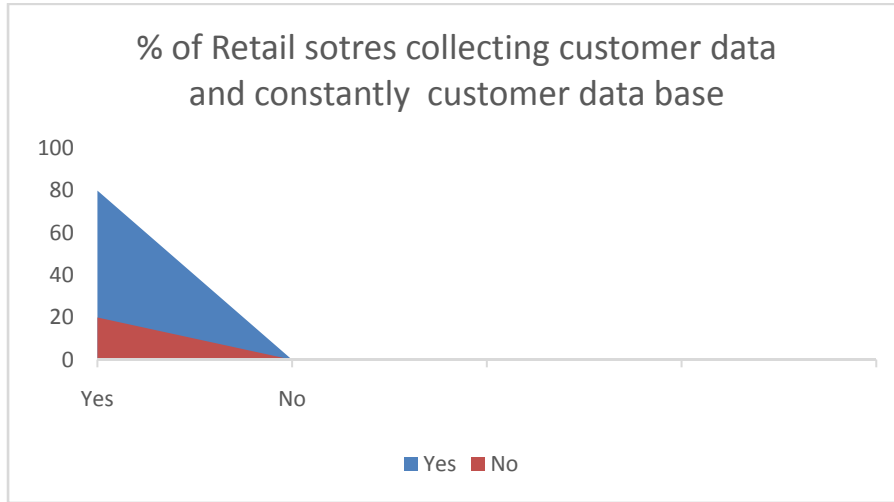
There are 27% of the organised retail outlets in Ulhasnagar which are targeting the high income consumer segment, and then it is followed by the medium income consumer segment (23%) being targeted by the retail stores in Ulhasnagar. Only 10% of the retail stores are targeting very high income consumer segment. Some of the stores which are targeting very high income consumer segment are: Flying Machine, Provogue etc.



Percentage of retail stores collecting customer data:

From the responses given by the 30 retail stores it is found that 80% of the organized retail stores are heavily relying on the constructing customers' database to let their CRM system work effectively.

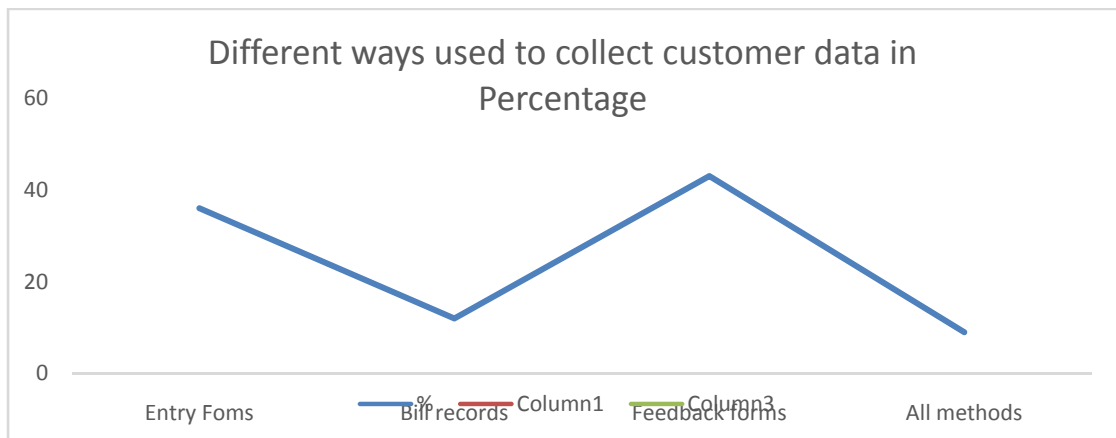
On the other hand only 20% of the organized retailstores say that they are not collecting data and constructing the customers' database. These facts indicate that there exists a trend of maintaining customers' database to maintain further relationship with the customers. These retail stores are having an added advantage over the other players in the retail industry which are not maintaining customers' database.



Different Ways used to Collect Customer Data:

43% retailers prefer to use feedback forms to collect the customers' information. The simple reason is that it not only provides the customers' personal information but also provide the customers" views in the form of feedbacks regarding their service and product quality etc.

36% of the retail outlets prefer to collect customers regarding information through the entry form.12% retailer use bill records to collect the customers' information. These are desired by those retailers who want to have to records of only those customers who make purchase at their retail stores. Only 9% of the organised retail stores exercise all the methods of collecting customers' information.

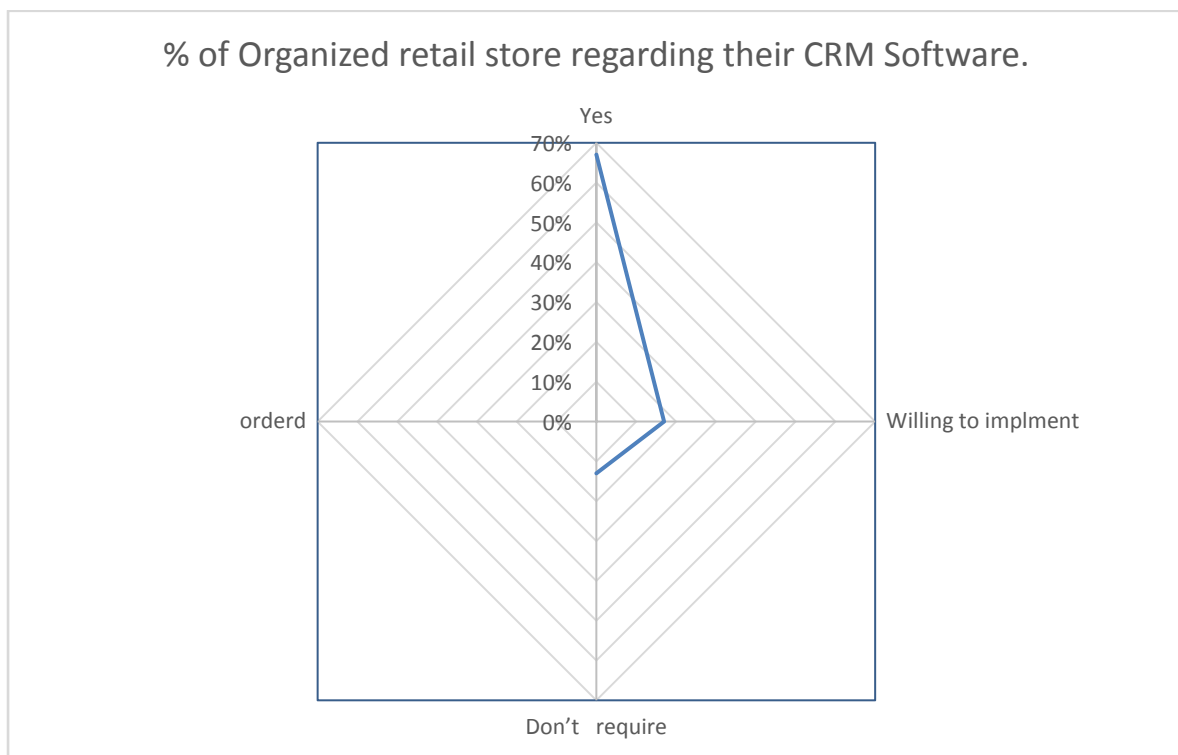


Crm Software Status of Organized Retail Stores:

67% per cent of the organised retail outlets are using computerized CRM system to have a smooth CRM process and an added advantage over the other players in the industry.

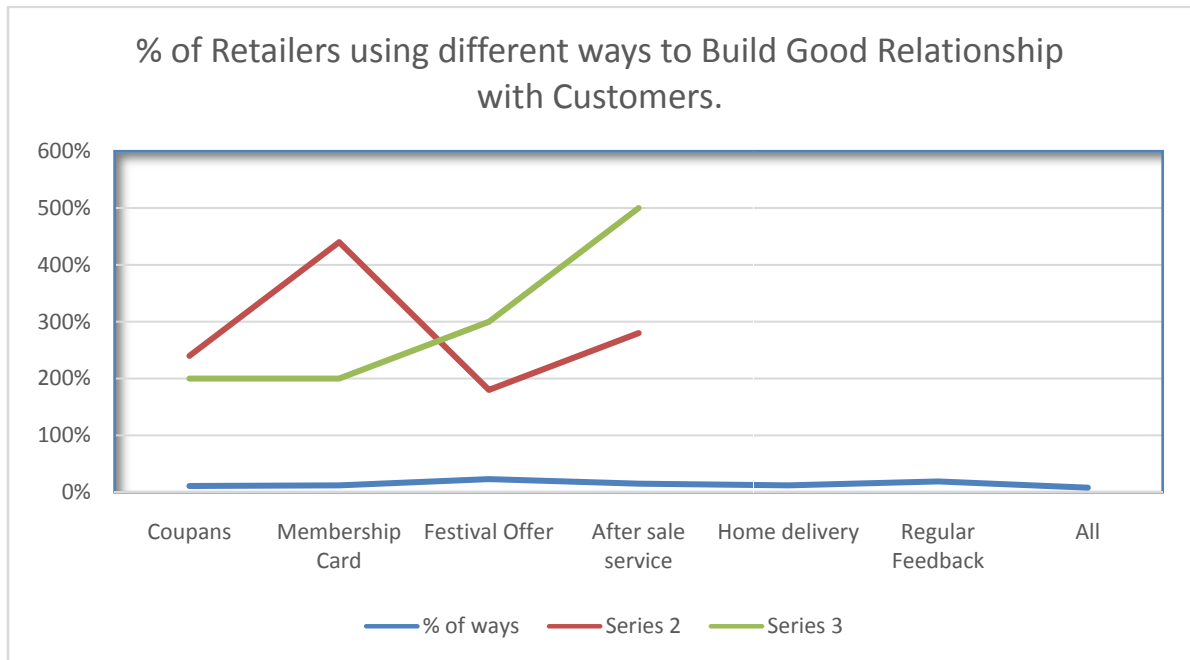
But there also exists contrasting figure of 13% retailers who say that they don't require any kind of the computerized CRM system. They believe manually process the data.

The retail stores in Udaipur who don't have CRM system at present but are willing to implement it in their organization amounts to a handsome number of 17%. Only 03% of the total surveyed retail outlets in Udaipur assert to have ordered the CRM system to the organization for the effective implementation of the CRM principles and the strategies.



Different Ways to Build Good Relationship with Customer:

Almost all of the retailers of Udaipur are using various mean to build a good relationship with the customers. Festival offers, Regular feedbacks and after sales services constitute the major part of the practices used to build a healthy relationship with the customers. There are only 8% of the retailers who are making the use of all kind of the practices to have the faith of the customers in them.



Conclusion & suggestions

Customer relationship management is highly exercised in the industry like hospitality, services industry etc. but it is having equal importance in the retail industry also. The customers don't take a single second when it comes to change the preference and break the loyalty for an organization, in such a situation it the customer relationship management of the organization which will compel the customers to visit the retail outlet again and again.

Based on the findings & observations, of the Customer Relationship Management Practices in Retail Sector, the following suggestions will give boost to the retailing:

- Retail stores should keep the purchase records of the customers along with the personal information of the customers. It would provide them a way analyze the buying behavior of their customers.
- The management of the retail store should give a personal touch to the customers. It will encourage the customers to make frequent visit to the retail store. It also helps in building personal relationship with the customers leading to the higher level of the customer loyalty.
- The management of the retail store should provide special training to the sales staff of the organization to keep a healthy and friendly relationship with the customers.
- Timely feedback from the customers should be taken by the retail store it would make the customers realize that they are important for the growth of the organization.

Keeping in mind the diversity and the innumerable opportunities that our city offers, we have devised a multiple array of ideas and solutions that are uniquely Indian. From small kiosks that serves the average Indian with snacks and food that cater to local Indian taste whenever and wherever he wants, to large scale formats that will cater to every need and requirement of homemaker, Thus we are implementing concepts that will ultimately help it achieve its vision of delivering "Everything, Everywhere, Every time, for every Indian consumer in the most profitable manner."

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A Study of Training and Development as a Tool for Effective CRM

Prof. Amelia Antony : Research Scholar, JJT University, Jhunjhunu, Rajasthan and Lecturer, St. Paul College

Abstract:-

Customer relationship management (CRM) is a combination of people, processes and technology that seeks to understand a company's customers. It is an integrated approach to managing relationships by focusing on customer retention and relationship development. CRM has evolved from advances in information technology and organizational changes in customer-centric processes. Companies that successfully implement CRM will reap the rewards in customer loyalty and long run profitability. However, successful implementation is elusive to many companies, mostly because they do not understand that CRM requires company-wide, cross-functional, customer-focused business process re-engineering. Although a large portion of CRM is technology, viewing CRM as a technology-only solution is likely to fail. Managing a successful CRM implementation requires an integrated and balanced approach to technology, process, and people

Training and development is one of the lowest things on the priority list of most companies. When it's organized, it is often at the persistence of the human resources department. There is, however, enormous value in organizing proper training and development sessions for employees. Training allows employees to acquire new skills, sharpen existing ones, perform better, increase productivity and be better leaders. Since a company is the sum total of what employees achieve individually, organizations should do everything in their power to ensure that employees perform at their peak

Introduction:-

An organization is a social unit of people that is structured and managed to meet a need or they come together to pursue collective goals. All the organizations have a management that defines the relations between functions and positions and subdivide and assign roles, responsibilities and authorities to perform defined tasks. An organization is defined by the element that is a part of it, its communication, its autonomy and its rules of action compared to outside events. By coordination and planned cooperation of the elements, the organization is able to solve tasks that lie beyond the abilities of the single element.

Training can be defined as the acquisition of knowledge and competencies as a result of learning that relate to specific useful competencies. It has specific goals of improving one's capacity, capability, productivity and performance. Training is also needed to maintain, upgrade and update skills throughout the working life. In an organization, once the selection of employees is done, training them for the specific tasks they have been assigned is of great importance. In fact, training is an important activity in many organizations.

In today's dynamic business environment, job knowledge and skills to handle the continuously changing job contents need continuous upgradation and training has to be imparted continuously. It also becomes imperative to handle diverse situations and to deal with varied clients, customers, vendors, suppliers, colleagues, business partners. Training deals with developing attitudes which help the individuals to deal with different situation and people according to one's advantage.

In the light of these diverse factors, training has become extremely important for organizations in maintaining its human resources at their peak performance levels

Literature Review

CRM at the Speed of Light, Social CRM 2.0 Strategies, Tools, and Techniques for Engaging Your Customers by Paul Greenberg The authors reveals best practices for a successful Social CRM implementation. Greenberg explains how this new paradigm involves the customer in a synergetic discussion to provide mutually beneficial value in a trusted and transparent business environment. Throughout this definitive volume, you'll find examples of the new strategies for customer engagement and collaboration being used by cutting-edge companies, along with expert guidance on how your organization can and should adopt these innovations. The author talks about the latest technological developments in the operational side of CRM, including vertical applications, and explains the fundamentals of the multifaceted CRM framework.

CRM Fundamentals by Scott Kostojohn, Mathew Johnson, Brian Paulen *The authors talks about the* critical and comprehensive resource for executives and project leaders tasked with managing customer relationship management (CRM) initiatives. It provides an introduction to CRM and how it delivers value to organizations, and describes the process to build and execute a CRM roadmap successfully—including identifying goals, lining up the right people, planning projects, choosing software packages and consultants, managing the initial CRM implementation, and maintaining and evolving the program over time. The author has included plenty of detailed, useful advice to help you get the most value from your CRM investments and to avoid common pitfalls associated with CRM. They also address The real issues surrounding implementation of CRM, Processes, procedures and planning to make it work and on time, An agile approach to creating a working CRM system and Software and hardware suggestions for all levels of CRM implementation Based on years of implementing CRM systems, the authors know the keys to success, the issues that can create problems and the steps needed to ensure the success of the project.

Employee Training & Development by Raymond Noe The author has tried to strikes a balance between research and real company practices. It provides everyone with a solid background in the fundamentals of training and development such as needs assessment, transfer of training, learning environment design, methods, and evaluation. To help people better understand the relationship between the main elements of the book, the book is now organized into five different parts. Part I focuses on the context for training and development and includes a chapter devoted to strategic training. Part II includes coverage related to the fundamentals of designing training programs. Chapters in Part II focus on needs assessment, learning theories and program design, transfer of training, and training evaluation. Part III focuses on training and development methods and includes chapters devoted to traditional training methods, e-learning and the use of technology in training, employee development, and special issues in employee development, such as managing diversity, succession planning, and cross-cultural preparation. Chapters in Part IV cover career issues and how companies manage careers, as well as challenges in career management, such as dealing with work-life conflict, retirement, and socialization. Finally, Part V provides a look at the future of training and development

Beyond HR: The New Science of Human Capital by John W. Boudreau, Peter M. Ramstad The authors have tried to show how organizations can uncover distinctive talent contributions, strategically differentiate their HR practices and metrics, and more optimally allocate talent to create value. Illustrations from companies such as Disney, Boeing, and Corning describe a new decision science called Talentship, that reveals opportunities by identifying strategy pivot points and the optimal talent and organization decisions that address them. A unique framework helps readers identify their own distinctive strategic pivot points and connect them to talent decisions, showing how today's "HR" can evolve to fulfill its potential as a source of strategic advantage

Training That Delivers Results: Instructional Design That Aligns with Business Goals by Dick Handshaw Instructional designers and other training professionals are often forced into order-taking roles. The company wants training on a specific topic - business writing, behavioral interviewing, and customer service - and a one-size-fits-all module is produced. Training That

Delivers Results offers a far better way to educate employees, one that connects learning solutions with strategic business goals. Rather than being told what to teach, proactive designers collect data to define problems and develop training interventions. Written by one of the originators of computer-based training, Handshaw's results-oriented model is systematic, yet flexible, and works for both instructor-led training and e-learning. Readers will learn how to: analyze performance gaps; create targeted performance objectives and connect them with the right measurement tools; determine the best instructional strategy and the appropriate media; build consensus with project blueprint meetings; and evaluate the effectiveness of training and use the data to continually improve. Learning goals and business goals should go hand in hand. Here are the tools, worksheets, and assessments needed to tie the learning experience to enhanced performance outcomes - and deliver sustainable, quantifiable business results

Objective of the study

1. To study and understand the concept of training in CRM
2. To study the impact of training in organization to handle the customers in a much efficient manner.
3. To examine the importance of effect of Training in maintaining its human resources at their peak performance levels
4. To study the impact of Training & development on the significant effect it has on the organizational performance

Hypothesis development

Hypothesis development is very important because acceptance and the rejection of hypothesis show the significance of the study. On the basis of literature review and above theoretical frame work we came to develop following hypothesis. In the training & development organizational performance is also affected by the training design .Therefore our first hypothesis is:

H1:

Training has significant effect on how well the customer relation is managed in the organization

H2:

Training does not have significant effect on how well the customer relation is managed in the organization

Methodology

The research paper is an attempt at exploration and therefore this paper is prepared with secondary data. The secondary data used for the paper are as follows:

- Websites for understanding the concepts of CRM and E-CRM.
- Articles available online relating to E-CRM.
- Websites of banks to understand the different services provided by the banks.

Conclusion

Training and Development has positive influence on Organizational Performance. Discussion of all the results proves that Training has greatly improved how well the customer relation is managed in the organization; On the job training has significant effect on the organizational performance. Training the manpower on how to effectively manage customer have positive effects on the Organizational Performance. On the Job Training for Customer Relationship is very effective and it also saves time and cost. Training and Development increases the overall organizational performance.

Future Study

Primary data is not collected; the study only depends on secondary data. Study can be conducted on different departments of the organizations to ascertain as to which department needs more training and development. Study focus on gender can also provide different results.

Recommendations

This study contributes to the body of research on Training and Development. In this research we review a lot of materials related to the variables used in this research and at the end we also proved our hypotheses. In the light of all this research and all the material which is being used to conduct this research and all the literature review we came to the decision that there should be Training and Development in every organization. Although we have reviewed some disadvantages like it is costly to give training to the employees, but the advantages of Training are much more than its disadvantages. We recommend that all organizations should provide Training to all their employees. We already have discussed that Training and Development have advantages not only for employee but the ultimate benefit is for the organization itself. If the performance of the employee is not good it will affect the whole organization.

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CRM techniques used by Axis Bank to enhance Customer Service

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Abstract

Banks in India did not face much of competition as all the major banks were Nationalised. They did not have to worry about the preferences of their existing customers or potential customers as almost all the banks offered almost the same banking solutions. However, the situation changed drastically, after 1991 when liberalization and globalization became the order of the day in India. Many private banks emerged and started providing diversified banking solutions to their customers. There was real competition in the field of Banking after the emergence of private banks. The need to acquire new customers and to retain them became greatly important for the Private Banks and even the PSU Banks. This could not be achieved by ignoring the concept of CRM.

The objective of the present study is implementation of CRM in Axis Bank and probable effects thereof. Customer relationship is becoming most important for attaining the company objectives in changing business context. An Organization's brand value and growth are highly dependent on how the customers are treated and handled in the short term and long term.

KEYWORDS : Axis Bank, CRM, Relationship Building, Customer Satisfaction.

Introduction

In the olden days, there were no super markets and there were small street shops. Traders and the staff generally knew each of their customers by name and were aware of their preferences, needs and wants. Customers also used to be loyal to the shop and used to make repeated purchases. With the growth in the business across the World, the communities also grew and moved into urban areas, in turn customers became mobile. There are also super-markets and departmental stores that came into existence and mass marketing was required to achieve the scale of economies. The demand for Banking and Financial services grew with the general growth in business e.g. demand for ATMs, Internet Banking, Mobile Banking, SMS Banking and Personalised Banking services, etc.

All of the businesses want to attract new customers and retain the existing customers. The CRM became important part of companies. The basic concept of CRM is marketing to individual customers than mass marketing. CRM has grown and got more importance with advance of Information Technology.

CRM in Axis Bank

Customer centricity is a key element of the Bank's ethos and is the cornerstone of the Bank's value proposition for customers. PROGRESS, the Bank's customer service Credo, puts customers at the centre to plan and deliver unique customer value.

Customer service

Customer service is governed at different levels within the Bank. Service Quality Councils at the business level look into the aspects of customer service.

The Bank's Project "**Pratham**" is a key strategic initiative which aims at large scale transformation through business process re-engineering that leads to enhanced customer experience and reduced operational risks.

The Bank leverages cutting edge technology to enhance customer experience and reduce the customer service turnaround time (TAT). Tablets and Kiosks are deployed across branches to provide services in minimum turnaround time. The Bank has already undertaken slew of initiatives such as instant PIN

generation (Green PIN), e-welcome kits, service request through SMS, new-age banking app etc., to provide quicker services to the customers. These efforts further were augmented by adopting lean processes and leveraging technology to reduce the overall Current Account Savings Account (CASA) opening time by 60% and loan processing time by 80%. The Bank has undertaken measures to integrate customer requirements and service provisions on platforms such as internet and mobile banking to enhance customer service and reduce branch queries. Smarter e-statements were introduced which provide graphical representation and analysis of customer spends, charges and tariffs to enable customer better understand their savings and spends. Fixed Deposit customers are empowered to make various service requests through Anywhere Banking facility, download Fixed Deposit TDS certificates through internet banking. To support the service quality initiatives, the Bank has implemented “Axis One View”

“My Customer” survey was conducted during the year. The survey is service quality survey of the frontline teams and was conducted with an objective to understand the factors that impact the Bank’s service standard and ascertain its strengths and areas of opportunities.

The Bank’s award winning eDGE Loyalty Rewards program is a bank -wide loyalty program that rewards customers across their Savings Account, Credit card, Debit card, Current Account, Loans and For ex relationships.

“Asha Home Loans” launched this year is an affordable housing loan option for low income segment.

Literature Review

Peter Drucker observed that, “The purpose of business is to find a customer.” Theodore Levitt elaborated by saying, “The purpose of business is to create and keep a customer.” However, today business is moving towards what Jason Jennings and Laurence Houghton said, “The purpose of business is to find, keep and grow the right customer.”, Every attempt must be made to satisfy one’s customers, in the competitive world.

Kaushik Mukerjee (2006) in his paper “CRM in Banking-Focus on ICICI Bank’s initiatives” had focused on CRM in Banking and its applications in ICICI Bank. The CRM in ICICI is being used for targeting customers, sales, consistent interface with customers, etc. ICICI Bank has managed to focus better on customers by undertaking a serious approach that has enabled it to

manage its operations effectively. It included better targeting of customers; higher share of wallet; more effective channel strategies; database marketing, etc. The bank is able to evaluate customer usage pattern through CRM data warehouse. New products are developed through extensive customer profiling. Through CRM, ICICI is able to manage its data centrally.

“Learnings from Customer Relationship Management (CRM) Implementation in a Bank” by M.P.Gupta and Sonal Shukla (2004) attempted to highlight the learnings from CRM implementation in the banking sector. The study was supported by a case study of CRM systems in a major Japanese Bank—Bank of Mitsubishi and also a field survey of scenario in Indian banking sector. The study revealed that CRM was gradually picking up and was definitely considered as a viable proposition by banks in improving services to their customers. One of the major challenges experienced during implementing CRM was resistance to change.

Sathya Swaroop Debasish (2001) in his paper titled “Service Quality in Commercial Banks: A comparative analysis of selected banks in Delhi” evaluated perception of service quality to customer on basis of three dimensions; the customer-employee interaction i.e. Functional Quality (FQ-refers to service delivery of the staff to customers); the service environment i.e. Environment Quality (EQ-refers to tangibles and intangible infrastructure that support better service delivery); the outcome-service product i.e. Technical Quality (TQ- refers to Product quality and tangible benefits offered to customers). The study revealed that foreign banks (Citi Bank, HSBC, Bank of America) operating in Delhi provided better service quality, as compared to private sector banks (ICICI, HDFC, Karur Vysya Bank) and public sector banks (SBI, Corporation Bank, PNB). Citibank, ICICI Bank and SBI were perceived to deliver better services in their respective banking sectors.

“Capturing the customer’s voice-A case study in banking” by S.K. Bhattacharyya & Zillur Rahman (2002), customer needs and wants in a bank were properly emphasized. Customer needs were categorized as Basic needs, Performance needs and Excitement needs. The various banking services like Tangibility, Reliability, Competence, Courtesy, Understanding customers, Communication, Access, Responsiveness, Credibility, and Security; were related with these needs. This paper helped to identify how customers perceived services of a bank.

Joshua Madan Samuel (2003) in his paper titled “CRM – With special emphasis on financial services and banking”, emphasized about growing need of managing customers better in banking. CRM applications applied in banking were customer knowledge, sales effectiveness, customer retention, customer segmentation, product presentation, customer fulfillments, customer acquisition, channel management, marketing intelligence, campaign management. The processes need to be redesigned in order to be able to utilize CRM for the customers and organizational benefits. The three S’s of banking i.e., Size, Speed, Service; are better managed by CRM. In the world of banking CRM technology was the answer to the question of increased growth with less cost.

Objectives

The importance of CRM in Axis Bank is growing and needs a systematic analysis. The specific objectives of the present study are:

- 1) To Critically review the customer relationship management techniques used by Axis Bank
- 2) To Evaluate the effects of CRM on the overall performance of Axis Bank in general and on the customer satisfaction in particular.

Hypothesis

H1: CRM techniques have contributed positively to the overall growth of Axis Bank

H2: CRM techniques have not contributed to the overall growth of Axis Bank

Research Methodology

The present study is completely based upon the secondary sources of data collection such as electronic resources, books, newspapers, magazines from published resources.

“Which is the best bank in India?” and a huge 2,418 people took that survey! By <http://www.jagoinvestor.com/>

In the survey they counted how many people had a particular bank account and it was not a surprise that 76% of the market share was from the top 4 banks which were State Bank of India (SBI bank), ICICI bank, HDFC Bank and Axis Bank. Rest 24% consisted of all the other banks combined. Other than this, they had also asked how long were their bank accounts. 77% of the bank accounts were at least 3 years old, which means that a person taking the survey had a fair understanding of his/her bank.

Conclusion

From the above data and analysis, I would like to conclude that Axis bank is becoming one of the most preferred banks among the customers and one of the probable reasons behind it is the CRM techniques that are used by Axis Bank. Axis bank is preferred even by the corporates for their employees salary accounts because of their service quality. Axis bank has extended its coverage to a great extent after it started its operations in 1994. CRM has played an important role in attracting the customers.

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Study on Customer Loyalty Program as an Effective Tool for CRM Implementation

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Abstract:-

Businesses are in a constant race to increase profits, retain the current customers and poach new ones, competing for customers on a globalized market like never before. One of the many sets of tools aimed at aiding the interaction between supplier and a customer are the Customer Relationship Management (CRM) methodologies. Loyalty programs are often part and parcel of a comprehensive customer relationship strategy. A successful loyalty program accelerates the frequency of customer visits & volume of purchases, strengthening the connection. The aim of conducting this research is to identify successful loyalty program models and address the consumer's perspective on such systems. We approach this data through secondary data.

Keywords:-

CRM, customer loyalty program, customer visits, strengthening connection.

Introduction:-

The fate of a business organisation operating in a market environment is ruled by its customers. If customers value the goods and services more than the costs for their creation, the business thrives; otherwise it needs external support or goes bust. By intuition, we would expect businesses that excel in marketing to thrive at innovation. However management research has shown that this is not necessarily the case.

Marketing is about identifying and understanding your customer and giving them what they want. It's not just about advertising and promoting your business. The management process through which goods and services move from concept to the customer. It includes the coordination of four elements called the 4'p of marketing:

- (1) Identification, selection and development of a product,
- (2) Determination of its price,
- (3) Selection of a distribution channel to reach the customer's place, and
- (4) Development and implementation of a promotional strategy.

Customer loyalty presents a paradox. Many see it as primarily an attitude-based phenomenon that can be influenced significantly by Customer Relationship Management initiatives such as the increasingly popular loyalty and affinity programs. However, empirical research shows that loyalty in competitive repeat-purchase markets is shaped more by the passive acceptance of brands than by strongly-held attitudes about them. From this perspective, the demand-enhancing potential of loyalty programs is more limited than might be hoped. Typically loyalty programs offer financial and relationship rewards to customers, and in some instances benefits also accrue to third-parties such as charities.

Loyalty programs are structured marketing strategies designed to encourage customers to continue to shop at or use the services of businesses associated with each program. Many¹ such programs exist covering most types of business, each one having varying features and rewards schemes.

In marketing generally, a **loyalty card, rewards card, points card, advantage card, or club card** is a plastic or paper card, visually similar to a credit card, debit card, or digital card that identifies the card holder as a member in a loyalty program. Loyalty cards relate to the loyalty business model.

Literature Review

The tyranny of the server market (Christensen, 1997; Christensen & Bower,1996) demonstrates that: market leaders can face a systematic handicap on markets, while outsiders can innovate simply as they can ignore established market standards.

Marketing is based on thinking about the business in terms of customer needs and their satisfaction. Marketing differs from selling because (in the words of Harvard Business School's retired professor of marketing Theodore C. Levitt) "Selling concerns itself with the tricks and techniques of getting people to exchange their cash for your product. It is not concerned with the values that the exchange is all about. And it does not, as marketing invariably does, view the entire business process as consisting of a tightly integrated effort to discover, create, arouse and satisfy customer needs."

Customer loyalty programs have been in active existence since 1980s. However, not many attempts were made in the past to objectively measure benefits from such programs with respect to the loyalty program members. Mimouni-Chaabane and Volle (2010) (Exhibit 3 in appendices) attempted to address this void by developing an instrument that measures perceived benefits from customer loyalty programs. The researchers explain the scale to measure perceived benefits from customer loyalty programs as "a scale that measures the main benefits customers Perceive when they participate in loyalty programs" (Mimouni-Chaabane and Volle, 2010). the instrument is a sixteen item scale that measures five types of perceived benefits namely, monetary savings, exploration, entertainment, recognition and social benefits from customer loyalty programs. In India too, loyalty programs are gaining popularity and marketers are giving them the importance they deserve. The Indian loyalty market is presently valued at around Rs 5000 crores (US\$ 1.1 billion) (Nair, 2009) and is set to grow even further. Though there is availability of voluminous literature on customer loyalty, studies that focus on customer loyalty programs in the Indian context have been limited. Rao and Jain (2009) had studied loyalty programs of retail chains in Delhi to find the level of satisfaction of loyalty card holders where they concluded that customers at present are moderately satisfied with the cards and the privileges. Given this context, it is imperative that in India the efficiency and impact of customer loyalty programs need to be investigated. India is culturally and economically different from the US and the developed western European countries (Hofstede, 1980; 1994). It is most likely that something like loyalty program membership would be considered luxury in the Indian context. Therefore, intuitively

the perceived benefits derived by Indians from a loyalty program might not be exactly the same for that of the French members. Therefore, the researchers thought that It would be a worthy attempt to assess how Indian customers perceive the benefits of these programs. This will immensely contribute to the extant body of knowledge in this emerging field and will help the loyalty business as a whole by better understanding the market.

Liu (2007) defines loyalty program as a program run by the marketer that allows consumers to accumulate free rewards as incentives for making repeat purchases with a firm. Such a program is not beneficial to the consumer for a single purchase as it aims achieving loyalty over time. Dowling and Uncles (1997), opine that loyalty programs are important in enhancement of the overall value of the product or service as they motivate loyal buyers to make their next purchases. The literature on customer loyalty programs can be broadly classified into specific areas of focus that researchers have tried to understand and infer upon.

However, it has been found that customer satisfaction, in no way, can guarantee customer loyalty. Therefore, much research has been done in this area and with interesting results. Chandrasekaran et al (2007) mention that in a study for the U.S. Office of Consumer Affairs (Technical Assistance Research Program 1986) it is found that in households that face service problems, only 54% would maintain brand loyalty even after satisfactory resolution of the problems.

Objectives:-

- To study the scope of customer relationship management.
- To study whether customer relationship management is required to set up a loyalty program.
- To study the innovative techniques introduced
- To know whether loyalty programs retain the customers
- To study if Indian customer satisfaction is properly met upon.

Research methodology:-

This Research work is largely exploratory in nature and the secondary data is collected from Magazines & Internet. We have also generated inputs from the observations during various personal visits to malls and big retail outlets and interactions with the staff and customers.

Hypothesis:-

H0: Customer loyalty program help customers.

H1: Customer loyalty program do not help the customers.

Findings:-

Many businesses have jumped on the bandwagon and incorporated some form of customer rewards system to retain loyal customers. Needless to say, customer-loyalty programs are aplenty nowadays.

This case is about the customer loyalty initiatives at Big Bazaar, one of the largest retail chains in India. To maintain a loyal customer base, Big Bazaar came out with several promotional and loyalty programs which offered special discount and rewards to customer. The hypermarket chain offered a host of value-added services to its customers and set a new level of standard in price, quality, convenience, and service.

Customer Loyalty

Loyalty has been widely researched in the domain of marketing. It has been found by researchers that a satisfied customer tends to be loyal. That customer remains loyal to an organization as long as she or he feels that the organization gives him or her better services or products as compared to another organization. In the business context, loyalty is the customer's commitment to do business with a particular organization which effects in repeat purchases of goods and services of that organization.

Loyalty & Satisfaction

The extant literature in marketing mentions customer satisfaction as a key antecedent to loyalty and repurchase behavior. The general and more accepted view among the marketing scholars and practitioners alike is that customer satisfaction positively impacts purchase intentions as well as behavior. They conclude that strongly held satisfaction will only lead to loyalty. In addition, prior relational experience with the service provider would also translate into loyalty

Customer Loyalty Programs

Loyalty among customers can be considered to be susceptible as customers tend to shift products and services on their perception of getting better value, convenience or quality elsewhere. It is therefore, of crucial importance to a marketer to ensure the minimization of customer shift. Loyalty programs have been defined in various ways by different researchers.

Issues and their Solution:

- **Issue:** Your clients want additional products and services, but you're unsure of their needs and interests.
- **Solution:** Conduct an information-gathering campaign asking clients to complete a simple product-preference survey. These can be distributed with your monthly newsletter, new product announcements or other client mailings. You could also post the survey on your website.
- **Issue:** Your client retention rate is declining because of increased competition.

- **Solution:** An automatic incentive program. Each time a client returns for a meeting or invests in a new product, you provide escalating incentives. Start with gift cards to a local coffee shop or deli, move to gift certificates to local businesses or fine restaurants and then, perhaps, a copy of your favorite personal finance book.
- **Issue:** Your best clients contribute a large share of your profits, and you fear they could be lured away.
- **Solution:** These clients will stay with you as long as they feel truly appreciated. Therefore, a preferred-client “club” offering tangible and intangible benefits, like special seminars, social outings to golf clubs or sporting events, or priority telephone assistance might be the answer.
- **Issue:** You’re trying to meet sales or profitability goals for a particular time period.
- **Solution:** Let your clients know about the goal and how they can help you. Motivate them with an end-of-the-year, or end-of-the-quarter referral program. Clients who help you achieve your goal by providing referrals who then become clients get the rewards. This type of program requires planning, so don’t wait until you start falling short of your goal to mail out promotional material
- **Issues:** You’re worried that you might lose clients who look elsewhere for a better deal.
- **Solution:** A “name-your-terms” program. You begin the sales transaction by asking your client to describe the products or services he’d like or how much he’d like to pay. Then you can build your package accordingly.
- **Issues:** Your clients want to work with someone who is active in their community.
- **Solution:** Institute, and publicize, a charitable product promotion providing support to your favorite causes whenever you sell key products or services.
- **Issues:** You are more likely to close a sale if you can quickly schedule your second meeting.
- **Solution:** Consider a “bounce-back coupon.” Insert an attractive coupon for a free follow-up consultation in your initial marketing package. The coupon is redeemable only if used within a relatively short period of time.

Recommendations:-

Businesses should make sure that they create a good platform for conducting Customer Relationship Management & loyalty programs. They should make sure they have right resources for the same. Business households should pay heed to consumer grievances and thrive to satisfy the masses. Rewarding loyal customers ensures their credit standing and goodwill. They should make the reward worthwhile. They should make the Reward Easily Attainable.

Conclusion:-

According to the findings customer loyalty, customer satisfaction, customer loyalty programs etc are been held by the organisations. To attract their customer and satisfy them and give them what they want in an affordable price. Indian markets are also stepping up their game in customer satisfaction sector .

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“A Study on Internet Banking – Benefits and Challenges in Banking Sector”

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Abstract

An organisation interacts with its new and potential customers in various ways including advertising, marketing, mobile, internet etc. Customer relationship management (CRM) is an organizational strategy to develop mutually profitable long term relationship with the customers. New Information technology has taken place in future development of Financial service, especially banking sector transition are more effectively perform than any other financial service provider. Increased use of mobile services and internet as a new distribution channel requires more attention towards e-banking/internet banking security. internet banking is also accessible through mobile phones. This is also called mobile banking (M- banking). Internet banking gives lots of benefit which add value to customer satisfaction in terms of better quality of services. This paper discusses on benefits and challenges of Internet banking.

Keywords: CRM, Internet Banking, customers, M- banking

Introduction

Online banking is an electronic payment system that enables customers of a financial institution to conduct financial transactions on a website operated by the institution, such as a retail bank, virtual bank, credit union or building society. Online banking is also referred as internet banking, e-banking, virtual banking and by other terms. Financial institutions now routinely allocate customers numbers, whether or not customers have indicated an intention to access their online banking facility. To access online banking, a customer visits the financial institution's secure website, and enters the online banking facility using the customer number and credentials previously setup. Online banking services usually include viewing and downloading balances and statements, and may include the ability to initiate payments, transfers and other transactions, as well as interacting with the bank in other ways. The concept and scope of e-banking is still in the transitional stage. Internet banking has broken the barriers of branch banking. E-banking can be offered in two main ways. First, an existing bank with physical offices can also establish an online site and offer e-banking services to its customers in addition to the regular channel. For example, Citibank is a leader in e-banking, offering walk-in, face-to-face banking at its branches throughout many parts of the world as well as e-banking services through the World Wide Web. Citibank customers can access their bank accounts through the Internet, and in addition to the core e-banking services such as account balance inquiry, funds transfer, and electronic bill payment, Citibank also provides premium services including financial calculators, online stock quotes, brokerage services, and insurance. E-banking from banks like Citibank complements those banks' physical presence. Generally, e-banking is provided without extra cost to customers. Customers are attracted by the convenience of e-banking through the Internet, and in turn, banks can operate more efficiently when customers perform transactions by themselves rather than going to a branch and dealing with a branch representative. In addition to traditional banks that have both a physical and online presence, there are several e-banks that exist only on the Internet, allowing users to work with a "virtual" bank. NetBank is such an Internet-only bank. Without physical branches, NetBank can cut operating costs and can potentially offer higher deposit rates to its

customers and waive many fees normally charged by a bank with a large network of physical branches. The challenge for Internet-only banks is to provide quality customer services without physical offices. One way in which NetBank is dealing with this issue is via an agreement with the MAC ATM Network (automated teller machine network), thus providing its customers access to nearly 18,000 ATMs across the United States. NetBank customers can deposit and withdraw funds from their NetBank accounts through these ATMs, and in addition, customers can also deposit and receive funds through wire transfer.

Benefits of internet banking

Internet Banking has several advantages over traditional one which makes operating an account simple and convenient. It allows you to conduct various transactions using the bank's website and offers several advantages. Some of the advantages of internet banking are:

- Online account is **simple** to open and easy to operate.
- It is quite **convenient** as you can easily pay your bills, can transfer funds between accounts, etc. Now you do not have to stand in a queue to pay off your bills; also you do not have to keep receipts of all the bills as you can now easily view your transactions.
- It is available all the time, i.e. 24x7. You can perform your tasks from anywhere and at any time; even in night when the bank is closed or on holidays. The only thing you need to have is an active internet connection.
- It is fast and efficient. Funds get transferred from one account to the other very fast. You can also manage several accounts easily through internet banking.
- Through Internet banking, you can keep an eye on your transactions and account balance all the time. This facility also keeps your account **safe**. This means that by the ease of monitoring your account at anytime, you can get to know about any fraudulent activity or threat to your account before it can pose your account to severe damage.
- It also acts as a great medium for the banks to endorse their products and services. The services include loans, investment options, and many others.

Challenges of Internet Banking

Though there are many advantages of internet banking, but nothing comes without disadvantages and everything has its pros and cons; same is with internet banking. It also has some disadvantages which must be taken care of. The disadvantages of online banking include the following:

- Understanding the usage of internet banking might be difficult for a beginner at the first go. Though there are some sites which offer a demo on how to access online accounts, but not all banks offer this facility. So, a person who is new, might face some difficulty.
- You cannot have access to online banking if you don't have an internet connection; thus without the availability of internet access, it may not be useful.
- Security of transactions is a big issue. Your account information might get **hacked** by unauthorized people over the internet.
- **Password security** is a must. After receiving your password, do change it and memorize it otherwise your account may be misused by someone who gets to know your password inadvertently.
- You cannot use it, in case, the bank's server is down.

- Another issue is that sometimes it becomes difficult to note whether your transaction was successful or not. It may be due to the loss of net connectivity in between, or due to a slow connection, or the bank's server is down.

Review of literature

Sylvie Laforet (Management School, The University of Sheffield, Sheffield, UK) and **Xiaoyan Li** (Management School, The University of Sheffield, Sheffield, UK), The results showed Chinese online and mobile bank users were predominantly males, not necessarily young and highly educated, in contrast with the electronic bank users in the West. The issue of security was found to be the most important factor that motivated Chinese consumer adoption of online banking. Main barriers to online banking were the perception of risks, computer and technological skills and Chinese traditional cash-carry banking culture. The barriers to mobile banking adoption were lack of awareness and understanding of the benefits provided by mobile banking.

e-banking management- by **Mahmood shah**(Lancashire Business School, University of Central Lancashire, UK) and **Steve Clarke**(University of Hull, UK)

This book discusses about the meaning of e banking. The study emphasis on the overview and technologies of e banking. It further states managerial techniques and also the human involvement in e banking. It enhances its study ion the problems faced by the users in e banking and also problematic issues in e banking managerment. It states further strategy development, systems thinking and knowledge development in e banking, and key to success.

Big Data: A Revolution That Will Transform How We Live, Work, and Think by Viktor Mayer-Schönberger, Kenneth Cukier (2014) : These two authors, experts in big data, have created the first major book addressing the pros and cons of the movement. It outlines what has happened already and where big data is headed. Whenever a company is considering new IT projects, big data is a subject that is interesting and useful for professionals to learn. The real-life examples may inspire readers to investigate further into the big data revolution.

E-commerce & E-business by Zorayda Ruth B. Andam is an incoming 5th year (senior) law student of the University of the Philippines. She has a bachelor's degree in Business Economics, also from the University of the Philippines. She is co-author of the e-primer: these books discuss about the upcoming of the e-commerce & E-business & various development & some of the chapters about the challenges & threats of the e-commerce.

Objectives of the study

The primary objective of the research paper is to get the full acquaintance of the internet banking and its benefits.

- To study the challenges in E-banking.
- To study the consumer perception towards internet banking.
- To study on the interpretation of customers.

Research hypothesis

- 1) Internet banking is more popular in Young generation group than Old age group.
- 2) Internet banking is less popular in Young generation group than Old age group.
- 3) It is moderate used by both Young generation and Old generation groups.

Research methodology

- a) **Research Design:** The study has been based on both Primary & Secondary Data.
- b) **Sampling method:** The researcher was interested that how customers invest in financial services with respect to banking sector .A research was conducted among 50 Consumers in Ambernath region.
- c) **Data collection :**
- 1) **Primary Data:** The data were collected through well-structured Closed & open ended Questionnaire
 - 2) **Secondary Data:** The Data from Secondary sources was collected through books, Journals, Reports, Internet Sources, Research studies.

Limitations to the study

- As it has been mentioned in the above paper that there is low scope of Internet banking in India.
- The area is very limited to Ambernath region only because of time & cost constraints.
- It only depends on the literacy rate and Computer knowledge of the customers.
- It restricts the study only on Young generation.
- The methodology of this study is analyzing the data may not able to fully access the consumer perception.

Analysis and interpretation

Internet banking is widely used in India. As per the research/ survey, it has been shown the improved quality of performance which has been categorized below with referenced to different age groups. The total of respondents' is 50.

On the basis Age group (in years)	
18 – 30	30
31 – 45	15
46 – 60	5
60 & above	0
On the basis of Gender	
Male	39
Female	11

Sources: Primary data

Conclusion and recommendation

The banking industry has been a leader in the e-business world in recent years. The Internet banking revolution has fundamentally changed the business of banking by scaling borders and bringing about new opportunities. It has strongly impacted the strategic business considerations for banks by significantly cutting down costs of delivery and transactions. It must be noted, however, that while e-banking provides many benefits to customers and banks, it also aggravates traditional banking risks. Compared to developed countries, developing countries face many impediments that affect the successful implementation of e-banking initiatives. One of the benefits that banks experience when using internet banking is increased customer satisfaction. Banks should create more awareness among the people about internet banking. Customers must be literate to use the online service of bank. Banks should provide their customers with convenience, meaning offering service through several

distribution channels (ATM, Internet, physical branches) and have more functions available online. Banks should provide special arrangement for the security of customer fund. There are many benefits of internet banking but yet it is a difficult business and banks face a lot of challenges. Indian banks have to develop more improvement in the quality of internet banking services so that it can target its maximum customers.

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“A Study on Financial Services Perspectives in the Banking Sector – The CRM way”

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Abstract

A financial service is an aspect which enhances a brand image of the bank. It easily links with customers because an organization interacts with their customers in a number of ways including marketing, advertising, and direct mail companies, website, call centers etc. Banking is now basically a business of trust in a way with its financial services like savings account, fixed deposit accounts, Personal loans, Cash credit facility, Overdraft services, Bancassurance, Mutual funds, Merchant banking, corporate banking, Mobile banking foreign exchange & new services of quick call assistance to customers for handling grievances. Customers always expect that a bank should make their services in such a way that it creates customer delight (CD) with this delightment it increases customer relationship. The remedies suggested by them are that bank should adopt customer relationship building approach to improve customer life (CL). This paper is an attempt to observe factors essential for effectiveness CRM in banking sector with its various financial services.

Key words: Customer relationship management (CRM), Customer life (CL), Customer Delight (CD), Relationship building.

Introduction

Financial services are the economic services provided by the **finance industry**, which encompasses a broad range of businesses that manage money, including credit unions, banks, credit card companies, insurance companies, accountancy companies, consumer-finance companies, stockbrokerages, investment funds and some government. It effectively increases the customer satisfaction as we say customer is the king so customer also wants that he should be treated as king from with its various services.

Commercial banking Services: A "commercial bank" is what is commonly referred to as simply a bank. The term "commercial" is used to distinguish it from an "investment bank," a type of financial services entity which, instead of lending money directly to a business, helps businesses raise money from other firms in the form of bonds (debt) or stock (equity). The primary operations of banks include: Keeping money safe while also allowing withdrawals, Issuance of chequebooks so that bills can be paid and other kinds of payments can be delivered by post, Provide personal loans, commercial loans, and mortgage loans (typically loans to purchase a home, property or business), Issuance of credit cards and debit cards, Allow financial transactions at branches or by using Automatic Teller Machines (ATMs), Provide wire transfers of funds and Electronic fund transfers between banks Provide overdraft agreements for the temporary advancement of the bank's own money to meet monthly spending commitments of a customer in their current account. Provide internet banking system to facilitate the customers to view and operate their respective accounts through internet, Provide a check guaranteed by the bank itself and prepaid by the customer, such as a cashier's check or certified check, Accepting the deposits from customer and provide the credit facilities to them, Sell investment products like mutual funds etc.

Investment banking services: Capital markets services - underwriting debt and equity, assist company deals (advisory services, underwriting, mergers and acquisitions and advisory fees), and restructure debt into structured finance products. Private - Private Banks provide banking services exclusively to high-net-worth individuals. Many financial services firms require a person or family to have a certain minimum net worth to qualify for private banking services. Private Banks often provide more personal services, such as wealth management and tax planning, than normal retail banks.

Foreign exchange services: Foreign exchange services are provided by many banks and specialist foreign exchange brokers around the world. Foreign exchange services include: Currency - where clients can purchase and sell foreign currency banknotes, Wire - where clients can send funds to international banks abroad, Remittance - where clients that are migrant workers send money back to their home country.

Other financial services: Now-a days there many services which are emerging in market in the broader view. It enhances the service system of the bank, new emerging services are like M-banking which very popular in young generation. Banks pay many kinds of bills on the behalf of customers & charge up some service charge.

Review of literature

India has a well developed banking system. Most of the banks in India were founded by Indian entrepreneurs and visionaries in the pre-independence era to provide financial assistance to traders, agriculturists and budding Indian industrialists. Indian banks have played a significant role in the development of Indian economy by inculcating the habit of saving in Indians and by lending finance to Indian industry.

Scheduled commercial Banks constitute those banks which have been included in the Second Schedule of Reserve Bank of India (RBI) Act, 1934. RBI includes only those banks in this schedule, which satisfy the criteria laid down vide section 42 (6) (a) of the Act. Indian banks can be broadly classified into nationalized banks/public sector banks, private banks and foreign banks.

While public sector banks are usually referred to as the common man's bank. Private Banks have played a major role in the development of Indian banking industry. They have made banking more efficient and customer friendly. In the process they have jolted public sector banks out of complacency and forced them to become more competitive. Foreign banks have brought latest technology and latest banking practices in India. They have helped make Indian Banking system more competitive and efficient. Government has come up with a road map for expansion of foreign banks in India.

Money & banking by Prof. Yamin Ahmad: The author has focused on money and the banking system and comprises of three main parts. The first part of the course gives information money, interest rates and their behavior, concepts like present discounted value and risk. Part two examines the structure of the financial industry, the operations of monetary policy and its goals. Finally, the last part of the course views about monetary theory and the control of modern economies through coordinated monetary and fiscal policy within the context of the IS-LM framework.

Financial services by M.Y. KHAN: In this book author talks about the theories and emerging services related to banking sector. How does banking sector has evolved & enhanced their services, as so many services are provided it has been mentioned in the book but it need to be implement in that particular way which the authors emphasis basically books impact of the financial behaviour

Banking practices & services by Donald D. Hester and James L. Pierce: The author reflects discuss about the Models of Bank Portfolio Behaviour, Estimation of the Models Problems and Techniques, Data Resources, Sample Selection, and the Profile of a Typical Observation, Estimates for the Input-Output Model from a Sample of Commercial Banks, Estimates for the Input-Output Model from a Sample of Mutual Savings Banks, On Forecasting Bank Deposits, The Adaptive Expectations Formulation, Bank Earnings, Costs, and Rates of Return, Some Prescriptive Conclusions for Improving Commercial Bank Earnings, Bank Behaviour and Macroeconomic Credit Flows with all this information it gives a broad view over the financial management .

Elements of banking by Henry dunning Macleod: In this book author talks about the theories and issues related to banking and finance. How does banking sector should enhance their services, as so many services are provided it has been mentioned in the book but it need to be implement in that particular way which the authors emphasis. Basically books impact of the financial behaviour of the company & mutual profit with the customers.

Barons of Banking: Glimpses of Indian Banking History by Bakhtiar A Dadobay: In this book authors has given importance to those person who has stated the ideology of new emerging techniques of the banking industry he had named them Glimpses Of Indian Banking History provides an insight into the lives of six prominent personalities from various institutes of banking. Sorabji Pochkhanawala, one of the founders of the Central Bank of India, Sir Purshotamdas Thakurdas, Chintaman D. Deshmukh, the first Indian Governor of the Reserve Bank of India, A D Shroff, founder of the Investment Corporation of India, H T Parekh, the founder of HDFC and R K Talwar form the majority of contributors to the Indian banking scene. The banking scenario from the past to the current Scenario it has been a tremendous growth which had created the impact.

CRM Guru.com a well known group of CRM Experts, defines CRM as "a business strategy to acquire and retain the most valuable relationships. CRM requires a customer centric business philosophy and culture to support effective marketing, sales and service processes. CRM applications can enable effective customer relationship management, provided that an enterprise has right leadership, strategy and culture".

Objectives of the study

- To Study the awareness about the various emerging financial services other than normal commercial banking services.
- To Study the attitude of customers & buying behavior towards financial services.
- To Study how the financial services impact on customers.
- To study the purchasing capability of the consumers in services like Investment banking. Foreign exchange, etc.

Research hypothesis

- 1) Primary services of banking sector are more in demand than modern services of banking sector.
- 2) Primary services of banking sector are less in demand than modern services of banking sector.
- 3) Primary services of banking sector & Modern services of banking sector are equally demanded.

Research methodology

- a) **Research Design:** The study has been based on both Primary & Secondary Data.
- b) **Sampling method:** The researcher was interested that how customers invest in financial services with respect to banking sector .A research was conducted among 50 Consumers in Kalyan region.
- c) **Data collection :**
 - 1) **Primary Data:** The data were collected through well-structured Closed & open ended Questionnaire
 - 2) **Secondary Data:** The Data from Secondary sources was collected through books, Journals, Reports, Internet Sources, Research studies.

Limitations to the study

- As it has been mentioned in the above paper that there are many services provided to customers but buying behavior differs.
- The area is very limited to kalyan region only because of time & cost constraints.
- The methodology of this study is analyzing the data may not able to fully access the consumer perception.

Analysis & findings

1. Age profile of the Respondents
Total number of Respondents 50

BASED ON GENDER	Number of Respondents
Male	23
Female	27
BASED ON THE AGE	
Below 18	12
18-30	16
30-50	18
50 & above	04

Sources: Primary data

2. Financial services is a method of investment but many customers only prefer to use the primary services of the bank but there are number of customers who invest their money in modern or new emerging services :

Sr.no	Services	Number of Respondents
1	Primary services	28
2	Investment banking services	10
3	Others	12

Summary & conclusion

Banking has become boundary less & virtual with a 24*7 model. Banks who strongly rely on the merits of “relationship for banking” as a time tested way of targeting & servicing clients have readily embraced Customer Relationship Management (CRM), with sharp focus on customer centricity, facilitated by the availability of superior technology. CRM has, therefore, become a new mantra in service management, which is both relationship based & information intensive. Banks need to differentiate themselves by offering value-added service and building long-term relationships with their customers. The CRM program must be embraced and promoted by top management and supported with a comprehensive annual CRM plan to ensure organization wide success.

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A Study of Customer's Perceptions towards CRM w.r.t. Private Sector Banks in Thane City

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Paper to be presented at St. Paul College, Ulhasnagar for one day national conference on CRM and E-CRM : a tool for sustainable growth

Abstract:

CRM can be helpful in customer identification, cross selling of products, customer acquisitions or retention etc. Past decades, banking industry has changed tremendously, because of this consolidating and improvement in banking services became inevitable. Banks have realized the significance of customer service not only for business expansion but also for their survival. In this paper researcher has tried to find out the happiness of customers after implementation of CRM strategies by the banks. For the present study, researcher has tried to focus on five private banks in Thane region. A structured questionnaire method is being used to collect the primary data. The data is analysed through chi-square test of every question asked in questionnaire.

KEY WORDS:

CRM, Happiness of customers, chi-square test

Introduction to CRM:

Customer Relationship Management (CRM) is an information industry term for methodologies, software, and usually Internet capabilities that help an enterprise to deal with customer relations in an organized and competent manner. In many cases, an enterprise builds a database about its customers. This database describes relationships in sufficient detail so that management, salespeople, and customer service people can access information; match customer needs with product plans and offerings; remind customers of service requirements; know what other products a customer had purchased; etc.

CRM can be helpful in customer identification, cross selling of products, customer acquisitions or retention etc. Past decades, banking industry has changed tremendously, because of this consolidating and improvement in banking services became inevitable. Banks have realized the significance of customer service not only for business expansion but also for their survival. They have reacted so fast that the customer need have understood and managing them is improved. CRM helps in categorization and segmentation of customers and align products that best suit them.

Review of Literature

- **Dutta et al (2009)**, the statistical analysis further reveals that there exists a gap between the customer expectations and perception in the banking sector. The expectations of Bank customer are higher than their perception. This gap varies cross the banking sector with public sector banks showing the widest gap and foreign banks showing a narrow gap. Factor analysis further showed that tangible, assurance, empathy and reliability dimensions are the explanatory variables predicting customers 'satisfaction in India. ATM machines in convenient places and tele - banking and internet banking facility. The findings further show that public sector banks are neutral about the quality services offered.
- **Haque et al (2009)** the study that the study deals with customer insight for the needs and wants. This may important for Bankers to provide better services, at the same time banks need more publicity about the security aspects in addition to rules and regulations related to security.

- **Rangarajan, 2010; Shibu, 2011** CRM is developing into a major element of corporate strategy for many organisations. A greater focus on CRM is the only way the banking industry can protect its market share and boost growth. With intensifying competition, declining market share, deregulations, smarter and more demanding customers, there is competition between the banks to attain a competitive advantage over one another or for sustaining the survival in competition.
- **Panda 2003** CRM is fundamental to building a customer-centric organisation. CRM is a key element that allows a bank to develop its customer base and sales capacity. The goal of CRM is to manage all aspects of customer interactions in a manner that enables the organisation to maximise profitability from every customer. The author described customer expectations are difficult to manage but are often the cause of dissonance which results in loss of existing customer base. So understanding of customer expectations with regard to service delivery levels and product quality is essential for establishing a long term symbolic value relationship.
- **Bose, (2002)** described the customer relationship management (CRM), essential and vital function of customer oriented marketing is to gather and accumulate related information about customers in order to provide effective services. CRM involves attainment analysis and use of customer's knowledge in order to sell goods and services. Reasons for CRM coming to existence are the changes and developments in marketing environment and technology.
- **Selvan V et al (2010)** it is observed from the results that awareness level of college level education group respondents is high while the same is the case for the respondents having income of above Rs 10,000 and in the case of satisfaction level of respondents; the difference is significant between small and large size families.
- **Dixit et al (2010)** the bank management may classify the market strategy on age group basis. They obtain their opinion to enable imparting necessary guidance for use of online banking transactions. Interestingly, the study reveals that online banking has a very promising future, as emphasized by the majority (84%) of respondents.

Objectives of study:

1. To identify the Customer Relationship Management (CRM) practices in private sector banking in Thane city.
2. To examine the satisfaction of customers towards the CRM practices in private sector banks.

Hypothesis of the study:

1. Ho: Customer respondents are not happy on the CRM practices adopted by banks.
2. H1: Customer respondents are happy on the CRM practices adopted by banks.

Research methodology:

Research Universe	5 Private Sector Banks
Sampling Method	Random / Convenience
Sample Size	50 Customers – 10 Customers of 5 Banks
Data Used in Research	Primary Data
Method of Data Collection	Questionnaire

Limitations of the study:

1. Opinion of the respondents may be biased at the time of giving information.
2. Due to lack of time researcher has surveyed only 50 respondents.

Analysis and interpretation of data:

TABLE 1: Custom Table							
		Q.10					
		Yes		No		Can't say	
		Count	Column N %	Count	Column N %	Count	Column N %
Q.1	Yes	33	80.5%	5	83.3%	3	100.0%
	No	3	7.3%	1	16.7%	0	.0%
	Can't say	5	12.2%	0	.0%	0	.0%
Q.2	Yes	37	90.2%	6	100.0%	3	100.0%
	No	3	7.3%	0	.0%	0	.0%
	Can't say	1	2.4%	0	.0%	0	.0%
Q.3	Yes	33	80.5%	5	83.3%	2	66.7%
	No	6	14.6%	1	16.7%	1	33.3%
	Can't say	2	4.9%	0	.0%	0	.0%
Q.4	Yes	34	82.9%	5	83.3%	3	100.0%
	No	4	9.8%	1	16.7%	0	.0%
	Can't say	3	7.3%	0	.0%	0	.0%
Q.5	Yes	30	73.2%	6	100.0%	2	66.7%
	No	7	17.1%	0	.0%	0	.0%
	Can't say	4	9.8%	0	.0%	1	33.3%
Q.6	Yes	36	87.8%	6	100.0%	3	100.0%
	No	3	7.3%	0	.0%	0	.0%
	Can't say	2	4.9%	0	.0%	0	.0%
Q.7	Yes	33	80.5%	5	83.3%	1	33.3%
	No	5	12.2%	0	.0%	0	.0%
	Can't say	3	7.3%	1	16.7%	2	66.7%
Q.8	ADV	4		0		0	
	EMAIL	17		2		1	
	LETTE	5		1		0	
	SMS A	15		3		2	
Q.9	Yes	33	80.5%	5	83.3%	1	33.3%
	No	5	12.2%	0	.0%	0	.0%
	Can't say	3	7.3%	1	16.7%	2	66.7%

TABLE 2: Pearson Chi-Square Tests		
		Q.10
Q.1	Chi-square	2.056
	Df	4
	P-value	.725 ^{a,b}
Q.2	Chi-square	.954
	Df	4
	P-value	.917 ^{a,b}
Q.3	Chi-square	1.128
	Df	4
	P-value	.890 ^{a,b}
Q.4	Chi-square	1.325
	Df	4
	P-value	.857 ^{a,b}
Q.5	Chi-square	4.305
	Df	4
	P-value	.366 ^{a,b}
Q.6	Chi-square	1.220
	Df	4
	P-value	.875 ^{a,b}
Q.7	Chi-square	10.249
	Df	4
	P-value	.036 ^{a,b,*}
Q.8	Chi-square	2.273
	Df	6
	P-value	.893 ^{a,b}
Q.9	Chi-square	10.249
	Df	4
	P-value	.036 ^{a,b,*}
Results are based on nonempty rows and columns in each innermost suitable.		
a. More than 20% of cells in this suitable have expected cell counts less than 5. Chi-square results may be invalid.		
b. The minimum expected cell count in this suitable is less than one. Chi-square results may be invalid.		
*. The Chi-square statistic is significant at the 0.05 level.		

Interpretation:

P-value is less than that of 0.05 indicates significant association between customer's loyalties to refer this bank as a good bank to other customers. This indicates that customers are happy with the services provided by private sector Banks and happy to refer to other people.

Findings from the data:

As per the data collected via questionnaire prepared for the customers one thing that is quite evident that customers are fully aware about the customer relationship management. With the help of proper training, employees are able to handle the customers' problems and their queries. Due to the emergency of the concepts of CRM one thing is clear that customers are aware of their role. Though there are some problems but still they can be managed.

1. The study revealed that the 84% of selected customers feels that the private sector bank gives value to the customers.
2. Private sector banks are able to handle most of the problems of customers very effectively and give the solution on it as soon as possible and 85% of bank customers are satisfied with this service provided by the bank.
3. To evaluate the problems and complaints of customers the private sector banks also has the complaint box in their every branch. And these complaints are considered properly and try to resolve it as quickly as possible.
4. As banking sector is now becoming more techno-savvy, more old as well as new customers are referring bank's website for more information regarding the bank and products & services offered by bank and the customers are very satisfied and happy that they receive up-to-date information on Bank's website is updated regularly.
5. As per customer feedback, they are satisfied with the response given by the employees of private sector bank after implementing the CRM strategy.

Conclusion:

Customers share positive views concerning bank trustworthiness and accuracy of banking solutions. Therefore, it can be argued that customers trust their bank. Indeed, faith is crucial factor including CRM and thus, CRM is an essential tool for building, maintaining and expanding relations with customers with comprehensive approach.

Scope for further research:

Further, the researcher can compare the private sector bank CRM strategies with leading Public Bank and can give CRM Model for better customer retention.

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Annexure:**Questionnaire**

Q.1 Do you feel bank values you?

- Yes
 No
 Can't Say

Q.2 Are your problems handled by the bank?

- Yes
 No
 Can't Say

Q.3 Are you satisfied with the problem solving attitude by bank?

- Yes
 No
 Can't Say

Q.4 Is the complaint box available in the bank branch?

- Yes
 No
 Can't Say

Q.5 Do you think bank services and products are better than other banks?

- Yes
 No
 Can't Say

Q.6 Are you satisfied with the information provided on the bank's website?

- Yes
 No
 Can't Say

Q.7 Do you feel that your bank is in constant touch with you?

- Yes
 No
 Can't Say

Q.8 If Yes: through which mode?

- Letter
 Email
 SMS Alert
 Advertisement
 Others

Q.9 Are you satisfied with response rate after CRM strategy implemented by the employees?

- Yes
 No
 Can't Say

Q.10 Will you refer this bank to others?

- Yes
 No
 Can't Say

Customer Satisfaction

A Literature Review in the Perspective of Customer Relationship Management (CRM)

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Abstract:

Customer Relationship Management (CRM) is the entire process that focuses on the interface between the organization and its customers. The objectives of CRM are to enhance profitability, income, and customer satisfaction. Customer satisfaction and customer loyalty are two main criteria for every organization to get success. A satisfied customer plays a role as a free advertiser for every organization. It was argued that, customer satisfaction alone is not enough to be successful in today's competitive market. Previous researchers proved that the cost of retaining the exits customer is less than the cost of finding the new one. Therefore, customer loyalty must be considering as an important issue and it is required to increase the customer loyalty by positive impact of CRM strategy and customer satisfaction. In spite of the most essential advantages of CRM, there are some difficulties in CRM implementation for different organizations. Therefore, this study attempt to review the effective relationship between CRM, customer satisfaction and customer loyalty of the selected organization by investigating the key elements factors of CRM.

Key words: Customer Relationship Management; Relationship Development; Customer Loyalty; Customer Satisfaction; Interaction Management.

Introduction:

Customer relationship management (CRM) is a concept for managing a company's interactions with customers, clients, and sales prospects. It involves using technology to organize, automate, and synchronize business processes. The objectives of CRM are to enhance profitability, income, and customer satisfaction. To attain CRM, many organizations use set of tools, technologies, and procedures to support the relationship with the customer to enhance sales. Therefore, CRM is an issue of strategic business and process rather than a technical one.

The significance of customer satisfaction cannot be dismissed while happy customers are like free advertising for the company. It is necessary to put the customer at the centre of the business according to its strategies, events and processes. In fact, it is easier and more profitable to sell to present customers than to find new ones. Organizations are setting themselves strategies to ensure customer retention, and changing their employees to be more customer-focused and service-oriented. All businesses have been affected to some degree and evolution which is happening in the global market place. Now, not only the organizations aim to satisfy the customers but they attempt to do this more efficiently and effectively than their rivals in the competitive market place to attain their goals. The most important goal of an organization is to maintain customer loyalty and focus on customer centric approach in their organizational and marketing strategies. Having satisfied customers is not sufficient. This is because customer satisfaction needs to have direct impact to customer loyalty. There is arising recognition that the last objective of customer satisfaction measurement should be customer loyalty. Many organizations merely categorize customer satisfaction measurement as a type of "marketing intelligence" instead of using it as a management tool to build customer service quality improvement processes and increase profit.

Purpose of the study

The purpose of this study is to examine the relationship between customer satisfaction and service quality in service sectors with respect to the service quality dimensions. A research like this is essential to assess and improve service delivery and design, because it will provide management with data that they can use in making inferences about the customers.

Thus the results of this study should be proved useful for academics; business in the field of marketing and management researchers of customer satisfaction and service quality especially in service sector organizations. Because of the broad nature of this area of study, I could not access all the literature concerning customer satisfaction and service quality because it would have been very voluminous. Thus, I hovered in a limited aspect within the literature, thereby around the relationship between customer satisfaction and service quality dimensions of the SERVQUAL model. Although this topic concerns both the employees and customers, I focused on customers because I am interested in viewing this subject from the customer perspective and customers who consume services. Also the topic can be viewed from a manufacturing and/or service sector; but I was limited to study it with the service sector since service quality is best evaluated from the service sectors.

Objective: The main objective of my study is

- To determine customer's satisfaction.
- To provide customer service for greater customer satisfaction.

Literature review

Now a days internet or on line services are giving more satisfaction to the customers. It also gives quality service that holds the customers. Self-service is an important concept to be applied to business-to-consumer e-commerce. Online shoppers look for items they want to purchase on the Internet, add items into an online basket, and click the submit button to send an order to online stores. The growing level of online sales every year is the evidence that consumers increasingly prefer to "help themselves" and demand to obtain instant information (Bonde & Cahill, 2005). Time saving is the biggest advantage of self-service according to 50% of 1,008 survey respondents, whereas lack of human contact is the biggest disadvantage of self-service by 43% of respondents (Howard & Worboys, 2003). Like a shop window for a physical retail store, a Web page is an essential element for a virtual store. However, an online store not only needs a fancy, informative Web page, but also requires a reliable system to support the operation. A study conducted by the Boston Consulting Group indicates that 48% of respondents cite slow response time as the main reason for abandoned online transactions (as cited in Teeter & Schointuch, 2000).

Zeithaml, Parasuraman, and Malhotra (2000) developed 11 e-SQ dimensions for measuring perceived e-service quality through a three-stage process using exploratory focus groups and two phases of empirical data collection and analysis. Their purpose was to develop a conceptual framework to understand e-service quality. These scholars also suggested that the 11 e-SQ dimensions should be continually examined and improved (Zeithaml, Parasuraman, & Malhotra, 2002). Parasuraman, Zeithaml, and Malhotra (2005) refined the e-SQ scale and developed two sets of scales for measuring electronic service quality. One is called the *E-Core Service Quality Scale (E-S-QUAL)*, consisting of 22 items to measure four dimensions: efficiency, system availability, fulfillment, and privacy. Another is called the *E-Recovery Service Quality Scale (E-RecS-QUAL)*, consisting of 11 items to measure three dimensions: responsiveness, compensation, and contact. These scholars declared that the *E-Rec-QUAL* scale is a subset scale of the *E-S-QUAL* scale.

The *E-S-QUAL* and *E-RecS-QUAL* scales were successfully tested in a study using a quota-sampling method. One-third of respondents were asked to evaluate their favorite sites, one-third were asked to evaluate their second-favorite sites, and one-third were asked to evaluate their third-favorite sites (Parasuraman et al., 2005). There were 549 completed questionnaires from randomly selected Web

users. However, Parasuraman et al. (2005) suggested that the reliability and validity of *E-RecS-QUAL* needed further examination in the context of Web sites having a higher incidence of problem encounters. These scholars also suggested that these two scales may be modified to measure service quality of pure-service sites because their research focused on Web sites that sold physical products.

Service recovery can be regarded as a passive strategy for the improvement of customer satisfaction. Service recovery refers to the actions taken by a firm in response to a service failure (Zeithaml & Bitner, 2003). Service failure often occurs when the customer's perceived service quality falls below customer expectations. For example, delivery and Web site design problems are two major types of service failure in online retailing (Holloway & Beatty, 2003). Such failures may cause significant costs to the firm, such as lost customers and negative word of mouth (Bitner, Brown, & Meuter, 2000).

Literature has addressed the importance of service recovery. According to Hart, Heskett, and Sasser (1990), firms learn from experiences of service recovery when they may not be able to prevent service failure. Berry and Parasuraman (1992) believed that firms should not regard service failure as a problem but as an opportunity to create satisfied customers. Hence, recovery strategies have a dramatic impact on a firm's revenue and profitability (Tax & Brown, 1998). Service recovery literature has shown that resolving customer problems has a strong impact on customer satisfaction and loyalty (Miller, Craighead, & Karwan, 2000; Smith & Bolton, 2002). Swanson and Kelley (2001) also found that customer behavioral intentions are more favorable when customers believe that firms consistently implement service recovery when failures occur. Furthermore, Robbins and Miller (2004) found that well-handled service recovery strongly affects customer loyalty.

Hypothesis of my studies are as follows:

1. Electronic recovery service quality has a direct positive effect on Electronic service quality for consumer electronics e-tailers.
2. Electronic recovery service quality has a direct positive effect on customer satisfaction for consumer electronics e-tailers.
3. Electronic recovery service quality has a direct positive effect on customer loyalty for consumer electronics e-tailers.

Conclusion and Managerial Implications

The goal of this paper was to theoretically assess the impact of customer relationship management on customer satisfaction and customer loyalty based on the review of existing literature. Various CRM factors have been identified that are closely linked with customer satisfaction and loyalty. The study demonstrates that CRM has a direct and positive relationship with customer satisfaction and customer loyalty. Customer loyalty also has a positive relationship to customer satisfaction. CRM factors are supposed to have a significant impact on customer satisfaction and loyalty. The study finds the components of CRM that constitute a CRM process, and interconnected links among customer relationship management, customer satisfaction and customer loyalty. The authors present the benefits that can be achieved through an effective CRM implementation. The quality-of-service positively affects customer satisfaction; implementing good CRM will increase customer satisfaction. The quality-of-service positively affects customer loyalty; implementing good CRM will increase customer loyalty. Customer satisfaction is positively related with customer loyalty. When customers become satisfied they are likely to remain repeat customers. This study also has several managerial implications. For firms evaluating CRM applications, it is important to understand the conditions under which deployment of those applications contributes to improved customer loyalty and customer satisfaction. Our results, which show the importance of customer loyalty and customer satisfaction integration in realizing the benefits from CRM applications, could be useful to managers who are currently evaluating or implementing CRM applications. Firms with greater interaction with customers are more likely to benefit from CRM applications in terms of

customer loyalty and customer satisfaction. The results imply that firms need to be willing to share their customer-related information with supply chain partners to benefit from the implementation of CRM applications. The importance of customer knowledge as a mediator of customer satisfaction

suggests that in addition to implementing CRM, managers should also ensure that customer knowledge is disseminated across customer touch points in order to benefit in terms of customer satisfaction. An implication of this finding is that managers need to institute measurement systems to capture the gains in customer knowledge following the implementation of CRM applications because gains in customer loyalty are a precursor to

gains in customer satisfaction. Given the favourable effects of CRM practices on organizational performance, the logical question arises: at an individual level, how can companies, employees, especially people/organization who interact with customers daily, increase their contributions to successful CRM. Training programs with CRM are crucial for employees, especially salespeople who regularly interact with customers. In particular, training programs are essential in conveying the importance and nature of a CRM orientation to salespeople so that they acquire the requisite relationship development skills and sensitivity to changing customer needs. Such training programs are crucial because customer expectations are changeable. Management should attend to the communication of CRM strategies and objectives of all employees. CRM responsibilities must be clearly defined, assigned, and understood via unequivocal communication. Therefore, management needs accurate and timely information to build effective and efficient customer relationship management.

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Emerging Need of CRM as a Tool for Customer Retention in Overseas Recruitment Industry.

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Abstract:

This paper seeks to explore the importance & use of Customer Relationship Management as a tool of Customer Retention in overseas recruitment Industry in India. Overseas recruitment or manpower export industry is one of the most innovative & promising industry in review of economic development of India.

Today globalisation has taken place in all areas. As India is having the largest number of young manpower compare to the other countries, India can take manpower export sector as a profitable sector. As per the current scenario in global market, the employers are getting more specific, due to which the demand for highly skilled & experienced manpower is increasing. The increased demand of highly qualified & experienced manpower have also increased the value of available manpower, which in result the recruitment firms/ supply agencies are facing difficulty in supplying specified quality manpower on time to fulfil the clients requirement.

This has started creating gap between specified demand & expected supply of manpower. To keep competing & dominating in global manpower market the recruitment industry/ supply agencies has to take special steps to retain their customers both manpower & the manpower hiring organisations. The possible solution to overcome the above difficulty is use of Customer Retention strategy by implementing CRM, as it has gained ground in recent years in many sectors which have given positive feedback.

The overall purpose of this paper is to develop a conceptual foundation for understanding the need of CRM in overseas recruitment industry.

Key Words: Manpower Export, supply agency, recruitment, Customer Retention & CRM.

Introduction:

Able adult and active population of a country is considered as manpower. Fulfilling the need of the country seconding the surplus manpower in foreign countries for financial benefit is manpower export. Hiring and then deploying people to positions where they can perform effectively is a goal of most organizations, whether domestic or international. These organisations engaged in providing any service, directly or indirectly, in any manner for recruitment or supply of manpower, temporarily or otherwise are the manpower supply agencies.

Currently India is the largest manpower exporter in gulf countries & second largest in US. From past few decades many workers are working abroad. Even though in our country the largest number of population is youth, the grim fact is that only about 4% of our current graduates are employable by industries. The Boston Consulting Group's study confirms that by 2022, India will have excess manpower of 46 million. This is a very interesting aspect that the Indian economy will always have surplus manpower.

Now a day due to globalisation & increased competition the demand for highly skilled & experienced manpower is increased tremendously which in result increased the value of skilled worker. This has created the challenge in front of overseas recruitment agencies to deploy the required skilled manpower from India to respective clients within given time. Many skilled & experienced workers are already deployed in overseas & also due to their increased value their availability or acquiring new manpower has become challenge. Even though the India is country with large number of youth population the currently available young population of India is not skilled or experienced enough as per the demand of quality manpower in global market. The

increased business projects & lack of availability of skilled workers have created manpower crunch in global labor market. Deploying expected quality employees for client's requirement on time is a challenge recruitment agencies facing today. The increased demand of quality workers in global market & comparatively their reduced number is the upcoming issue in overseas recruitment industry; this has created the gap between Demand & supply of required manpower. This crunch is the most important situation where manpower agencies will have to be proactive in their manpower business.

Customer Relationship Management is the comprehensive strategy and process of acquiring, retaining and partnering with customers to create superior value for company and the customer. The recruitment agencies will have to use CRM as the tool for customer retention. Customers of overseas recruitment agencies are the workers deployed to abroad & hiring organisations from global market. The workers deployed to abroad are generally deployed or hired on a temporary basis or contract basis. The supply agencies can retain their skilled worker by using various CRM practices like CRM software, maintaining database, being in touch with them, taking follow ups, recalling them after a specified contract period & can be again deployed to the required client. This in turn will help them to meet the client's requirement of skilled worker. The agencies have to retain skilled manpower to sustain their business & survive in global market. This strategy will help supply agencies to meet efficiently the gap between demand & supply of required manpower.

Thus the CRM will help to be proactive & retain the potential customers to face the upcoming challenges in manpower export.

Literature review:

A global approach towards the issues of customer relationship management is adopted by Raab et al (2008) in "Customer relationship management: a global perspective". The value of this specific work to the proposed research can be explained in a way that it will allow the comparison of customer relationship management principles to the similar principles exercised by other multinational in a global marketplace.

A range of academic models and writings relate to this research in direct and indirect ways and some of the most relevant models are going to be explored in the study. One of the most models to be used in the study is The Gap Model of Service Quality. "A model of service quality called the gap model identifies five gaps that can cause problems in service delivery and influence customer evaluations of service quality" (Lamb et al, 2011, p.189).

These five gaps are a) the gap between customer wants and the management perceptions about customer wants; b) the gap between the management perceptions about customer wants and the specifications of service developed; c) the gap between the service specifications and the actual service provided; d) the gap between the quality of service promised and the quality of service provided, and e) the gap between expected service and perceived service on behalf of customer.

Another relevant model to be tested during the study constitutes Relationship Model of customer relationship management proposed by Peppers and Rogers (2011). Specifically, the model advocates adopting a pro-active approach in sustaining customer relationships and proposes a set of specific principles that would assist to accomplish this task.

One more model tested was the International Human Resource Management given by Tony Edward & Chris Rees.(2006). This gives light on the strategies & structure of HRM in MNC's. It helps to understand the prospect of international recruitment & challenges of globalisation in HR.

Objective of the study:

1. To study the challenges in Manpower Export
2. To review the literature on Manpower export in India
3. To understand the use of CRM in overseas recruitment
4. To understand the use of Customer Retention in recruitment
5. To understand the need of Customer retention & CRM in Manpower export.

Hypothesis:

H1: if the Customer retention strategy implemented the manpower supply agency may fulfil the client's requirement on time successfully.

H2: Even if the customer retention strategy is implemented manpower supply agency may not be completely successful in fulfilling manpower requirement on time.

Methodology:

Qualitative research methods focus on providing a complete picture of the situation with the aim of understanding of behaviour and inter-relations (Saunders et al, 2007).

The research for this paper was conducted through literature review, without any empirical work being conducted. A large resource of written material was used, which included books, magazine articles, academic journals, as well as the websites.

Conclusion:

In brief I would like to conclude that the CRM as a tool of Customer Retention is one of the possible solution to face the challenge of manpower crunch in front of manpower export industry. Currently the skilled manpower resource is limited & is challenging to acquire. For recruiting new skilled & experienced manpower from India it will take few more years. The current available young manpower is not meeting the requirement of global market in view of high experience & skills. As the current government prioritised the skill development as a necessary condition to make India global manufacturing hub & targeted to developing 500 million skilled youth by 2022, India will always have the excess manpower.

Keeping this in mind we have to understand the temporary crunch & future prospect of Manpower export industry in India, CRM will be a great tool for the recruitment agencies not only to face this crunch but also to excel in their manpower export.

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A Study of Emerging Way of e-customer Relationship Management in Cooperative Banking in Thane Region

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Abstract

Advancement in information technology of the banking sectors approach to provide effective and efficient service to the customers such as Green banking, ATM, Online transaction, internet banking facility, 24x7 customer support cell to resolve customers problems. This research paper throws light on Electronic customer relationship management or practices (e-CRM) with cooperative banks in Thane region to identify benefits and challenges as well as success factors of the implementation and develop better understanding of customer problem to find out solutions on right time.

Keywords: Electronic customer relationship management (e-CRM), Customer relationship management (CRM), banking sector, customer Challenges and opportunities, benefits, internet banking

Introduction

Customer relationship management (CRM) is heart of every business transaction.

CRM is important function of banks focused on customer oriented marketing which gather all data related about customer and used to find out effective customer service. CRM involves analysis based upon customer feedback to find out solutions to the problems. Internet has new medium for business and marketing scope to enhance data analysis of customer behaviors.

Considering global scenario and stiff competition among banking has changed look out and adopt e-CRM to CRM in order to pay more attention to the customer due to awareness of internet.

e-CRM (Electronic Customer Relationship Management) is gaining more popularity in the world due to widespread of internet. It provides effective interactive and relevant communication with customers across electronic platform. It provides complete view of decision about e messaging and support to the customers 24x7.

e-CRM is encompasses all the customer relationship management function with the use of net environment. for example intranet, internet . The base of electronic relationship management is information technology (IT). It integrates internal banking strategies and external customer requirement and guide the way to fulfill the need on time.

Nowadays internet is our part of life and many cooperative banks are consider this opportunities to reduce service cost, better customer relationship and personalised marketing support in home loan, vehicle loan, credit /debit card, balance in account etc. e-CRM results into increasing long term profits of cooperative banks because banks are incurring less cost of recruiting person in the bank and satisfaction of large base of customers. Electronic method of cooperative banking gathers data of customers and analyse the information and categorizations and segmentation of customers and align products that best suit to them

Objectives of the study

1. To study concept of 'e- CRM'
2. To identify the impact of 'e-CRM' & CRM on organistaion for business prospective.
3. To check the awareness of e-CRM cooperative banking among bank employees, associates and general public.
4. To create awareness about e- CRM among the general public and consumers and cooperative bank employees.

5. To explain different type application of IT in e-CRM and businesses and impact on organization.
6. To explain differences between transactional marketing and relation marketing.

Review of literature

Saravanakumar (2009), CRM is all about maintaining a sustainable competitive advantage by serving existing customers and attracting new customers.

Dutta et al(2009) ,Haque et al (2009), In current scenario bank customer are higher than their perception. This gap varies across banking sectors with public sectors bank and foreign banks showing narrow gaps.ATM machines are convenient places and tele banking and internet banking facility. The further study shows deals with customer insight for the needs and wants. This is important for bankers to provide better services.

Rangarajan 2010, CRM is developing into a major element of corporate. With intensifying competition, decline market share, smarter and more demanding customers, there is competition between the banks to attain a competitive advantage over one another or for sustaining the survival in competition.

Bose, 2002, states the customer relationship management (CRM) is important and essential function of customer oriented marketing which accumulate information about customers for providing effective services to them. CRM has come into existence because of changes and developments in the marketing strategies due to technology.

Research methodology

The research methodology used in this study is based on primary as well as secondary data. The primary data was collected from the study conducted through telephonic interactions and personal interviews. The study examines major aspects concerned with the e-CRM & CRM. Specially structured questionnaires and interviews with customers have been used for survey purpose.

Sample Size:2 co-operative banks in Thane region.

Customers: 150 & 25 from cooperative bank

Method of Sample Collection: Random

The Descriptive research design is developed for conducting this study. It is mainly based on both primary and secondary data. The secondary data were collected from Website of banks, Journals etc.

Difference between e-CRM and CRM

CRM –

- a) Customer relationship management get contact through malls, phone directory etc.
- b) This is personal approach to the customer
- c) Nowadays CRM used as a back end of information system .It means once data based created by information system CRM is acted accordingly
- d) CRM based upon job function and products
- e) Time consuming and high cost involved

e-CRM-

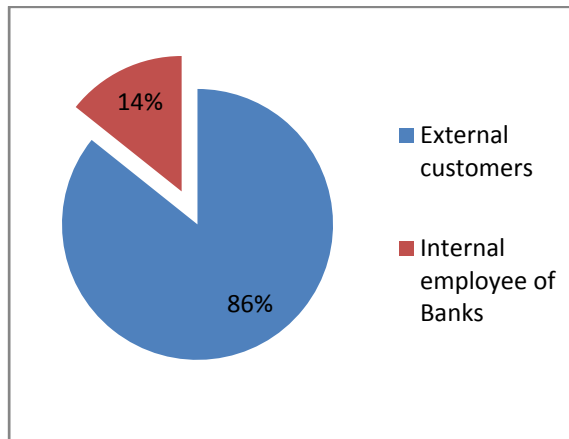
- a) E means electronically customer relationship management get connected through internet, email, wifi technology.
- b) This is internet system based
- c) e-CRM-Based upon information system and it is integrated with detail data warehouse of customer.
- d) e-CRM based upon customer need/requirements.
- e) Reduction in time and cost

ANALYSIS AND INTERPRETATION

Table 1- % of external and internal participates in the survey.

Genderwise distribution of respondents

External customers	Internal employee of Banks
150	25



The above study reveals that 86% customers having background like sr.citizen, working people, student and others are participants.14% participants are bank employee.

Table 2- relationship with the bank and feedback obtained.

Relationship with the banks	Feed back from customers	Tradition bank	E banking
Saving account	85	40	45
Current account	25	20	5
Safe and secure banking	70	30	40
Good service provided by Bank	85	30	55
other services	60	25	35

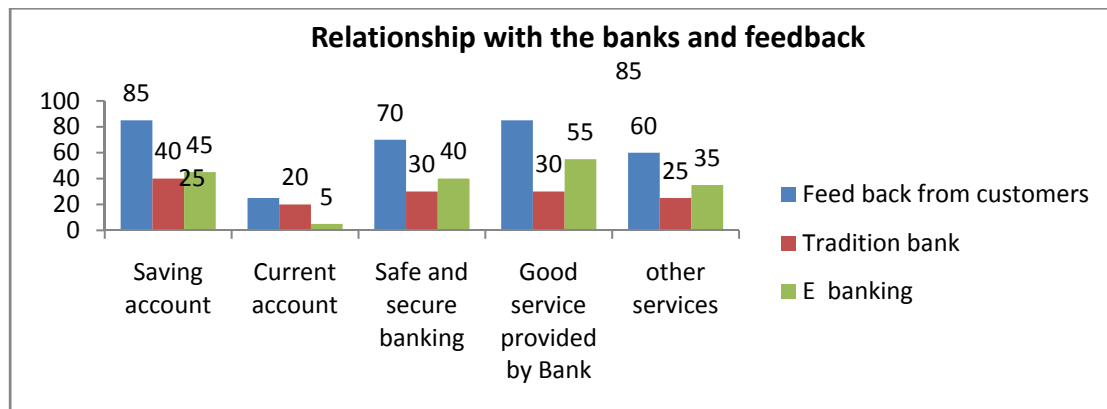


Table 2 Represents the relationship of the customer with bank with various service provided by the bank and feedback for the same.

Findings from data

1. It is identified that e banking 40 customers are towards e banking compare with traditional banking.
2. It is observed that 45 customer feels e banking is hassle free compare with traditional banking.
3. It is identified that in current account banking customer still prefers traditional banking due to small business compare with e banking. Banks has to look to make better customer relationship management with current account holder to find out reason for non adoption of e banking facility by small business
4. It is observed that 55 customers are satisfied with e banking facility provided by bank. This enhances further opportunity for bank to increase customer's base. This shows that cooperative banks are able to handle problems effectively and provide solutions on priority basis.
5. Nowadays banking is accepting information technology platform in order to spread awareness among their employee to make effective customer relationship based upon keeping update data base for customer and offer various products or services online through their website and consider feedback and provide response to satisfy customer on time.

Conclusion

This study reveals that perception of consumers can changes by awareness program, friendly usage, proper security and the best response to the services offered.

Bank should concentrate on providing pension and retire benefits to the Sr. Citizen through e banking.

An awareness activity needs to be carried out to attract new customers towards internet banking.

Bank should ensure to provide security and confidentiality of customers information.

Bank should provide reply within 24 hrs after login of customer complaint.

Bank should update the customers database and makes development of effective improvement in services makes customers loyal to the bank and show interest in using banking products result in increase of profitability of bank

This is positive approach adopted by bank to enhance business by building and implementing good e- CRM and CRM practices.

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Caveat venditor(let the seller beware) is a counter to Caveat emptor (let the buyer beware) : discussion in the light of CRM

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Abstract

This paper deals with the maxim CAVEAT VENDITOR (Seller beware) and its implications on buyers, sellers and their relationship. The old age principle of Caveat Emptor (Buyer beware) may now disappear in favour of the new principle Caveat Venditor that is directed towards a new consumer protection system.

The paper also focuses on the cases which had led to the decline of the doctrine of caveat emptor and emerged a need of new principle of caveat venditor. In contract of sale both buyer and seller should be accountable, buyer for reasonable inspection and seller for disclosure of information so that no dispute should arise.

Keywords

Caveat Venditor, Caveat Emptor, Case Studies, Crm

Introduction

Caveat emptor is an ancient maxim derived from a Latin expression that tells buyers to beware of sellers. The maxim implies that sellers who sell the goods have no duties to disclose the defects in their goods whatsoever and are even entitled to make any misrepresentation they want; buyers are responsible for collecting all information and are at their own peril when they rely on false statements. It is the duty of the buyer not to take chance but to take care and examine the goods before he buys them. The seller's liability arises only when there are latent defects in goods which were not apparent at the time of purchase. Unless there is an agreement to contrary the risk involved in purchase is of the buyer.

As per Advanced Law Lexicon, Caveat emptor means "let the purchaser beware."

"It is one of the rule, applying to a buyer who is bound by actual as well as constructive knowledge of any fault in the thing purchased, which is evident, or which might have been known by proper diligence. This rule is used with reference to sale or sales of the properties where the purchaser is expected to exercise proper caution and to inform himself as to its quality and encumbrances."

"Caveat emptor does not mean either in law or in Latin that the buyer must take chances. It means that the buyer must take care." See Wallis v. Russell [1902] 2 IR 585

While the principle literally refers to buyers, caveat emptor is usually interpreted so as to also include caveat venditor ("seller beware"); the idea is then that all parties are responsible for their own mistakes in arm's-length negotiations.

The modern trend in laws protecting consumers, however, has increased responsibilities placed upon the seller, and the doctrine of *Caveat Venditor* (Latin for "Let the seller beware") has become more prevalent. Generally there is a legal presumption that a seller makes certain warranties unless the buyer and the seller agree otherwise. A seller who is in the business of regularly selling a particular type of goods has still greater responsibilities in dealing with an average customer. For example: A person purchasing antiques from an antique dealer or jewelry from a jeweler is justified in his or her reliance on the expertise of the seller.

If both the buyer and the seller are negotiating from equal bargaining positions, however, the doctrine of caveat emptor would apply.

Statement of Justice Dixon in *Australian Knitting Mills v. Grant*: The goods should be in such an actual state that the buyer should be fully acquainted with the facts and therefore knowing that hidden defects existed and not being limited to apparent condition would buy them without abatement of the price obtainable for such goods if in reasonably sound order and condition and without any special terms. The law commission of India has accepted this case study

Consumer is King!!

The rule of 'caveat emptor' is dying at a slow pace and is being taken over by a new rule of 'caveat venditor', this change is brought about for more consumer oriented market wherein commercial transactions are being encouraged. Such a change, no doubt would create a balance between the rights and obligations of the seller and the buyer. In this context the comments of Lord Wright which are relevant reproduced here: *The "old rule" of caveat emptor had been replaced by caveat venditor, such change being "rendered necessary by the conditions of modern commerce and trade" Let the buyer beware* is not a phrase that judges use very often nowadays. The age-old rule of caveat emptor rule, which has its origin in common law, has over the times undergone major changes. In this rule of caveat emptor many exceptions also grew with time. Therefore this conceptual change would center around the balancing point of the necessity of disclosure of information by the seller on one side and implications of reasonable inspections done by the buyer on the other.

Need for the study

Is consumer really a king in the market?? In modern market sellers are defrauding the customers and doctrine of caveat emptor couldn't help customer in most cases. The modern trend in laws protecting the consumers has minimized the importance of this rule which is due to the change in the market conditions. The reasons for the decline of caveat emptor and need for emerging a new rule of caveat venditor and its effects in the modern market.

Objectives

- 1) To study the reasons for disappearing the maxim of Caveat Emptor.
- 2) To find out the reasons for emergence of new rule of Caveat Venditor.
- 3) To study the implications of Caveat Venditor on seller and customer relationship.
- 4)

Sources of data

The data used in this research is of secondary nature and has been collected from the relevant websites, journals, magazines and some periodicals.

Analysis and interpretation

History of Caveat Emptor

"Caveat emptor" is a principle of law older than Christianity. It came to us from ancient Rome and must have been in common use long before Justinian prepared his famous code. In the good olden days the principle of 'Caveat emptor', which meant buyer beware governed the relationship between seller and the buyer. In the era of open markets buyer and seller came face to face, seller exhibited his goods, and buyer thoroughly examined them and then purchased them. It was assumed that he would use all care and skill while entering into transaction. The maxim relieved the seller of the obligation to make disclosure about the quality of the product. In addition, the personal relation between the buyer and the seller was one of the major factors in their relations. But with the growth of trade and its

globalization the rule no more holds true. It is now impossible for the buyer to examine the goods before hand and most of the transactions are concluded by correspondence. Further on account of complex structure of the modern goods, it is only the producer / seller who can assure the quality of goods. With manufacturing activity becoming more organized, the producers / sellers are becoming more strong and organised whereas the buyers are still weak and unorganised. In the age of revolutionised information technology and with the emergence of e-commerce related innovations the consumers are further deprived to a great extent. As a result buyer is being misled, duped and deceived day in and day out. Mahatma Gandhi, the father of nation, attached great importance to what he described as the “poor consumer”, who according to him should be the principal beneficiary of the consumer movement.

The Court cannot find out exactly the rights and wrongs of every case that comes before it but must have definite rules on which its judgments are formed. In this case it has evolved a rule which throws responsibility upon the buyer. It casts on him the responsibility of looking after his own interest, and any man who cannot do this is unlikely to succeed in a society where business is to be done under contracts freely entered. He must see that the goods he buys or hires are suitable for the purposes for which he procures them, for it is not the duty of the seller or owner to do so. The rule of caveat emptor, as it prevailed at the times of its origin, was quite rigid. In case of *Sykes v. Tyler Rose*. A couple discovered via a TV documentary that the previous occupant of their house had brutally murdered his adoptive daughter there.

They took the seller to court, claiming that they should have been told this before the sale. The judge was sympathetic but rejected their claim – it was up to them to find out about the house’s history if this was important to them.

If one sees the English Sale of Goods Act, 1893 it is not only noticeable but quite evident that the seller’s duties as to disclosure requirements when a product sold was minimal. Buyer’s examination of the goods was considered over and above any duty upon the seller to provide information. Concepts like ‘fitness of goods’ and ‘merchantability’, which could be used to shift the burden as to quality and fitness on the seller, were not encouraged.

Thus it can be noted that the law is in the favor of the seller, and thus the new rule or a rule contrary to caveat emptor has emerged that is caveat venditor which had put the burden on the seller also.

Need for the change of the Doctrine of Caveat Emptor

In case *Ward v. Hobbs* 1878, in this case a contract of sale has been found between A and B. A has to sell an animal to b who is suffering from typhoid. B negligently selects such animal and as a result all animals present in B’s farm died. B sued A. court decides that B is negligent he cannot blame seller for his own negligence and therefore B cannot claim any compensation. The caveat emptor rule protects seller only. This rule is another application of the Caveat emptor principle: in theory, the cautious buyer should protect himself by asking questions. It is therefore a scenario wherein a buyer would not have any choice against a seller who has in spite of being aware of a hidden defect cannot be detected by reasonable examination not informed the buyer about the same, would certainly not encourage buyer to go for any future commercial transactions. Another reason for disappearing of the principle of Caveat emptor is that it does not provide adequate protection to the buyer, who buys the goods in good faith i.e. buying in reliance on the skills and judgment of the seller. The relationship between the buyer and seller should be given equal importance. But the rule of Caveat Emptor is more protective to the seller.

Origin of the Doctrine of Caveat Venditor

Priest V. Last Case, the buyer asked for a hot water bottle to the seller, retail chemist. The bottle supplied burst after few days use and injured buyer's wife. The court held that seller was liable for the breach of implied condition because buyer had made known to the Chemist the purpose for which he was in need of the bottle.

It is one of the first traceable decision in common law, which gave significance to the trust placed by the buyer on the seller's skill and judgment. And which marked as a blow to Caveat Emptor. However it was just the beginning of what could be termed as the thinning process of the rule of Caveat Emptor. Further based on this case, the courts in subsequent cases expressed a view that it is not necessary for the buyer to express in clear terms the use of product or service in the contract as it is evident from the nature of contract or in the course of negotiations the reason behind the purchase. In the above case when the buyer asked for hot water bottle, it is understood that it will be used to store hot water.

Therefore, seller must make sure that he takes every necessary step that he is not held liable for any problem found in the goods. Although, he can limit his liability by clearly stating it to the buyer that he will not be responsible for any problem in the goods once sold. Due to the same reason we find the statement written "goods once sold are not returned or refunded" in shopping malls.

However, principle states that seller can only limit his liability to the extent the defects were discoverable if the buyer has taken reasonable care when purchasing but he cannot limit his liability in case if defect was not detectable with reasonable inspection. Same is the case with fraud under which supplier cannot exclude himself even if the transaction is completed.

This principle is applied depending on the situation and applicable laws in the country. Historically and still to this day, principle of caveat emptor, completely opposite to the maxim of caveat venditor, is widely used under which seller is more protected and buyer is required to be diligent. However, last few decades have seen major changes in the customer's and supplier's rights especially because of e-Commerce where buyer is more protected and now the principle of caveat venditor is getting common.

Conclusion

The rule of "Caveat Emptor" is being slowly taken over by "Caveat Venditor", the transform being recognized to a more consumer sovereign market wherein commercial transactions are being encouraged. Such a change, no doubt would help to create an appropriate balance between the rights and obligations of the seller and the buyer. In this context the comments of Lord Wright which are relevant reproduced here: The "old rule" of Caveat emptor had been superseded by Caveat Venditor, such change being "rendered necessary by the conditions of modern commerce and trade" Let the buyer beware" is not a phrase that judges use very often nowadays. The ancient rule of Caveat emptor rule, which has its origin in the law, has over the period undergone foremost changes. As the rule was being given a solid shape, its exceptions also grew with time. Therefore this conceptual change would center around the balancing point of the necessity of disclosure of information by the seller on one side and implications of reasonable inspections done by the buyer on the other. But it should be noted that of this drift of change is taken too far, we might end up in retarding dealings due to the approach, then becoming particularly pro-buyer, who might misuse the shield under law.

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A Study On Green HRM: An Initiative towards reducing Environmental Issues

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Abstract

Green Human Resource Management (HRM) has gained its unique position in the recent research since the awareness towards environmental management and sustainable development has gradually increased. There have been numerous debates about the issues of environmental degradation, climate change, ethics, social responsibility, marginalization and formation of strong voices of groups, radicalism and protest on capitalism. Societies have formed non-governmental organizations (NGOs) or non-profit organizations to become watchdogs for industries, governments and organizations' activities in order to enhance and strengthen sustainability efforts. The uncontrolled activities of sustainable products, services, policies and practices have negative consequences on all aspects of humans' life.

Regulation and awareness are the two main motivational factors which have driven organizations to go green. Specifically, by setting regulation at the international level, organization and industries are pushed to practice certain green values. Besides, increased awareness among 'green consumers' or 'environmentalists' leads to buying products and services that are safe and not harmful to the environment and society. Either outputs or the society-related activities, practiced by the companies, are watched by this group. Therefore, it is essential that companies do not overlook on any unsustainable management activities.

In order to ensure the continuity and success of the green efforts, there must be an urge for the industries and organizations to understand and seek for more opportunities and benefits in the future. Greening HRM practices to a certain extent cannot be counted and it is called 'intangible' in value.

Green HRM is an innovative approach towards environmental issues and sustainability.

Key Words: HRM, Green HRM, Environmental sustainability.

Introduction

Green HRM is the emerging topic in current scenario. Research is done on this topic but researchers argue that employees should be inspired, empowered, and environmentally aware of greening in order to carry out green initiatives. There is a growing need for strategic Green HRM – the integration of environmental management into HRM. An organizations Human Resource function can be influential in facilitating a comprehensive approach for creating a culture of sustainability. The strategy involves implementing changes to the different functions of HR like recruitment, induction, training and development, conducting performance appraisal, and also determining employee compensation. Green initiatives within HR form a wider form of corporate social responsibility.

Green HRM refers to using every employee to endorse sustainable practices and increase employee awareness and commitments on the issues of sustainability. It involves undertaking environment friendly initiatives resulting in greater efficiency, lower costs, and better employee engagement and retention which in turn help organization to reduce carbon footprints by the means of

- Electronic filing
- Teleconferencing
- Online training
- Flexible working hours

Green HRM is the use of HRM policies to promote the sustainable use of resources within organizations and more generally promotes the causes of environment sustainability.

Green HRM Means....

The term 'Green HRM' is most often used to refer to the contribution of people management policies and practices towards the broader corporate environmental agenda. Typical green activities include video recruiting, or the use of online and video interviews, to minimize travel requirements. Green rewards can include the use of workplace and lifestyle benefits, ranging from carbon credit offsets to free bicycles, to engage people in the green agenda, while continuing to recognize their contribution. While many employees often feel it is not their responsibility to protect the environment while they are at work, the new workforces of millennials are emphasizing environmental consciousness as they chose their employers. There is also a broader opportunity to engage the workforce given that more and more people seek meaning and self-actualization in their jobs. Other simple green actions include minimizing the amount of printed materials used in performance management, salary reviews and so on. While there is definitely a substantial amount of 'green washing' occurring in reducing waste, there are many opportunities here too. However, HR is never going to have a truly significant impact on a business through the improvement of HR processes alone so the greater opportunity is to contribute to the green agenda of the business as a whole.

Review of literature:

John R. Rathgeber (2007) has said in his research that many business leaders are embracing Corporate Sustainability and Green Business practices as a way to improve their operations and enhance their competitiveness.

On other hand John Sullivan (2009), in his paper has stated that environmental issues are on most every one's mind so if your firm has a competitive advantage in this area will create an employment brand. Green recruiting is a chance to differentiate yourself in a recruiting marketplace where standing out from the crowd is already extremely difficult. Moreover Gen y is focusing on the Green Recruitment.

(Crosbie and Knight, 1995; Wehrmeyer, 1996; North, 1997; Revill, 2000), Job descriptions and person (job) specifications may include environmental, social, personal, and technical requirements of the organizations as far as possible. For example, environmental protection duties should be included, along with the allocation of environmental reporting roles and health and safety tasks.

Green Compensation:

Employee compensation programs can be modified to give bonuses based in part on the employee's appraisal ratings on the behavioral and technical competencies. In addition, employees could be awarded bonuses for their outstanding work on special projects (Liebowitz, 2010, p. 53). Green rewards can include the use of workplace and lifestyle benefits, ranging from carbon credit offsets to free bicycles, to engage people in the green agenda while continuing to recognize their contribution (Pillai & Sivathanu, 2014, p. 1). Last, but not the least, more emphasis should be given on researches which determine effective approaches that will help to design and implement green compensation practices and may lead to the achievement of corporate environmental goals.

Green Training and Development:

Training and development is a practice that focuses on development of employees' skills, knowledge, and attitudes, prevent deterioration of EM-related knowledge, skills, and attitudes (Zoogah, 2011, p. 17). Green training and development educate employees about the value of EM, train them in working methods that conserve energy, reduce waste, diffuse environmental awareness within the organization, and provide opportunity to engage employees in environmental problem-solving (Zoogah, 2011). Green T&D activities make employees aware of different aspects and value of environment management.

Green employee relations:

Employee relations are that aspect of HRM which is concerned with establishing amicable employer–employee relationship. The relationship facilitates motivation and morale of the employees as well as, increases the productivity. Employee participation in Green initiatives increases the chances of better green management as it aligns employees’ goals, capabilities, motivations, and perceptions with green management practices and systems. Involving employees in EM has been reported as improving EM systems such as efficient resource usage (Florida & Davison,2001); reducing waste (May & Flannery, 1995); and reducing pollution from workplaces (Kitazawa & Sarkis, 2000). Several workers in their study concluded that individual empowerment positively influences productivity and performance, and facilitates self-control, individual thinking, and problem-solving skills (Renwick, 2008; Wee & Quazi, 2005).

Objective of the Study:

- 1) To Provide with the basic understanding of Green HRM to the reader .
- 2) To study the contribution of Green HRM in reducing Environmental issues.
- 3) To Attempt to suggest Green initiatives for HR.

Methodology

The study is primarily based upon the secondary data. For this extent literature related to the topic from different databases, websites and other available sources were collected. A systematic review of collected literature was done in detail.

Suggestions to HR on Green Initiatives

Some examples of green HRM practices/initiatives are:

- 1) Discouraging the use of paper in filing and office work by making use of technology like adopting digital filing.
- 2) Pooling of cars for transporting executives to minimize fuel consumption and carbon emissions or even encouraging cycling among employees to commute to office, wherever possible..
- 3) Switching off lights and using Sun light during day time wherever possible. Some corporate may adopt green architecture in building their offices that allows bright Sun light into work place.
- 4) Strict implementation of smoking free premises.
- 5) Announcing rewards for employees for green ideas.
- 6) Conducting tree planting camps for employees.
- 7) Educating employees on safe disposal of electronic waste or bio-medical waste etc.
- 8) Conduct energy audit.

Companies Adopting Green HRM Practices in India

- 1) ITC Limited.
- 2) Indian Oil.
- 3) Tata group.
- 4) The Associated Cement Companies Ltd.(ACC Ltd.)
- 5) ONGC.

Future Green HRM Initiatives**Green Building**

The Green building movement has gained tremendous momentum during the past 3-4 years. The concept of green buildings is not as nascent as we think it is. For example, our own ancestors worshipped the five elements of nature - Earth as ‘Prithvi, Water as ‘Jal’, Agni as ‘Energy’, Air as ‘Vayu’, and Sky as ‘Akash’. Green buildings basically seek to harness all these natural elements in its design & construction to an optimum level so as to have an eco-friendly, low energy & low water consumption building and at the same time providing fresh & healthy environment to its occupants.

Threats of global warming & shrinking natural resources along with rise in power consumption has led to acceptance of need to construct all buildings as green buildings. A green building is one which encompasses the following important features –

- (i) Site selection with full respect to ecology of the area & existing environment & use of local materials etc.
- (ii) Minimum consumption of energy by the building
- (iii) Minimum use of fresh water from external sources
- (iv) Maximum use of non toxic, recycled & renewable material
- (v) Highest indoor air quality without affecting the energy consumption
- (vi) Integrated Building Management System for control & monitoring, measurement & verification
- (vii) Innovation in design & construction technique.

Some of the benefits of a green design to a building owner, user, and the society as a whole are as follows :

- Reduced energy consumption without sacrificing the comfort levels
- Reduced destruction of natural areas, habitats, and biodiversity, and reduced soil loss from erosion, etc.
- Reduced air and water pollution (with direct health benefits)
- Reduced water consumption
- Limited waste generation due to recycling and reuse
- Increased user productivity
- Enhanced image and marketability.

Paperless Office starts here:

The Paperless Project is a grassroots coalition of companies focused on transforming the way organizations use paper and electronic content. The Paperless Project's GO GREEN initiative concentrates on reducing a company's carbon footprint, specifically paper usage, through applying content management and imaging technologies.

Regardless of company size, adapting an electronic content management method will streamline procedures throughout all departments.

Simply locate a document, perform the appropriate action, and securely re-store it within seconds

5 Steps to Paperless Office

- 1. Internal Documents.** Share files without that trip to the printer. With Google Docs, a free service run through Gmail, you can work simultaneously with colleagues on a document or spreadsheet. The system even lets you 'chat' with others viewing the document. It also continuously saves, so you'll never lose your work file. You can download the files you create at any time if you need to email (or print them), and you can also revert to or compare earlier versions of a Google **GOOG - 0.94%** Doc at any time. If your office hasn't jumped into the Gmail craze, Microsoft Office 365 offers interactive document editing features as well. Basecamp is another popular system for document collaboration and sharing. It stores documents and conversations/emails by topic, but unlike Google Docs, it does not allow for two colleagues to simultaneously edit the same document.
- 2. Paperless statements and bill paying.** The more online bill paying you do, the less you'll spend on postage, envelopes and employee time coordinating invoices, checks, and mailings. Running your office finances through the web makes payments prompt and much easier to track. Most banks offer paperless statements and even provide incentives for customers to manage their accounts online. If you are a merchant, use an App like Square to accept payments through your smartphone. You can also email receipts for customers instead of printing them.

3. **Storage and file sharing.** For moving and storing large files, consider investing in Dropbox or another file transfer system. Dropbox allows you to create group folders for different members of your office to allow you to quickly disseminate reports. YouSendIt is another good paperless option for sharing and storing large files.
4. **Meetings and Printouts.** Doodle, SurveyMonkey and whenisgood.net provide free services for conducting surveys and scheduling meetings, but what about handouts once you arrive? TeamViewer is an impressive office package that allows owners remote access to office computers 24/7 through any other computer or smartphone. It also includes features for screen sharing during presentations, transmitting videos, sharing files, teleconferencing and accessing whiteboards. With TeamViewer there is no need to print handouts when you make a presentation or pitch; just temporarily hijack your colleagues' laptops while you demonstrate why your idea is the best — then upload the slides to Basecamp or Dropbox (above) so they can have access to a saved digital copy.
5. **Scanning and Faxing.** More companies rely on scanning and faxing than you would imagine, despite the prevalence of online and digital solutions. TurboScan is an excellent App that allows you to use your camera as a scanner and quickly converts captured images to PDFs for easy emailing. For incoming faxes, eFax.com puts them right into your email box as paperless emails for less than \$15 per month.

Technology provides a host of smart tools to help your office reduce paper waste. Every step towards a paperless environment will save you time, money, storage space and clutter.

Conclusion:

The future of Green HRM appears promising for all the stakeholders of HRM, be it the employers, employees, practitioners, or academicians. We propose that GHRM has substantial scope for research in management field but lacks behind in practice within academic arena; hence, there is a need to bridge the gap between professional GHRM practices and preaches in research and teaching environmental management. Pushing further, we look forward to see more research on this topic in near future, which can highlight the role of HRM activities in supporting green initiatives and to some extent even influencing environmental management strategies. On the concluding note, we would like to add that HR is the major role player in implementing GHRM practices and policies. Apart from this, they have a crucial role to play in recruitment of new employees who are more responsible toward green business practices thus, indirectly saving the Earth. Last, but not the least, HR has significant opportunity to contribute to the organization's green movement and plays important role in enthusing, facilitating, and motivating employees for taking up green practices for greener business.

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A Study of Elasticity of Revenue and Capital Expenditure of Government of Maharashtra

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Abstract

It is essential to study the pattern of revenue and capital expenditure from the point of view of growth of the economy. To study the pattern we can take the help of elasticity of expenditure. If elasticity of expenditure is greater than one, then state is responsive in its expenditure programme to the growth of the economy which is considered as the Wagnerian hypothesis. The objective of the paper is to study the elasticity of revenue and capital expenditure to Net State Domestic Product and to study the elasticity of per capita revenue and capital expenditure to Per capita income of the state of Maharashtra. For the study, the secondary data is collected through RBI and State government publications. The Wagner's law of increasing state activity in revenue and capital expenditure is tested. The results are showing non presence of Wagner's law in revenue and capital expenditure. For revenue and capital expenditure, the elasticity is less than one which shows that the state is not responsive in revenue and capital expenditure programmes to the growth of the economy.

Key Words: - Revenue expenditure, Capital expenditure, Wagner's Law, Growth rate, Per capita income, Net State Domestic Product Elasticity of expenditure .

1. Introduction: - Budget in India takes into consideration revenue and capital expenditure. Total expenditure in government budget is divided into revenue and capital expenditure. Proper management of financial resources will lead to development of the economy. At the same time, expenditure of the government is expected to be more than the growth of the economy. Maharashtra state is considered to be a disciplined state in financial management of the resources. Here, we have to test whether the state is responsive in revenue and capital expenditure programme to the growth of the economy or not. In the classification of public expenditure broadly we are using plan and non-plan expenditure, capital and revenue expenditure and developmental and non-developmental expenditure. Out of this in the present paper we can study the pattern of revenue and capital expenditure of the government of Maharashtra. Elasticity of revenue and capital expenditure is studied for thirty years data from 1975 to 2005. If the elasticity of expenditure to NSDP is higher than one then growth in revenue and capital expenditure is higher than growth in NSDP and PCI of the state.

2. Objectives of study: -

- I. To study the elasticity of revenue and capital expenditure to Net State Domestic Product.
- II. To study the elasticity of per capita revenue and capital expenditure to Per capita income of the state.

3. Hypothesis of the Study: - Hypotheses of the study are as follows;

- I. Elasticity of revenue and capital expenditures to NSDP are more than one.
- II. Elasticity of per capita revenue and capital expenditures to per capita income of the state are more than one.

4. Scope of the Study: - The study is restricted to the revenue and capital expenditure of government of Maharashtra only. No consideration of expenditure of central government. At the same time, there is no consideration of private expenditures or the expenditures of public sector undertakings. The study will take into account the period from 1975 to 2005.

5. Data Collection and Methodology of study: - Data for study collected through secondary sources only which includes budget documents of the state of Maharashtra. Data also collected from Reserve Bank of India bulletin and state finances: a study of the budgets of the state

governments. Economic surveys of Maharashtra were also helpful in providing data on NSDP and Per capita income of the state. Here we use regression method to arrive at the results of elasticity of expenditure to NSDP and per capita income of the state.

Log linear model: - The log linear models are being used for to see elasticity of each category of expenditure with Net State Domestic Product of the state. This gives us how much increase in particular category of expenditure occurs because of an increase in NSDP of the state. The model is as follows;

$$\text{Log PE} = A + \text{Log NSDP} + w1 \text{-----Equation-I}$$

Like this log of each category of expenditure is computed using NSDP and per capita income of the state as the independent variable.

Since, we are using data for thirty years it difficult to compute results manually so we use 'R' software which is available on internet freely.

- 6. Review of literature:** - Empirical study of the state expenditure policy and its impact on the other variables, relationship with national income and other variables was studied by the German economists Adolph Wagner. This law of the Wagner is explanatory rather than prescriptive in character. According to Wiseman and Peacock, "Its aim is to establish generalizations about government expenditure, not from postulates about the logic of choice, but rather by direct inference from historical evidence." Adolph has based his law of increasing state activities on historical facts. Adolph Wagner arguing that government expenditure must increase at an even faster rate than output. According to Wagner, income elasticity of the public expenditure is greater than unity. It means that rate of increase of government expenditure is greater than the rate of increase of the economy. Arthur Mann tries to test this law but has got contradictory results. Here we test this law for revenue and capital expenditures of the government of Maharashtra.
- 7 Elasticity of expenditure category to NSDP and PCI:** - To test Wagnerian hypothesis for revenue and capital expenditure we can take elasticity of individual category of expenditure of Maharashtra state with that of NSDP and elasticity of individual per capita category of expenditure with that of per capita income of the state. Elasticity of revenue expenditure to NSDP of the state is 0.985 means it is just less than elasticity. It means revenue or current expenditure of Maharashtra is responsive to the growth of the economy of Maharashtra. Elasticity of per capita revenue expenditure to that of per capita income of the state is as of revenue expenditure to NSDP i.e.0.98. Elasticity of capital expenditure to NSDP of the state is 0.77 and elasticity of per capita capital expenditure to per capita income is 0.73 only indicating less responsiveness of capital expenditure in relation to the growth of the Maharashtra economy. Government must increase responsiveness of capital expenditure to per capita income by allocating more funds than increase in per capita income.

Table no 1- Elasticity of Revenue and Capital expenditure to NSDP and Elasticity of per capita expenditure to PCI

Category of expenditure	Revenue expenditure	Capital expenditure	Per Capita Revenue Expenditure	Per Capita Capital Expenditure
Intercept	-1.82	-0.77	-1.81	-0.87
Coefficient	0.985	0.77	0.98	0.73
SE I	0.19	0.37	0.19	0.35
SE C	0.018	0.03	0.02	0.04
t-I	-9.11	-2.06	-9.48	-2.44
t-C	54.23	22.66	45.87	18.21
R ²	0.99	0.94	0.98	0.92
R ⁻²	0.99	0.94	0.98	0.91

All intercepts and coefficients are significant at 0.1% level of significance except Cap Exp which is significant at 5%. SE I- Standard error of Intercept, SE C- SE of Coefficient, t-I & t-C stands for t values of intercept and coefficient, R^2 & R^2 are Multiple and adjusted R2.

8. Conclusion: - As far as revenue expenditure and per capita revenue expenditure is concerned, it is nearer to unity but is less than one so we can conclude that revenue expenditure can not satisfy the Wagnerian hypothesis. Same is result for capital and per capita capital expenditure. Capital expenditure is less elastic to the growth of the economy. For keeping the economy on higher growth trajectory in future, it is essential to have higher growth in capital expenditure than growth of the economy.

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• **Statistical appendix:** -

Table No. 2 - Revenue, Per capita revenue, Capital, Per capita and total expenditure with NSDP and PCSI.

Year	RE	PCRE	CE	PCCE	TE(Lac)	PCE(Rs)	NSDP(Cr.)	PCSI(Rs.)
1975-76	91981	166.186	43870	79.262	135851	245.44	7676.8	1387
1976-77	102886	181.973	47029	83.179	149915	265.15	8573.6	1516.4
1977-78	112674	194.9857	53183	92.035	165857	287.02	9624.8	1665.6
1978-79	140720	238.2522	67346	114.02	208066	352.27	10658	1804.5
1979-80	159892	264.8696	69048	114.38	228940	379.25	12145.7	2012
1980-81	191704	307.8898	69574	111.74	261278	419.63	15113.3	2427.3
1981-82	223803	352.0131	84983	133.67	308786	485.68	16965.8	2668.5
1982-83	262808	404.4914	95710	147.31	358518	551.8	18277.4	2813.1
1983-84	318122	479.0119	106275	160.02	424397	639.03	21151.6	3184.9
1984-85	387984	571.9798	118325	174.44	506309	746.41	22628	3335.9
1985-86	449080	649.1783	124068	179.35	573148	828.52	26467	3826
1986-87	497878	699.5964	143307	201.37	641185	900.96	28431	3995
1987-88	550445	755.9858	142447	195.64	692892	951.62	33770	4638
1988-89	654065	877.5383	156098	209.43	810163	1086.9	40472	5430
1989-90	790255	1035.516	183452	240.39	973707	1275.	50139	6570

1990-91	875367	1120.088	201859	258.29	1077226	1378.3	58137	7439
1991-92	1004872	1258.533	200284	250.84	1205156	1509.3	65808	8242
1992-93	1154670	1418.085	246686	302.96	1401356	1721.0	82076	10080
1993-94	1310869	1583.085	387443	467.9	1698312	2050.9	101767	12290
1994-95	1481219	1756.124	521414	618.19	2002633	2374.3	116507	13813
1995-96	1716839	1998.16	420807	489.76	2137646	2487.9	140730	16379
1996-97	2084580	2344.138	415915	467.7	2500495	2811.8	158682	17844
1997-98	2289651	2523.604	477863	526.69	2767514	3050.2	195168	21511
1998-99	2566303	2773.861	465416	503.06	3031719	3276.9	214557	23191
1999-00	2953822	3129.504	870539	922.32	3824361	4051.8	247830	26257
2000-01	3740095	3889.19	480724	499.89	4220819	4389.0	252283	26234
2001-02	3828152	3909.25	419806	428.7	4247958	4337.9	274113	27992
2002-03	4047431	4073.078	674307	678.58	4721738	4751.6	300476	30238
2003-04	4268006	4232.829	1119812	1110.6	5387818	5343.4	341424	33861
2004-05	5104665	4976.979	1981767	1932.2	7086432	6909.1	387390	37770

RE- Revenue expenditure, PCRE- Per capita revenue expenditure, CE- Capital expenditure, PCCE- Per capita capital expenditure, TE- Total expenditure, PCE- per capita expenditure, NSDP- Net state domestic product, PCSI- Per capita state income

Academic Stress among Female Medical Students: A Comparative Study between Thai and Indian Students

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Abstract

Background of the problem:

High levels of stress may have a negative effect on mastery of the academic curriculum. Stress related problems increase during the period of undergraduate medical education

Objectives

The present study deals with the comparison of Academic stress of Indian and Thai Female medical students

Methods

The sample consisted of 104 Indian medical female students and 177 Thai medical female students were selected for the study. The academic stress was assessed by using Gadzella's Life Stress Inventory (B. M. Gadzella,1991). Five categories of academic stressors namely frustrations, conflicts, pressures, changes, and self-imposed and four categories describing reactions to these stressors like physiological, emotional, behavioral, and cognitive were comprised.

Results

Result reveals that significant difference of academic stressor was found between Indian and Thai female medical students ($t < .05$). In order to find out the differences of five categories of academic stressors between Indian and Thai medical students; t-ratio was computed for each category separately. The result reveals that significant differences were found in Frustration academic stressors ($t < .05$), conflict academic stressors ($t < .05$), Pressure academic stressors ($t < .05$), Changes academic stressors ($t < .05$) and Self imposed academic stressors ($t < .05$) between Indian and Thai female medical students. While comparing The Reactions to stressors result reveals that insignificant difference of Reactions to stressors was found between Indian and Thai female medical students ($t = 0.001$). In order to find out the differences of four categories of Reactions to stressors between Indian and Thai female medical students; t-ratio was computed for each category separately. The result reveals that only significant difference was found in Physiological Reactions to stressors ($t = p < .05$), however Insignificant differences were found in emotional Reactions to stressors ($t = 0.88$), Behavioral Reactions to stressors ($t = 0.87$), and cognitive Reactions to stressors ($t = 0.56$) between Indian and Thai female medical students.

Conclusion

The Indian medical students were more suffered from the academic stressors with frustration and conflict.

Introduction:

Medical education across the globe is perceived as being inherently stressful. (Sheikh et. Al 2004, Nojomi et.al.2007.) Medical students are predominantly suffers from stress during their study period as because of academic pressure, classicist criteria and tough nature of medical practice which requires involvement with human suffering, death, sexuality and fear (Shah and Trivedi, 2009;

Abdulghani et al., 2011). Stress also lead to poor physical health, mental distress, reduce students' self-esteem and have a negative effect on cognitive functioning and learning of students in the medical school (Dyrbye et al., 2006; Velayudhan et al., 2010; Fish and Nies 1996; Chew-Graham et al., 2003; Saipanish, 2003). A place in medical school in many countries is very highly expressively difficult. Academic stress among and mental health on medical students has been a topic of interest for many years. Academic stress is mental and emotional pressure, tension, or stress that occurs due to the demands of college life (DeDeyn, 2008). Medical students are exposed to diverse varieties of stress. Currently there are lot of discussions regarding stress of medical students because mental health ensures total health (WHO, 2003).

Medical students are exposed to diverse varieties of stress. Stresses of medical students are mainly due to curricular overload but not due to personal difficulties (Kaufman et al., 1998). It is because of demanding, intense environment of medical education has created excessive pressure on medical students (Yusoff, 2013). There are number of reports available indicates that medical school's environment is not congenial and friendly to enhance psychological and physical health of students (Guthrie et al., 1998; Given et al., 2002; Vitaliano et al., 1989). There is a no evidence of research reports on academic stress on medical students. The effort made by the investigator, can prove very useful for reduce academic stress and improve mental health to female students.

Methods

This study is part of Bilateral Cultural Exchange Programme of Indian Council of Social Science Research and National Research Council of Thailand. The data was collected during the visit of Thailand of the investigator from 5-21 Feb-2012 with the help of National Research Council of Thailand and Indian study center from five medical colleges of Thailand. The data was collected from 318 medical students after screening 177 female medical students selected for data analysis. In India, data was collected individually through questionnaires from the 300 hundred female medical students from MGM Medical College Aurangabad, Medical College Latur, Shankarao Chavan Medical College Nanded, Government Medical college Akola and Punjab Rao Deshmukh Medical college Amravati, after screening 280 medical students selected for the study.. The data was checked for accuracy and completeness and was coded and put up into the SPSS Descriptive statistics for all studied variables, percentage mean, standard deviation and t-ratio was considered statistically technique throughout the study and the level of significant was set-up at 0.05 level. For measure the academic stress, Gadzella's (1991) Students-life Stress Inventory was used. It was compose of 51 items to be divided into two major sections: types of stressors and reactions to stressors. The types of stressors section was include both personal and academic stressors and is divided into the following five categories: frustrations, conflicts, pressures, changes, and self-imposed. The reactions to stressors section was comprise of the following four categories: physiological, emotional, behavioral, and cognitive. Participants respond to a five-point scale using 1 = never, 2 = seldom, 3 = occasionally, 4 = often, and 5 = most of the time.

Results and discussion

The results and discussion have been presented in concise and comprehensive manner that is easy to comprehend starting with selected physical parameter. As the primary aim of the study was to compare the academic stress of female medical students with the help of t-ratio

The results concerning this are presented in the form of tables. For the sake of convenience and methodical presentation of the results, following order has been adopted.

Table-1

Mean Scores, Standard Deviation and t-ratio of the academic stressors between Female Indian and Thai medical students.

Dimension	Medical Students	Number	Mean	S.Ds.	t-ratio
Frustration	Indian students	104	19.82	2.01	15.88*
	Thai students	177	15.69	2.31	
Conflicts	Indian students	104	12.78	1.32	5.33*
	Thai students	177	10.54	1.80	
Pressure	Indian students	104	13.50	1.51	5.42*
	Thai students	177	12.36	2.06	
Changes	Indian students	104	10.67	1.18	7.62*
	Thai students	177	09.45	1.62	
Self imposed	Indian students	104	18.11	2.03	2.44*
	Thai students	177	17.45	2.57	
Academic Stressors	Indian students	104	74.81	7.94	6.83*
	Thai Students	177	65.32	10.36	

* Significant at .05 level.

Table-1 depicted Mean Scores, Standard Deviation and t-ratio of the academic stressors along with its five category between Indian and Thai female Medical students. The result given in Table-1 reveals that significant difference of academic stressor was found between Indian and Thai female medical students ($t = 6.83, <.05$). In order to find out the differences of five categories of academic stressors between Indian and Thai female medical students; t-ratio was computed for each category separately. The result reveals that significant differences were found in Frustration academic stressors ($t=15.88, <.05$), conflict academic stressors ($t=5.33, <.05$) Pressure academic stressors ($t=5.42, <.05$), Changes academic stressors ($t=7.62, <.05$) and Self imposed academic stressors ($t=2.44, <.05$) between Indian and Thai female medical students.

Table-2

Mean Scores, Standard Deviation and t-ratio of Reactions to stressors of Indian and Thai female medical students.

Dimension	Players	Number	Mean	S.Ds.	t-ratio
Physiological,	Indian students	104	35.07	6.76	2.06
	Thai students	177	33.29	7.30	
Emotional,	Indian students	104	11.89	2.89	0.88
	Thai students	177	12.20	2.76	
Behavioral,	Indian students	104	13.51	3.32	0.87
	Thai students	177	13.16	3.27	
Cognitive	Indian students	104	4.98	1.43	0.56
	Thai students	177	4.85	1.40	
Reaction to stressor	Indian students	177	66.11	12.59	0.01
	Thai students	104	60.76	14.81	

* Significant at .05 level.

NS=Not Significant.

Table-2 depicted Mean Scores, Standard Deviation and t-ratio of the Reactions to stressors along with its four categories between Indian and Thai female Medical students. The result given in Table-2 reveals that insignificant difference of Reactions to stressors was found between Indian and Thai female medical students ($t=0.001$). In order to find out the differences of four categories of

Reactions to stressors between Indian and Thai female medical students; t-ratio was computed for each category separately. The result reveals that only significant difference was found in Physiological Reactions to stressors ($t=2.06, p<.05$), however Insignificant differences were found in emotional Reactions to stressors ($t=0.88$) Behavioral Reactions to stressors ($t=0.87$), and cognitive Reactions to stressors ($t=0.56$) between Indian and Thai female medical students.

Discussion

Although Indian and Thai medical students may encounter common stressors in college, perceptions of what are considered as academic stressors may differ. The research finding indicates that there was significant difference of academic stressors was found between Indian and Thai female students. Indian Medical female students were found to have got more suffered from academic stressors rather than Thai medical students. Academic stressors include the student's perception of the extensive knowledge base required and the perception of inadequate time to develop it (Carveth, Geese, & Moss, 1996). The high level of academic stressors of Indian female medical students may be due to the Indian medical students share common academic stressors such as family-related pressures, scholarship requirements, financial burdens, competition in class, and course-related stress increased load towards exam, vast syllabus, not getting expected marks, less time for repeated learning and procrastination (Solanke et.al. 2012,) The more academic stressors of Indian medical students this may be also due to the Medical students in India have a more traditional and insecure position after graduation, personal factors such as staying away from family, adjustment to unfavorable hostel conditions, parental expectations, etc (.Nandi et.al. 2012, Balakrishnan 2004),. In addition, there is a situation of unemployment among physicians in India. In Thailand, by contrast, there is a shortage of physicians; all medical students of Thailand can feel confident that they will be employed and the education is well regulated, as are salaries. While comparing differences of five categories of academic stressors between Indian and Thai medical students separately, significant differences were found in Frustration academic stressors, conflict academic stressors, Pressure academic stressors, Changes academic stressors and Self imposed academic stressors between Indian and Thai female medical students. Indian female medical students more frustrated, conflicted than Thai medical students this may be due to the daily hassles to reach goals, lack of resources available failures to accomplish goals, feelings of being a social outcast, dating problems, and denied opportunities in spite of one's qualifications, diverse cultural, social, religious, and political backgrounds (Solanke et.al. 2012, Shah and Trivedi, 2009; Singh et al., 2004, Singh 2010) This study is also conformity with Dalal and Bala (2013) found stress is common in medical schools of India. While comparing reaction to stressors, the result reveals that insignificant difference of reaction to stressors was found between Indian and Thai students ($t=0.001$). In order to find out the differences of four categories of Reactions to stressors between Indian and Thai female medical students. The result reveals that only significant difference was found in Physiological Reactions to stressors between Indian and Thai female medical students. This study presents a unique set of data, where identical instruments have been used to study stress in medical students of two different countries and cultures, Thailand and India. The two countries have a student-exchange collaboration, which enabled the study.

Limitations

Results of this study are limited by a relatively small preliminary survey of self-reported academic stress rather than a study of actual behavior, which would be very difficult to achieve. As such, participants may have answered questions in a socially desirable manner to avoid the stigma associated with admitting personal inadequacies. A limitation of this study is that it reflects the findings of some medical college; the data was collected in selected medical colleges from both countries hence, the results may not be generalized to other institutions in the both countries. Perceived stress was self-reported by medical students of both Nations and that may have resulted in some reporting bias. To keep the student data-collection time within reasonable limits, information on

Academic stress self-reported and no special psychometric instruments were used to measure it. Future research is warranted on estimating the level of stress by psychometric instruments and the compare between stress Study also compared the whole data not a fragment i.e. year wise medical students. Future studies should be proactive in maintaining a balance of participants on the basis of year wise medical students.

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Garhwali Folk Songs – Mirror of Garhwal

Dr. Sudama Singh Bhandari

The entire state Uttarakhand (Garhwal and Kumaon) is situated in the North-Western part of India , the land of rishis, munis and mahamunis and an abode of Lord Shiva and Parvati. It is bounded by the beautiful young fold mountains. The word Garhwal is derived from the words 'Garh' and 'wall'. It is believed that there were 52 garhs with strong and mighty walls. History witnessed that Mohammed Gauri, Gorkhas and Britishers hampered the province time to time.

Garhwal Kingdom



There is no doubt Garhwal is a paradise of gods and goddess. Rich culture, treasure of flora and fauna, abundance of nature, variety of traditions, honesty and religious faith are the main characteristics of Garhwal.

The sky kissing peaks, white sheets of snow, meadows, beautiful valleys, the hissing zigzag rivers and smiling flowers touch the tender heart of everyone. Seeing the abundance of nature and the queue of temples, Mahatma Gandhi called Uttarakhand a Mini Switzerland. As a view point of religion, literature, art and culture, it is well prosperous. Some religious people believed that Garhwal is also the origin of Hindu Religion.

The reality and the treasure of Garhwali culture is hidden in Garhwali folk songs and lokgeet . The folk-lore of Uttarakhand , indeed the lives of the people are filled with dancing and singing . It is as important for them as wearing colourful clothes and ornaments. For them the gods can be influenced by dances. The art of singing and dancing also owes its inspiration to the fascinating mythical dancing damsels who dwell on snow clad peaks.

Garhwali Village



Uttaranchal lives in the Villages. More than 75% of Uttaranchal's population consists of rural population. Though the conditions of villages have improved a bit in past years, there is yet a lot to change and transform. This could be seen in the Garhwali folk songs or lokgeet

Garhwali has a rich literature in all genres including poetry, novels, short stories and plays. Earlier, Garhwali literature was present only as folklore. Although Garhwali was the official language of the Kingdom of Garhwal since 8th century, the language of literature was mostly Sanskrit. In 1830 AD, American missionaries published the New Testament in Garhwali. Thereafter, Garhwali Literature has been flourishing. Today, newspapers like "Uttarakhand Khabarsar" and "Rant Raibaar" are published entirely in Garhwali. Magazines like "Baduli", "Hilaans" and "Chitthi-patri" contribute in the development of Garhwali language.

Purpose of Garhwali Folk Songs - Translation

The folk-lore of Uttarakhand, indeed the lives of the people are filled with dancing and singing. It is as important for them as wearing colourful clothes and ornaments. For them the gods can be influenced by dances. The art of singing and dancing also owes its inspiration to the fascinating mythical dancing damsels who dwell on snow clad peaks.

It is found that Garhwali has a rich literature in all genres including poetry, novels, short stories and plays. But hardly the work has been done in Garhwali literature in English language. Earlier, Garhwali literature was presented only as folklore. It is observed that Garhwali magazines such as "Uttarakhand Khabarsar"; "Rant Raibaar"; "Baduli", "Hilaans" and "Chitthi-patri" are putting a lot of efforts for the development of Garhwali folk songs and the culture.

It has been surveyed that in this brain-drain age when most of Uttaranchalis have left their homeland in search of job or higher education, people are getting detached from their hometown and villages. Now the native places have become "occasional places" to the people.

Objectives

- 1) To translate old folk songs in a form of English Poetry.
- 2) To find out origin of folk songs – lokgeet.
- 3) To explore mystery of Garhwali people.
- 4) The research aim is to study Garhwali Lokgeet with reference to Jaagar, Khuded geet and other songs.

Methodology

Research is an art, an inner voice of a writer or a person, creative thoughts and ideas of a researcher. New creation may be the footprints to the future generation. It gives direction to the society and awakes new spirits among the scientists and the creators. There is need to dig out our past culture, nature, religion music etc. Modern generation is fascinated from the materialistic world, so they don't have time to peep towards the cultural values and social attachment. Now the time has come to discover these values in Garhwali lokgeet. Generally Garhwali folk songs are either neglected or forgotten by the modern generation or the people of Garhwal.

Primary and secondary datas are the weapons to discover the old and original Garhwali songs. These songs are either in group or in individual. Garhwali lokgeets are written in Garhwali language which are translated in Hindi but never translated in a form of English poetry.

For the successful study of Garhwali folk songs, secondary data is used such as Garhwali magazine and newspapers, Hilaans , Rant Raibaar , Baduli , and the great writers such as late Dr. Chatak - 'Garhwali Lokgeet'; late Dr. Shivanand Nautiyal - 'Lokgeet Music and melody' and 'Nanda Devi Raaj Jaat' by Ex Chief Minister of Uttarakhand Shri Ramesh Chandra Pokhriyal. Even Garhwali singers such as Shri Narender Singh Negi and Mrs Meena Rana will be another sources of my research.

There are number of instruments used in Garhwali Lokgeet such as Dhol, Damaun , Thali and Hudaki for the beauty of the folk songs and the echo of lokgeet. All these are the part of Garhwali literature. Theses instruments polished Garhwali songs for the better taste among the readers.

Garhwali Music Instruments

Hudaka - Thali



Dhol - Damau



Conclusion

Garhwali folk music or Garhwali lok geet is blessed with such a divine virtue that after listening it, we automatically feel the nature of Garhwal and a sense of natural melody comes in our heart. Garhwali songs or music is basically related to the various festivals, folk stories and simple life of people in Uttarakhand. Garhwali music and Garhwali Lok Geet is integrated in every part of Uttaranchal. Anybody can feel the music of Garhwal if they enter the divine land.

There is need to put the hearty efforts to collect, store, share and preserve the information about Garhwal villages for the coming and going generations. There is need to encourage every individual to contribute as much details as possible about their native places. There are unlimited Garhwali folk songs which are written or handed over mouth to mouth to be preserved and recorded so the young generation can utilize in future.

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Study of supply chain management in helping customer relation.

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Abstract

Effective supply chain management has become a potentially valuable way of securing competitive advantage and improving organizational performance since competition is no longer between organizations but among supply chain. The concept of supply chain has received increasing attention from academics, consultants and business managers. Many organizations have begun to recognize that SCM is the key to building sustainable competitive edge for their products and or services in an increasingly crowded marketplace. The short- term objectives of SCM are primarily to increase productivity and reduce inventory and cycle time, while long- term objectives are to increase market share and profits for all member of the supply chain. Data from studies have indicated that higher levels of SCM practice can lead to enhanced competitive advantage and improving organizational performance. Also, competitive advantage can have a direct, positive impact on organizational performance.

Introduction

As competition in the 1990s intensified and markets became global, so did the challenges associated with getting a product and service to the right place at the right time at the lowest cost. Organization began to realize that it is not enough to improve efficiencies within an organization, but their whole supply chain has to be made competitive. The understanding and practicing of supply chain management has become an essential prerequisite for staying competitive in the global race and for enhancing profitably.

The concept of supply chain has received increasing attention from academics, consultants and business managers. Many organizations have begun to recognize that SCM is the key to building sustainable competitive edge for their products and or services in an increasingly crowded marketplace. The concept of SCM has been considered from different point of view in different bodies of literature such as purchasing and supply management, logistics and transportation , operations management, marketing, organizational theory, and management information systems.

The purpose of this study is therefore to empirically test a framework identifying the relationships among SCM practices, competitive advantages and organizational performance. SCM practices are defined as the set of activities undertaken by an organization to promote effective management of its supply chain. The practices of SCM are proposed to be multi-dimensional concept, including the downstream and upstream side of the supply chain.

Organizational performance.

Organizational performance refers to how well an organization achieves its market-oriented goals as well as its financial goals. The short- term objectives of SCM are primarily to increase productivity and reduce inventory and cycle time, while long- term objectives are to increase market share and profits for all member of the supply chain. Financial metrics have served as a tool for comparing organization and evaluating an organization behavior over time. Any organization initiative, including supply chain management, should ultimately lead to enhanced organizational performance.

A number of prior studies have measured organizational performance using both financial and market criteria, including return on investment , market share, profit margin on sales, the growth of ROI, the growth of sales, the growth of market share, and overall competitive position. In line with the above literature, the same items will be adopted to measure organizational performance in this study.

Literature review:

The need for long term relationship between customers and suppliers has been suggested by the literature. According to Bullington (2005) the literature of supply chain management suggest the marriage with customer supplier relationship. They aim to apply results of research on successful families to supply chain management in order to improve the critical business relationship. Their research based on surveys and interviews of more than 6000 successful families over 20 years.

Supply chain management and customer relationship management system on a firms long term stock prior performance and profitability measures such as return on assets and return on sales by considering a sample of 186 of ERP implementation, 140 SCM implementation provided mixed results. Early ERP adopters are observed to gain stronger profitability. SCM system adopters are observed to have positive stock returns and improvement in profitability. However, for CRM the results could not provide a clear picture whether they approved their stock returns or profitability.

Competitive advantages is the extent to which an organization is able to create a defensible position over its competitors. It comprises capabilities that allow an organization to differentiate itself from its competitors and is an outcome of critical management decision. The empirical literature has been quite consistent in identifying price/cost, quality, delivery and flexibility as important competitive capabilities. In addition recent studies have included time-based competition as an important competitive priority. Research by Stalk (77), Vesey(78), Handfield and Pannesi (79), Zang (36) identifies time as the next source of competitive advantage. On the basis of prior literature, Koufteros et al.(35) describe a research framework for competitive capabilities and define the following five dimension: competitive pricing, premium pricing, value to customer quality, Dependable delivery and production innovation. These dimension are also described by (74,75.81-84).

Objectives :

- To Simplify marketing and sales process
- To Make call centres more efficient
- To Provide better customer service
- To Discover new customers and increase customer revenue.

Hypothesis

The SCM framework developed in this study proposes that SCM practice has a direct impact on the overall financial and marketing performance of an organization. SCM practice is expected to increase an organization market share, return on investment and improve overall competitive position. Customer relation practices have also been shown to lead to significant improvement in organization performance. The higher level of information sharing is associated with the lower total cost, the higher order fulfillment rate and the shorter order cycle time.

The bottom line impacts of SCM practices have been confirmed by real world example. A recent survey finds that organization that are best at SCM hold 40% to 65% advantage in their cash to cash cycle time over average organization and the top organization carry 50% to 85% less inventory than their competitors. Based on the above it is hypothesized that:

H1 : firms with high levels of SCM practices will have high level of organizational performance.

SCM practices impact not only overall organizational performance but also competitive advantage of an organization. They are expected to improve an organization competitive advantage through price, quality, delivery dependability, time to market, and product innovation. Prior studies

have indicated that the various components of SCM practices have an impact on various aspects of competitive advantages. Information sharing leads to high levels of supply chain integration by enabling organization to make dependable delivery and introduce product to the market quickly. Information sharing and information quality contribute positively to customer satisfaction and partnership quality. Postponement strategy not only increases the flexibility in the supply chain but also balances global efficiency and customer responsiveness.

H2 : firms with high level of SCM practices will have high level of competitive advantages.

Having a competitive advantages generally suggests that an organization can have one or more of the following capabilities when compared to its competitors: lower prices, high quality, higher dependability and shorter delivery time. These capability will, in turn enhance the organization overall performance. Competitive advantages can lead to high levels of economic performance, customer satisfaction and loyalty and relationship effectiveness. Brands with higher consumer loyalty face less competitive switching in their target segments thereby increasing sales and profitability.

An organization offering high quality products can charge premium prices and thus increase its profit margin on sales and return on investment. An organization having a short time to market and rapid product innovation can be the first in the market thus enjoying a higher market share and sales volume.

Research implication and limitations:

The present study validates the SCM practice construct that has generally been poorly defined and about whose meaning there has been a high degree of variability in people understanding. Although some organization have realized the importance of implementing SCM, they often do not know exactly what to implement, due to a lack of understanding of what constitutes a comprehensive set of SCM practices.

As today's competition is moving from "among organization" to "between supply chains", more and more organization are increasingly adopting SCM practice in the hope of reducing supply chain cost and securing competitive advantages. The finding of this research support the view that SCM practices can have discernible impact on competitive advantages and organizational performance.

It should be noted that the SCM practices may be influenced by contextual factors, such as the type of industry, firms size, a firms position in the supply chain, supply chain length, and the type of supply chain.

Conclusion

This paper provides empirical justification for a frame work that identifies five key dimension of SCM practices and describes the relationship among SCM practices, competitive advantages and organizational performance. It examines three research questions:

1. Do organizations with high level of SCM practices have high level of competitive advantages.
2. Do organization with high level of SCM practices have high level of organization performance.
3. Do organization with high level of competitive advantages have a high level of organizational performance?

The instrument was tested using rigorous statistical test including convergent validity, discriminant validity, reliability and the validation of second order constructs. This study provides empirical evidences to support conceptual and prescriptive statement in the literature regarding the impact of SCM practices.

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“Customer Relationship Management in Banks”

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Abstract

As we know, Now a days many businesses such as banks, insurance companies, and other service providers realize the importance of Customer Relationship Management (CRM) and its potential to help them acquire new customers, retain existing ones and maximize their lifetime value. Today, Customers are observed as an article of trade. With the growth of Service Marketing, Customer Relationship Management (CRM) advanced and became popular in India. CRM became crucial to cope up with exceeding competitive global market. The purpose of this study is to determine the usefulness of CRM implementation on customer satisfaction and observed business performance. In an administrative point of view, this research provides an outline of the impact of CRM efforts on the magnitude of customer satisfaction and apparent business conductance.

Keywords: CRM, Customer satisfaction, apparent business conductance.

Introduction:-

The banking sector in India has been witnessing spectacular changes. The major reasons for the recent drastic changes in banking industry's portfolio are competition, consolidation, information technology and the need to be customer-centric. Banks could improve the profitability by adopting strategies like market segmentation, innovation, price bundling and relationship.

Technology has a major role to play in retail banking, but its role is complementary to customer service initiatives. Due to increased financial market products like commercial paper and variety of financial instruments, big corporate clientele of several commercial banks have shifted their loyalty, and have been raising resources from the market directly and commercial banks have become more retail customer-centric by offering wide range of services.

In the field of administration and management it has been found that Customer Relationship Management (CRM) has been a well-liked and widely accepted practice to maximize customer equity. This system is predominantly useful to commercial banks along with its influences in various other sectors in industries. CRM involves the building up and managing of flourishing relationships with advantageous and gain giving customers.

CRM initiatives often lead to improved customer satisfaction and apparent business conductance as customer potentials like profits are maximized. In essence, this paper examines the efficiency of CRM efforts in the commercial banks of India. Since long time, marketing has played a crucial role in building a customer centric organization. Obviously we better know and we accept that companies are customer driven and customers are a central point for any marketing initiatives. Therefore delivering customer satisfaction is of primary importance. Various research being done in past reveals that a satisfied customer is more loyal and hence facilitates a stable form of economic performance to the company.

Through CRM, banks can create a spirited advantage by synergizing their efforts to effective delivery customer satisfaction while getting the most out of the profits. In this research paper, the author attempt to scrutinize the effectiveness of CRM implementation on customer satisfaction and business conductance. Therefore, the aim of this research is to examine influence of CRM implementation on customer satisfaction and apparent business conductance in commercial banks in India

Literature review:-

Customer relationship management in financial services industry is a cyclical process which starts with definition of customer actions (Panda T, 2003). Panda T described customer expectations are difficult to manage but are often the cause of dissonance which results in loss of existing customer base. So understanding of customer expectations with regard to service delivery levels and product quality is essential for establishing a long term symbolic value relationship.

The challenge before the banks is not only to obtain updated information for each customer, but also to use the information to determine the best time to offer the most relevant products (Lau K, et al, 2003). It is also important to understand that if customers bring in profits for the bank, it becomes imperative for the bank to provide excellent services to those customers, otherwise they switch to other banks CRM can be viewed as a process geared towards increasing the value of customers over their lifetime as customers (Furness P, 2001).

Furness P highlighted that the essential part of CRM process is the application of decision analytics to understand and predict customer behavior. Berry (1983) defines customer relationship management as attracting, maintaining and enhancing customer relationships in multi service organizations. CRM, which is becoming a topic of increasing importance in marketing, is concerned with using information technology in implementing relationship marketing strategies (Ryals L, et al, 2001).

Customer service is the primary end of any bank. A customer always wants something and expects that the bank should come up to the level to fulfill those needs. Again, the more you provide, still more the consumer needs. Service quality is about meeting customers' needs and requirements, and how well the service level delivered matches customer expectations. Service quality in banking implies consistently anticipating and satisfying the needs and expectations of customers (Howcroft, 1991). Berry and Parasuraman (1991) also hold the view that high quality service gives credibility to the field sales force and advertising, stimulates favorable word-of-mouth communications, enhances customers' perception of value, and boosts the morale and loyalty of employees and customers alike. In today's competition in Indian banking industry, customers have to make a choice among various service providers by making a trade-off between relationships and economies, trust and products, or service and efficiency (Sachdev et al, 2004). Hallowell Roger (1996) conducted a research on customer satisfaction, loyalty, and profitability and found that as compared to public sector, private sector bank customers' level of satisfaction is comparatively higher.

CRM in Banking sector:-

Over the last few decades, technical evolution has highly affected the banking industry. For more than 100 years, banks were using branch based operations. Since the 1980s, things have been really changing with the advent of multiple technologies and applications. Different organizations got affected from this revolution; the banking industry is one of it (Sherif, 2002).

In this technology revolution, technology based remote access delivery channels and payment systems surfaced. ATM displaced cashier tellers, telephone represented by call centers replaced the bank branch, internet replaced the mail, credit cards and electronic cash replaced traditional cash transactions, and interactive television will replace face-to-face transactions (Sherif, 2002).

In recent years, banks have moved towards marketing orientation and the adoption of relationship banking principles. The key motivators for embracing marketing principles were the competitive pressure that arose from the deregulation of the financial services market particularly in India. This essentially exposed clearing banks and the retail banking market to increased competition and led to a blurring of boundaries in many traditional product markets (Durkin, 2004).

According to Stone et al. (2002) most sectors of the financial services industry are trying to use CRM techniques to achieve a variety of outcomes. In the area of strategy, they are trying to:

- Create consumer-centric culture and organization;
- Secure customer relationships;

- Maximize customer profitability;
- Integrate communications and supplier – customer interactions across channels;
- Identify sales prospects and opportunities;
- Support cross and up-selling initiatives;
- Manage customer value by developing propositions aimed at different customer segments;
- Support channel management, pricing and migration.

CRM is a sound business strategy to identify the bank's most profitable customers and prospects, and devotes time and attention to expanding account relationship with those customers through individualized marketing, reprising, discretionary decision making, and customized service through the various sales channels that the bank uses.

Any financial institution seeking to adopt a customer relationship model should consider six key business requirements (Chary & Ramesh,2012), they are:

- Create a customer-focused organization and infrastructure.
- Gaining accurate picture of customer categories.
- Assess the lifetime value of customers.
- Maximize the profitability of each customer relationship.
- Understand how to attract and keep the best customers.
- Maximize rate of return on marketing campaigns.

CRM is developing into a major element of corporate strategy for many organizations. A greater focus on CRM is the only way the banking industry can protect its market share and boost growth. With intensifying competition, declining market share, deregulations, smarter and more demanding customers, there is competition between the banks to attain a competitive advantage over one another or for sustaining the survival in competition.

In India, the banking sector has been operating in a very stable environment from last thirty - forty years. In current scenario of banking sector, the falling of interest rates and tough competition between these players had made Indian bankers to realize that the purpose of their business is to create and retain a customer and to see that the entire business process is consistent with an integrated effort to discover, retain and satisfy customer needs. But the success of CRM Strategy depends upon its ability to understand the needs of the customer and to integrate them

Objectives of the study:-

The main objective of the study is to examine the importance of CRM in banking sector, and its impact on the 'Customer. The other specific objectives of the study are:

- To review the literature on the concept and use of CRM in banking sector.
- To analyze the process of delivering of customer relationship management in banks.
- To offer pertinent suggestions based on the findings of the study.

Hypothesis:-

- Majority of customers are satisfied with the services provided by Bank.
- Banks always take initiative for providing maximum satisfaction to its customers.

Methodology:-

- Primary study has been undertaken on micro level basis on focusing only a few individual customers at Mira-Bhayander.
- The Secondary data has been obtained from Articles, journals and some websites Google,management paradise etc.

The Processes for Delivering CRM:-

- ❖ **Customer Application Forms:** Bank collects all the data from customer application form and gets the personalized information to know which product to offer to which customer. This process helps in collecting the data and knowing what the customer wants.
- ❖ **Centralized Software where the Whole Data is Collected:** The data collected through customer application forms is available at one server and can be accessed anytime, anywhere. So, this helps in the further process of customized offerings and cross –selling.
- ❖ **Wide Range of Offerings:** After collecting the data from the customer, team decides what product to offer to which customer. In case the bank recognizes you as a valuable customer then it offers a more customized service.
- ❖ **Cross-Selling:** It refers to offering another product from the service offering of the bank to the customer which he has not gone for. For example If customer has savings account with the bank then they offer him an insurance, fixed deposits etc. This depends on the value of the customer to the bank. Cross selling is not offered to every customer. It depends on how loyal the customer is to the bank. The more business he gives us, the more are his chances of being special services offered.
- ❖ **Feedback Forms:** The bank distributes feedback forms at all its branches. The customer's feedbacks on the service, technology used, employee behavior and promptness in solving customer's problems, are taken and they are analyzed. CRM helps to know the needs and wants of the customer. So, on the basis of this company can decide which product to offer to which customer. It has been observed that cross – selling is the best weapon. It enhances the relationship value with the customer. This satisfies the customer and that is the reason why the customer keeps on coming again and again to the company. This helps in retaining the market share. Now, the satisfied customers help in the word-of-mouth promotion of the bank, which eventually increases our market share.

Different Channels and Facilities Offered by Bank:-

Bank Branch, ATM, Phone Banking, Internet Banking, Insta Banking, Mobile Banking, Call Centre. ICICI Bank offers a host of products and services to its clients, which include Deposits, Loans, Cards, Investments, Insurance, De-mat, NRI Services and Online Services etc.

Benefits of E-CRM to Bank's and Customer's:-

Benefits to bank	Benefits to customer
Relationship with the customer	Customer interaction and satisfaction
Using e-mail for business communication	Convenience
Personalized services or on to one services	Speed of processing the transaction through e-response
Website to market products and services	Service quality
Transaction security	Trust

Limitations:-

The research paper facilitated with meaningful conclusions but the limitations of any study are inevitable part of study. Few limitations that the author found while study are:

- a. Implementation of CRM is not a one day task. It requires long time to draw fruitful results. Although once a base is laid down it will confirm its effectiveness in a dynamic industry like

banking and the functioning will smoothen up. It is such an investment which will be realized in long run.

- b. The questionnaires were filled in by representatives of bank, i.e. the general manager, in each bank investigated. Subsequently, variance on the basis of common-method may exist. As we mentioned that there are three levels of CRM which widely includes functional, customer-facing and strategic levels. This study dealt with the touch point's relationship levels in-spite of in-depth study.

Challenges of CRM in Banks:-

CRM is not easy to understand but when it comes to implementation it becomes very difficult for the banks. Normally, it is observed that the banks don't fail to select the right tool but they failed to implement in proper way. Banks are finding it difficult to track and pitch profitable customer across the various contact channels such as ATMs, E-mail, Voice recognition, and wireless. The challenges for the banks are to retain and deepen the profitability of the existing customer relationship. The CRM is one such tool which helps in meeting the customer's expectations according to their changing needs.

Conclusions:-

- ❖ Customer relationship management has become need of an hour without which it is difficult to survive in the competitive market.
- ❖ Customers in long-term relationships are more comfortable with the services, the organization, methods and procedures. This helps reduce operating cost and costs arising out
- ❖ Educate more customers about the various banking services available and how to use them.
- ❖ Bank has to ensure the security of ATM cards and credit cards etc.

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“Effectiveness of CRM on Recruitment & Placement Agencies”

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Abstract

CRM System includes sales leads, clients, contacts and more so that there can be easy way to maintain relation with business to customer (B2C). Placement agencies are one source of hiring talent for the organizations. It becomes important for the placement agencies to maintain the relation with organizations and also with the potential candidates. This research aim is to highlight the role of customer relationship management for recruitment and placement agencies in the present scenario. With the help of CRM the agencies can actually take benefit at both the ends of understanding their client's business needs and also focus on wide variety of customers in the form of candidates. There are many agencies which are specialized in handling the recruitment for different companies and the survival of these agencies depends on getting recruitment orders from the company. It becomes important to have their CRM in place so that they can strengthen their future relationships.

Keywords: Customer Relationship Management, Recruitment, Placement Agencies, CRM Recruitment

Introduction

Customer Relationship Management for placement agencies not only make sure smooth recruitment work flow but it also focuses on consolidating the required business information. By implementing CRM the agencies will gather the rewards in long run in a way of profitability. Instead of the wide choice of recruitment attraction methods available to employers today, there is huge demand for placement agencies to help employers appoint appropriate candidates to their organization. But for recruitment agencies to successfully meet their client organization's recruitment requirements, the ground of relationship between HR and recruitment agencies needs to be strong. In this scenario if there is a proper installation of CRM strategy then that brings more mutual business benefits to both the ends.

This research supports client management aspects and promotes the ways to build strong relationships with organizations. CRM helps the agencies to build and maintain productive relations with companies. It states good practices followed by the agencies associates and HR(client) to reach their goal.

With the help of CRM processes and its better implementations the agency becomes aware of its client's brand position and recruitment needs etc.

CRM helps the agencies develop understanding with their clients and candidates in order to place the best resource at the right place. It leads to development of trust on placement agency and in return develops more business avenues for the same. The key to have good business relations for longer run is through being respectful, commitment and continuity in work. There are various other parameters that CRM enforces to agencies to follow.

Placement agencies have to widely focus on the candidates because ultimately to fulfill the organization needs to tap required talent the agencies have to reach out to the candidate. Thus it becomes value added service for agencies to maintain relation with candidates.

Due to lack of proper resources, the organizations outsource its recruitment process to

agencies and it is not concentrating to one particular agency. There are many corporates who roll out the opportunity of hiring for them to multiple placement agencies and accordingly they are being rewarded. In such a case the competitive advantage will be snapped if the agency follows stringent manner of maintaining relation with the organization.

Objective of the Study

1. To Study the importance of CRM for Professional Service.
2. To identify the impact of CRM on Recruitment Agencies.
3. To know the growing trends in CRM for recruitment agencies.
4. To inform Agencies of different ways to approach & maintain new clients with the help of CRM.
5. To explain difference between Clients and Candidates for Recruitment Agencies.
6. To know the recruitment agencies maintain flow of communication with both client and candidates.

Literature Review

Entrepreneur Press and Courtney Thurman When companies go looking for top business talent, they hire a “headhunter”—an executive recruiter. Executive recruiters are experts at locating star job candidates, leaders and managers of a caliber rarely discovered by the usual recruitment sources. And because business is growing more competitive each day and becoming more demanding of top-flight leadership and decision-making skills, companies are increasingly turning to executive recruiters to help them find the talent they need to stay competitive. This comprehensive guide by entrepreneur review reveals the strategies used by the best executive search professionals in starting and running their own successful placement services. There are more tricks of the trade in this business than in many others—and we’ll reveal what you really need to know: • How to network for both client and candidate leads • How to approach prospective candidates • Little known characteristics to look for in executive job candidates • The latest industry trends and fee information Learn how to find the best talent for hire—and make good money doing it

Angela Cripps, Connemara UK Customer Relationship Management (CRM) is a term that’s only been around in the mainstream during this century really, but it’s always been there. Building a relationship with a client takes time and effort, from both parties. It’s important that when contact is made that it is beneficial to both.

Don Tapscott, author of Macrowikinomics: Rebooting Business and the World, has said recruitment is increasingly more about building relationships with potential candidates early via opportunities such as summer jobs and internships. Then when it’s time to hire, the company is basically just making a boundary decision — bringing the known individual into the boundaries of the organization.

Gareth Roberts author of Recruitment and Selection: A Competency Approach (Developing Practice) Overview of the whole process of recruitment and selection, and examines all the key techniques involved. It shows how they link in with wider HR practices, and how and where competencies can be used to best effect. The book examines the subject from a competency approach, reflecting a firmly established trend in recruitment practice, and is written to meet the needs of both practitioners and students. It presents some contentious new findings on the use of graphology and other less orthodox selection techniques. Effective corporate initiatives and processes are the bedrock of successful organizations; the "Developing Practice" series provides manager with essential

frameworks to identify, formulate and implement the best policies and practice in the management and development of people.

Recruiting agencies should update the customer's database and makes development of effective improvement in services makes client loyal to the them result in increase of profitability of agency.

Research Methodology

Data collection was mainly based on material study. Secondary data have been collected from different books, journals and articles on CRM and Recruitment. The secondary data used for the paper are as follows.

1. Articles available online relating to CRM and recruitment.
2. Website for understanding the concepts of CRM and how recruitment involves CRM process for engaging the clients.
3. Websites of various recruitment agencies to understand the different services provided by them to various clients.

Conclusion:

This research highlights the need for HR professionals and recruitment agencies to build and maintain strong partnership relationships and outlines the characteristics required in aspiring to becoming advocates of each other's business. With the growing importance of employer branding as a powerful recruitment tool, organizations want to feel confident that agencies have the ability to act as an extension of their employer brand.

Building and maintaining productive relationships takes time HR must be willing to involve agencies in their quest to meet the organization's resourcing goals. Involving agencies in the culture and values will help them with a deeper understanding of the organization. Investing in full briefings from the outset and keeping agencies updated on an ongoing basis should lead to quality candidates and present agencies with the opportunity to contribute value-added recommendations. CRM is one tool which leads to bringing the system in place to develop better relations with the agencies peak clients.

Through the CRM approach and the systems used to facilitate CRM, Agencies learn more about their target audiences and how to best cater to the future or existing client's needs. Those employers and agencies that successfully work together collaboratively are more likely to experience future strategic and tactical benefits, in the form of increased efficiency, reduced bottom-line costs, enhanced employer/agency brands and the delivery of strategic goals. CRM helps a lot when it comes to compiling information about candidates from a range of different channels, including Job Portals, Website, LinkedIn, Facebook, emails etc.

Agencies can easily observe their relationships with clients as well as candidates as they mature through distinct phases, managing these relationships at each stage and recognizing that the distribution of value of a relationship to the firm is not homogenous.

The main differences between Business-to-Consumer (B2C) (Candidate) and Business-to-Business (Company HR) CRM systems concern aspects like sizing of contact databases and length of relationships Business-to-Business companies tend to have smaller contact databases than Business-to-Consumer, the volume of business in case of client is relatively small, but in some cases they cost a lot more than Business-to-Consumer items and relationships in Business-to-Business environment are built over a longer period of time.

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Level of Academic Stress between Thai and Indian Medical Students

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Abstract

The present study the level of stress of Indian and Thai medical students by using Life Stress Inventory (B. M. Gadzella,1991). The sample consisted of 250 Indian medical students and 250 Thai medical students were selected for the study.Result reveals that 52.85% Indian medical students reported mild stress, 31.07 % Indian medical students reported moderate stress and 16.07 % Indian medical students reported severe stress. Whereas 56.78% Thai medical students reported mild stress, 28.57 % Thai medical students reported moderate and 14.64 % Thai medical students reported severe stress. Result reveals that 51.19% Indian female medical students reported mild stress, 31.73% Indian female medical students reported moderate stress and 16.34 % Indian female medical students reported severe stress. Whereas 55.36% Thai female medical students reported mild stress, 28.81 % Thai female medical students reported moderate stress and 15.81 % Thai female medical students reported severe level of stress. Indian students were more suffered from level of stress as compared than their international students. This study presents a unique set of data, where identical instruments have been used to study stress in medical students of two different countries and cultures, Thailand and India. The two countries have a student-exchange collaboration

Introduction:

Medical students are predominantly suffers from stress during their study period as because of academic pressure, classicist criteria and tough nature of medical practice which requires involvement with human suffering, death, sexuality and fear (Abdulghaniet al., 2011).Academic stress is mental and emotional pressure, tension, or stress that occurs due to the demands of college life (DeDeyn,2008). Medical students are exposed to diverse varieties of stressInternationally the prevalence of psychological distress ranges from 21% to 62.7% across different phases of medical training (Yusoff et. Al. 2011, Firth1986). Several type of stressors have been implicated as the possible cause of such health related problems . One of the major factors is academic and adjustment to medical school environment as a whole (Yusoff, Rahim &Yaacob 2010). Increased scholastic workload and concern for academic performance are among the recognized causes (Yusoff, Rahim &Yaacob 2010, Dyrbye, Thomas &,Shanafelt 2005). Besides that, interpersonal interactions between students and teachers can subtly but profoundly influence students (Hafferty, 1998). Medical students in the clinical years are confronted frequently with issues related to death and dying for the first time and they are reported to be often fearful, anxious, and hesitant to interact with dying patients (Binienda , Schwartz & Gaspar , 2001). These stressors are unique to those in the health care field and medical

student are often the ones who bore the brunt of the damage due to lack of preparedness. stress may lead to substance abuse (Croen, Woesner, Herman M,Reichgott , 1997). High levels of stress may have a negative effect on mastery of the academic curriculum. Stress, health and emotional problems increase during the period of undergraduate medical education. This can lead to mental distress and has a negative impact on cognitive functioning and learning (Dahlin, Joneborg&Runeson 2005). There is a scarcity of research reports on level of **academic stress and of medical students** and require a very extensive effort. The effort made by the investigator, can prove very useful for reduce academic stress and improve mental health

Methods

This study is part of Bilateral Cultural Exchange Programme of Indian Council of Social Science Research and National Research Council of Thailand. The data was collected during the visit of Thailand of the investigator from 5-21 feb-2012 with the help of National Research Council of Thailand and Indian study center from five medical colleges of Thailand. The data was collected from 318 medical students but after screening 280 medical students selected for data analysis.

Data was collected individually through questionnaires from the 300 hundred medical students from MGM Medical College Aurangabad, Medical College Latur, ShankaraoChavan Medical College Nanded, Government Medical college Akola and Punjab RaoDeshmukh Medical college Amravati, after screening 280 medical students selected for the study.. The data was checked for accuracy and completeness and was coded and put-up into the SPSS Descriptive statistics for all studied variables, percentage mean, standard deviation and t-ratio , was considered statistically technique throughout the study and the level of significant was set-up at 0.05 level. For measure the level of stress, Gadzella's (1991) Students-life Stress Inventory (SSI) was used.The SSI provided an overall perceived stress value by initially asking, "Rate your overall level of stress: mild, moderate, or severe". This overall perceived stress value was compared to Total Stress scores in the inventory. To score the SSI the values for each item were added together (SSI consist of 51 items). Next the values for each category were summed. Then values within each of the nine categories were added together (e.g. there are 7 items in the Frustration category). Next values for each category were added together. Finally the summation of the values in the categories produced a Total Stress score.

Results and discussion

The results and discussion have been presented in concise and comprehensive manner that is easy to comprehend starting with selected physical parameter. As the primary aim of the study was to determine the academic stress of female medical students with the help of t-ratio. The results concerning this are presented in the form of figures. For the sake of convenience and methodical presentation of the results, following order has been adopted.

Figure-I
Illustrates the Personal Characteristics of Indian and Thai medical students

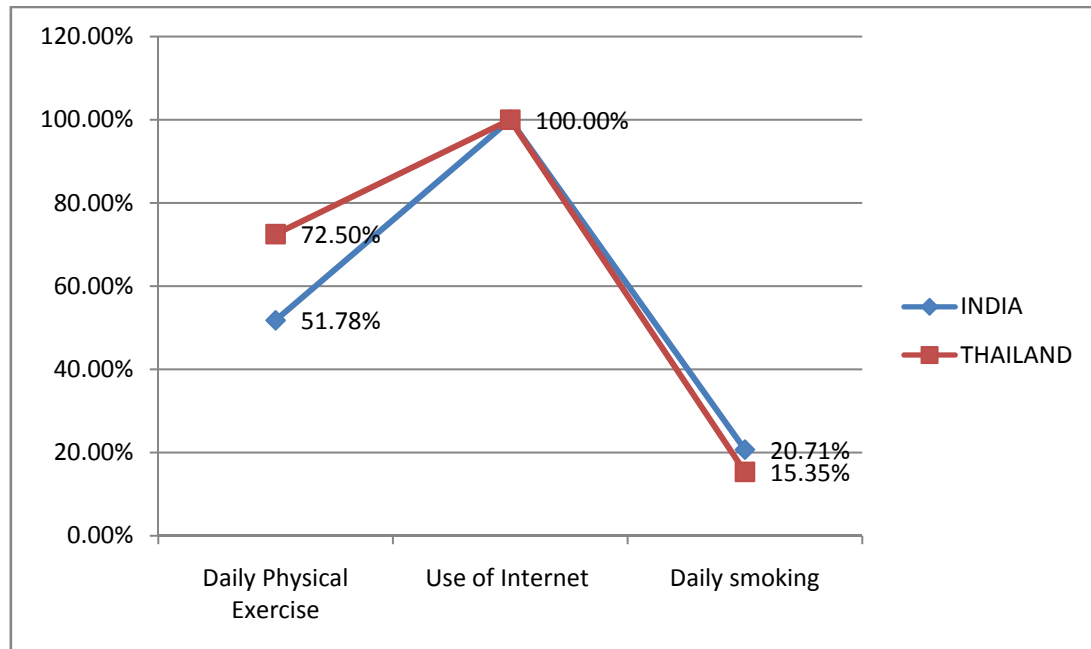


Figure-1 indicates the percentage of personal characteristics of Indian and Thai medical students. The result revealed that, 51.78% Indian medical students engaged in daily physical exercise/sporting activity, whereas 72.50% Thai medical students engaged in daily physical exercise. 100.00% Indian and Thai medical students used internet. 20.71% Indian medical students reported that they have smoked, while 15.35% Thai medical students reported that they have smoked.

Figure-II
Shows rate of overall level of stress between Indian and Thai medical students.

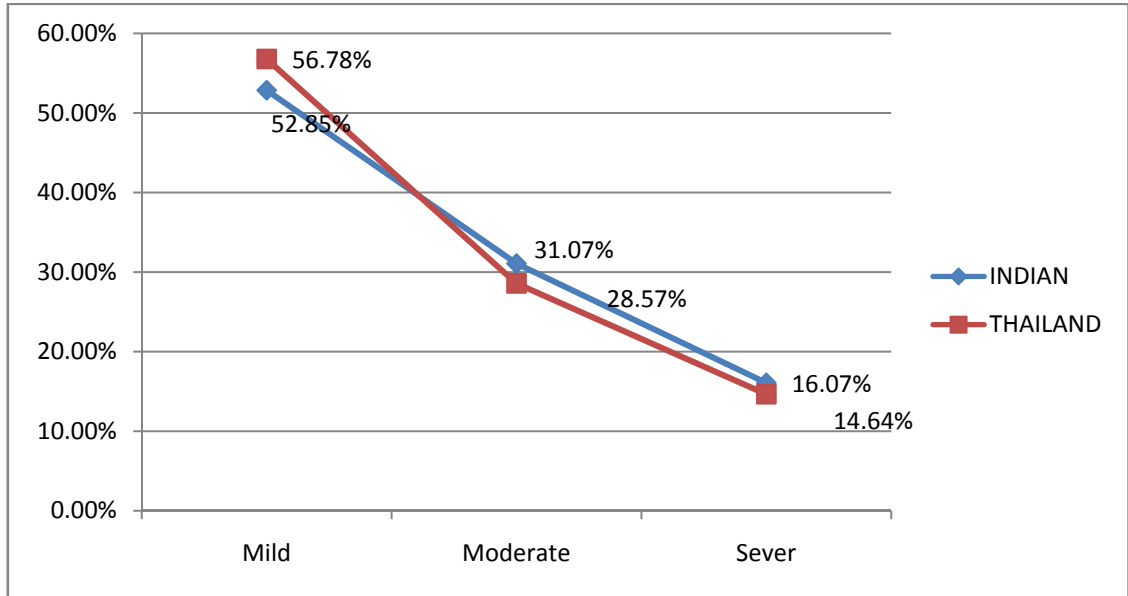


Figure- 2 illustrates the rate of overall level of stress between Indian and Thai medical students. Result reveals that 52.85% Indian medical students reported mild stress, 31.07 % Indian medical students reported moderate stress and 16.07 % Indian medical students reported severe stress. Whereas 56.78% Thai medical students reported mild stress, 28.57 % Thai medical students reported moderate and 14.64 % Thai medical students reported severe stress.

Figure-III - Shows the rate of overall level of stress between Indian and Thai female medical students.

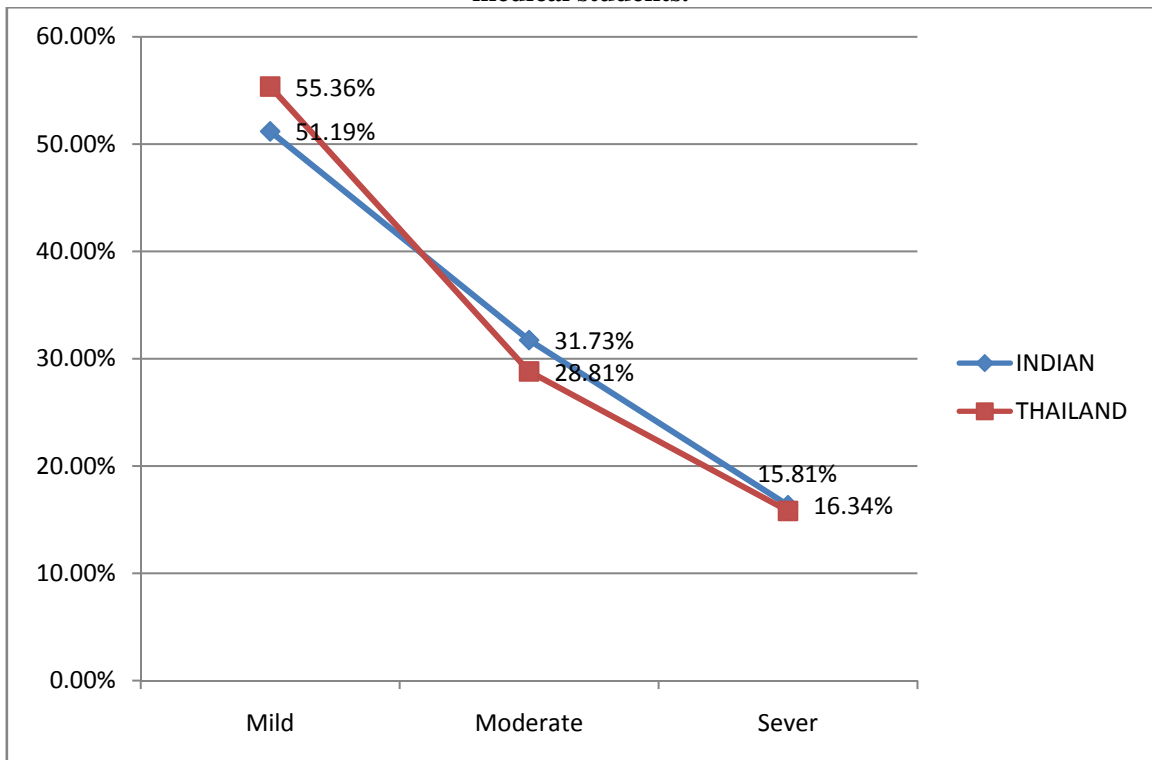


Figure -3 illustrate the rate of overall level of stress between Indian and Thai female medical

students. Result reveals that 51.19% Indian female medical students reported mild stress, 31.73% Indian female medical students reported moderate stress and 16.34 % Indian female medical students reported severe stress. Whereas 55.36% Thai female medical students reported mild stress, 28.81 % Thai female medical students reported moderate stress and 15.81 % Thai female medical students reported severe level of stress.

Discussion

The aim of the study was to determine the level of stress between Thai and Indian Medical students. The study found that Smoking was much more common in the Indian medical students as compared than their counterparts. Thai medical students more time spent in exercise and physical activities. Although Indian and Thai medical students may encounter common stress in college, perceptions of what are considered as academic stress may differ. It was found that 52.85% Indian medical students were suffering from mild stress, 31.07% Indian medical students had moderate stress and 16.07 % Indian medical students had severe stress. Whereas, It was found that 56.78 % Thai medical students were suffering from mild stress, 28.57% Thai medical students had moderate stress and 14.64% Thai medical students had severe stress. While considering, the overall rate of academic stress of Indian and Thai female medical students separately, 51.19% Indian female medical students were suffering from mild stress, 31.73% Indian female medical students had moderate stress and 16.34% Indian female medical students had severe stress. Whereas, It was found that 53.36% Thai female medical students were suffering from mild stress, 28.81% Thai female medical students had moderate stress and 15.81% Thai medical students had severe stress. Result indicated that Indian medical students were suffered from more , Moderate and severe stress. The moderate and severe stress of Indian medical students may be due to the different characteristics of each medical school and its students and teachers (Solanke *et.al.* 2012, Shah and Trivedi, 2009; Singh *et al.*, 2004, Singh 2010). The relatively high rate of Moderate and severe stress of Indian medical students was also probably due to Indian medical students, spent less time in exercise and physical activities. Preliminary evidence suggests that physically active people have lower rates of stress and anxiety. Economos, Hildebrant, & Hyatt, 2008, , investigated that Engaging in more physical activity improves psychosocial health and decreases stress. The several research have also shown that physical activity is an effective means of reducing anxiety and various indices of stress among adults (Bhui, 2002; Dunn, Trivedi, & O'Neal, 2001). While considering the level of stress other than Indian and Thai students, A high prevalence of emotional disorders among medical students was reported at a Malaysian private medical school, while Gilany *et al.* found an overall stress rate of 30.9% and 28.9% among Egyptian and Saudi medical students respectively. Abdulghani reported a higher prevalence of stress (57%) in medical students from King Saud University, The overall prevalence of stress was high (23.7%) among students. In another study conducted in Manipal by Abraham *et al.*, prevalence of stress was 37.3% The findings of the study conformity of Jain and Bansal (2012) investigated High levels of stress have been documented among medical students in India (Patiala).

Limitations

Results of this study are limited by a relatively small preliminary survey of self-reported academic stress rather than a study of actual behavior, which would be very difficult to achieve. As such, participants may have answered questions in a socially desirable manner to avoid the stigma associated with admitting personal inadequacies. A limitation of this study is that it reflects the findings of some medical college; the data was collected in selected medical colleges from both countries hence, the results may not be generalized to other institutions in the both countries. Perceived stress was self-reported by medical students of both Nations and that may have resulted in some reporting bias. To keep the student data-collection time within reasonable limits, information on Academic stress self-reported and no special psychometric instruments were used to measure it. Future research is warranted on estimating the level of stress by psychometric instruments and the compare

between stress Study also compared the whole data not a fragment i.e. year wise medical students. Future studies should be proactive in maintaining a balance of participants on the basis of year wise medical students.

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A Study on use of CRM Practices Adopted by Fund Managers / Portfolio Managers for Retention of Customers

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Abstract:

With increased competition from a growing spectrum of alternative investments, expanding and evolving regulatory demands, and rising client expectations, asset managers face an onslaught of challenges in an already complex business. Focus and discipline are required to meet these escalating demands while effectively fostering the relationships that form the bedrock of asset management—relationships with consultants, influencers, broker-dealers, prospects, and clients. How deep does your client insight go? When your major clients come up for renewal, do you have the relationship-confirming information on hand to retain their business? This paper tries to find out the strategy followed by asset managers to retain business and build assets under management with CRM technology.

Key words:

Asset manager, CRM, alternative investment.

Introduction:

Good customer relationships are at the heart of business success. If customer relationships are the heart of business success, then CRM is the valve that pumps a company's life blood. As such, CRM is best suited to help businesses use people, processes, and technology to gain insight into the behavior and value of customers. This insight allows for improved customer service, increased call center efficiency, streamline sale and marketing processes, improved customer profiling and targeting, reduced costs, and increased share of customer and overall profitability. A customer (also known as a client, buyer, or purchaser) is the recipient of a good, service, product, or idea, obtained from a seller, vendor, or supplier for a monetary or other valuable consideration.

Customer relations is the process by which companies promote customer satisfaction and, moreover, loyalty. At its most basic, it involves managing communications with customers,

particularly customer questions and complaints, and resolving disputes amicably. The ultimate goal of most customer relations program is to build long-term relationships with customers. To meet this goal, companies need to build a strong reputation for lavishing their customers with special services, discounts, gifts, or other benefits. Therefore, customer relationship in Barclays Bank as a corporate entity cannot be glossed over.

CRM in Investment Alternatives by Managers:

With increased competition from a growing spectrum of alternative investments, expanding and evolving regulatory demands, and rising client expectations, asset managers face an onslaught of challenges in an already complex business. Focus and discipline are required to meet these escalating demands while effectively fostering the relationships that form the bedrock of asset management—relationships with consultants, influencers, broker-dealers, prospects, and clients. Strategic-thinking asset management firms know that management of the crucial activities, processes, and relationships that bring them business cannot be left to chance, and they are looking for technology that can support and improve their performance in these areas. Client relationship management (CRM) software is the key technology enabler for asset managers who want to take a strategic approach to coordinated, profitable business relationships. It offers a compelling opportunity for asset managers to improve operational efficiencies, build a loyal client base, capitalize on opportunities to grow assets under management, and gain a competitive edge.

CRM systems form the nerve center of an asset management firm's external-facing operations, uniting sales, marketing, and client-services personnel in a coordinated effort to provide an outstanding experience to every account. By harmonizing activities and information across these departments, CRM streamlines processes, from account setup to RFP responses to broker-dealer relations. By synchronizing and standardizing efforts, CRM ensures that your firm presents a unified, consistent image to all partners and clients, improving brand strength and client loyalty. Through the improved efficiency achieved by automating key processes, CRM increases productivity, enabling your firm to manage greater volume without increasing headcount. Whether focused on institutional clients or fund wholesaling, all asset management firms can reap the rewards of CRM-enabled business relationships.

Objectives:

1. To understand the concept of CRM.
2. To find out use of CRM strategies used by asset managers / fund managers.

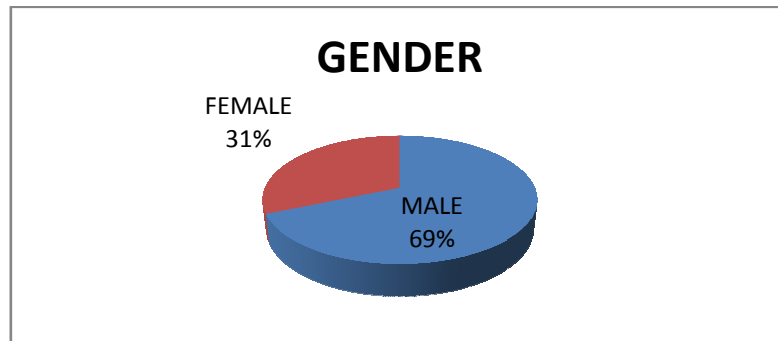
Research methodology:

Research universe	Thane region
Sampling method	Convenience sampling
Sample size	10 fund managers / asset managers
Method of data collection	Primary data through Interview technique
Method of data analysis	Percentage technique / graphs/ charts

Analysis and Interpretation of Data:

1 No. Gender

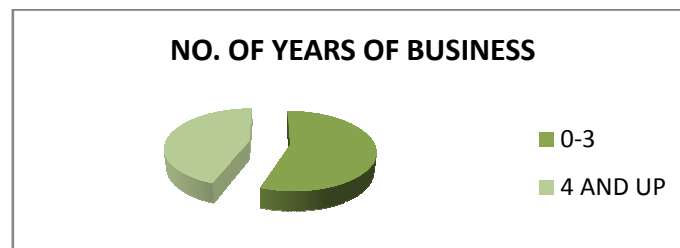
Male	7
Female	3



From the above chart it is observed as 69% of fund managers are male and balance 31% are females who practice as a fund managers.

2. No. of Years of Business

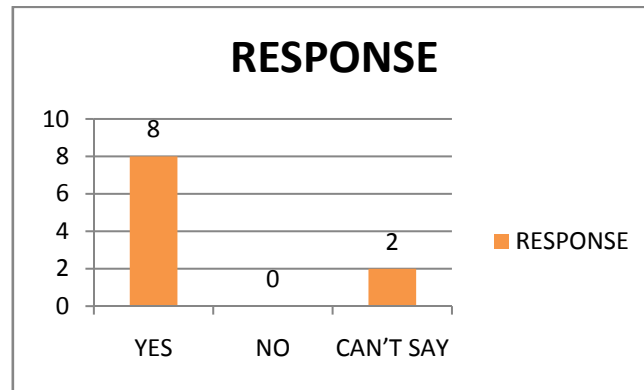
No. of Years	Respondents
1-3	4
4-ABOVE	6



From the chart it is assumed that out of interviewed respondents 4 respondents have started business during last 3 years and others have more than 4 years to start the business.

3. Use of CRM Software

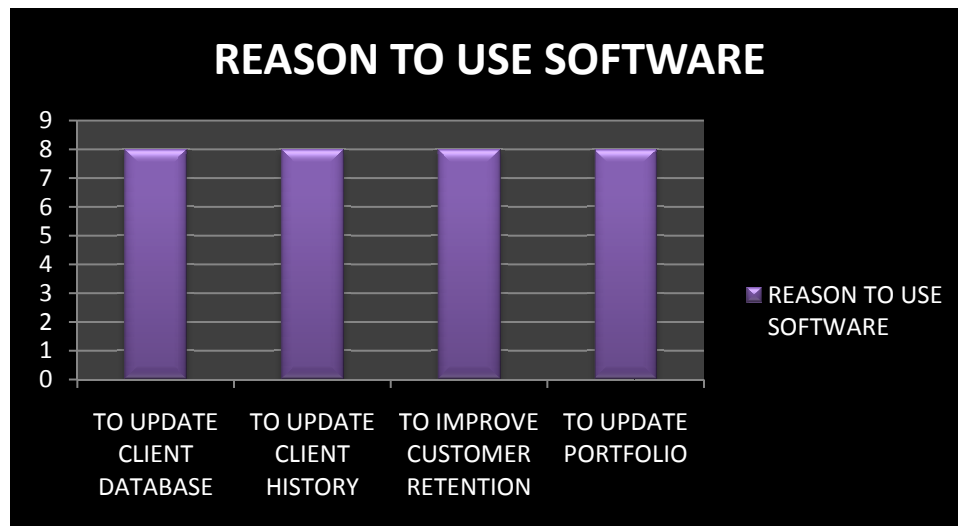
Use of CRM Software	Respondents
YES	8
NO	0
CAN'T SAY	2



From the above chart it is clear that 80% respondents are using CRM software for their business.

4. Effectiveness of CRM Software

Reason	Respondents
TO UPDATE CLIENT DATABASE	8
TO UPDATE CLIENT HISTORY	8
TO IMPROVE CUSTOMER RETENTION	8
TO UPDATE PORTFOLIO	8



From the above table and graph it is clear that all the fund managers are using CRM software's to update the client's history, database so that goof customer retention can take place and portfolio will be updated.

Findings of the Study:

Fund managers are doing the business of portfolio management and they need to have software for updation of client's database. They do update client's history so that they can wish on birthdays, anniversaries and all such important days so that customers will feel proud. It becomes to change one time visitor to routine customer and routine customer to be a retained and loyal customer.

Conclusion:

Given the growing competitiveness of the asset management business, institutional asset managers and mutual fund wholesaling firms cannot afford to sit on the sidelines while competitors lure business away with promises of better service and performance. By developing deeper relationships. With clients, consultants, and brokers, asset management firms can improve retention of the business they have and capitalize on their strongest channels to build more business. Relationship-focused business alignment is the strategy; CRM technology is the enabler. By giving asset managers both the tools to build strong business relationships and the insight to see which relationships merit cultivation, CRM can itself become an indispensable asset.

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Renewable Energy Resources – A Smart Idea for Sustainable Business Model

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Abstract:-

We all are aware of the fact that nowadays there is a need to use more of Renewable energy resources than that of the Non-renewable energy resources, exhaustible resources. Today the sources i.e the non-renewable energy resources through which we obtain the energy are on the edge of getting extinct. This is the need of the hour that we take a step towards using Renewable Energy resources. This is a survey conducted by us to know what are approximately the opinions of businessman of present world, about the access of renewable resources in business. Through this research we can discover what the efforts are taken by businessmen to promote renewable energy. Also we can know that today's businessman gives importance to profit earning or take a small step to save the environment.

Keywords: -

profit-earnings, renewable energy, exhaustible energy, businessmen, environment.

Objectives:-

- 1) To find out how many companies are using renewable energy resources for the growth of the business.
- 2) To study the benefits and failures, companies may face while using renewable energy resources.
- 3) To make people aware about the benefits & usage of renewable energy resources.
- 4) To built ongoing monitoring and evaluation of the company's status by survey.

Research Methodology:-

- ❖ Our survey was conducted using primary data.
- ❖ We had used an online survey method.
- ❖ Basically we targeted business-related people & tried to know their point of view.
- ❖ We got total 75 respondents to our online survey.
- ❖ We also tried to consider the employees opinions regarding use of renewable energy resources along with the businessman.

Hypothesis:-

- ❖ Hypothesis 1
H0 : The private companies use more of renewable energy resources.
H1 : The public companies use more of renewable energy resources.
- ❖ Hypothesis 2
H0 : Due to use of renewable energy resources, companies earning capacity gets reduced.
H1: Due to use of renewable energy resources, companies earning capacity increases.

Introduction:-

- ❖ The use of renewable energy resources such as solar, wind and hydraulic energy is very old; they have been used since many centuries before our time and their applications continued throughout history until the 'Industrial Evolution'; at times, due to the low price of petroleum they were abandoned.
- ❖ But in recent years, a growing number of companies are adopting various renewable energy resources due to increase in the prices of fossil fuels and the environmental problems caused by the use of conventional fuels.
- ❖ With this effect, we can now protect & prevent the environment from getting polluted because of the waste materials released from the companies which can eventually lead to a pollution free & Sustainable Business Model.

Data Analysis:-

According to you, is switching to Renewable Energy a smart business decision?

Answer Choices–	Responses–
– Yes	78.26% 54
– No	5.80% 4
– Maybe	15.94% 11
– Can't say	0.00% 0
Total	69

Can use of Renewable Energy affect the organisation's profit-earnings?

Answer Choices–	Responses–
– Yes	60.87% 42
– No	15.94% 11
– Maybe	23.19% 16
Total	69

Will use of Renewable Energy make our country economically powerful, since-?

Answer Choices–	Responses–
– No imports of fuels would be made	75.76% 50
– No, there would be no effect on country's economy	24.24% 16
Total	66

What should an organisation do, if their profit-earnings decrease due to use of Renewable Energy?

Answer Choices–	Responses–
– Ignore profit factor to some extent and continue using Renewable Energy	77.94% 53
– Avoid using Renewable energy	22.06% 15
Total	68

Should our country's Government make more strict rules for business organisation to enhance use of Renewable Energy resources?

Answer Choices–	Responses–
– Yes	60.87% 42
– No	11.59% 8
– Maybe	27.54% 19
Total	69

Using Renewable Energy, organisations can help to save the environment and eventually their expenses-

Answer Choices–	Responses–
------------------------	-------------------

-	95.65%
Yes	66
-	4.35%
No	3
Total	69

Can use of Renewable Energy help a business to maintain their company's status as a carbon neutral company?

Answer Choices-	Responses-
-	60.87%
Yes	42
-	0.00%
No	0
-	39.13%
Maybe	27
Total	69

According to you, which company uses more of Renewable Energy?

Answer Choices-	Responses-
-	53.62%
Public company	37
-	46.38%
Private company	32
Total	69

How can Renewable Energy help in development of masses?

- 1) Renewable energy sources will be an important factor in reducing carbon emissions and mitigating the destructive effects of climate change.
- 2) Environment needs human to take care of it, since we are spoiling it...
- 3) It will help to save more resources
- 4) It will reduce the energy consumption to some extents.
- 5) It starts with implementing them at industrial level
- 6) By using resources which can be recycled several times
- 7) Renewable energy the energy can be use again n again instead of using non renewable energy which can also not affect the environment and help us to keep the environment global.
- 8) HELP to develop electricity or help to create free pollution state
- 9) It surely can. Using more renewable energy can decrease other barrier in environment like pollution etc.
- 10) By effective use like green house system
- 11) Mostly I can say is that it will help to keep nature and surrounding pollution free and can help from lacking energy
- 12) Would reduce the expenses and hence there would be development
- 13) It will cut the cost of fuels and help in the development of the country.
- 14) Help to produce electricity at our home state with solar energy
- 15) If we use renewable energy then we are saving our energy for future and for development for people and if energy is over used then one time will come when will have lost our all resource so use more and more natural energy for example sunlight, hydroelectric power
- 16) It can provide fuel for our future gen.
- 17) Renewable energy involves invention of new fuel from the waste of existing ones.
- 18) The sun's rays supply an abundant amount of solar energy, which can be converted into

- electricity or heat. It has many benefits: Solar energy is free and does not add to the production of global greenhouse, acid rain, Also, the cost of solar energy technology has been decreasing significantly as the technology and market mature globally and within Massachusetts
- 19) By make people aware through advertisement i.e. by TV

What steps can be taken by a company to contribute to the Sustainable Renewable Energy?

- 1) Must use smoke absorbers in blast fumes.
- 2) Don't know
- 3) Use solar system wind, geothermal and hydro electricity can be used instead of thermal energy as a start
- 4) Strictly renewable energy should be used
- 5) All companies should shift from using fuel based technologies to using renewable energy. It saves a lot of money, time & is also effective.

Testing of hypothesis:-

❖ Hypothesis 1

H_0 : The private companies use more of renewable energy resources.

H_1 : The public companies use more of renewable energy resources.

Through the survey conducted, we can say that our H_1 hypothesis is accepted.

❖ Hypothesis 2

H_0 : Due to use of renewable energy resources, companies earning capacity gets reduced.

H_1 : Due to use of renewable energy resources, companies earning capacity increases.

Through the survey, we can say that 60% respondents have the opinion that company's earning capacity gets increased & 40% respondents have the opinion that company's earning capacity gets diminished.

Suggestions:-

- ❖ Through the research on the topic, we can suggest that the use of renewable energy resources should be encouraged more & more.
- ❖ Though the profit-earnings of organizations would be affected, but the organisation should ignore profit-earning factor & use renewable energy resources.
- ❖ Also the Government should make more strict rules for all organizations to quit non-renewable energy & use renewable energy.
- ❖ Through increasing the use of renewable energy resources even the employment opportunities for the masses in our country could be increased.

Conclusion:-

- ❖ Switching to renewable energy resources, a smart business decision.
- ❖ The use of renewable energy affects the organisation's profit-earnings.
- ❖ There would be no effect on country's economy with the use of renewable energy resources.
- ❖ It spreads the message throughout the country to make use of renewable energy resources to adopt pollution free business.

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CRM in Retail – A study of prevailing situation in India

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Abstract

Customer Relationship Management is of prime importance to any business which wants to survive in the long run. The retail sectors caters to the final consumer. Technology, hyper competition, multiple payment options, choices available to customers has put intense pressure on companies to retain customers. A study shows that acquiring new customers cost five times more than satisfying and retaining old ones and a reduction the defection rate can increase profits by 25-85% depending on the industry.

Keywords: CRM , retail , customer retention , customer defection and profitability.

Introduction

Customer Relationship Management is the process of carefully managing customer information about individual customers and customer “touch points” to maximize loyalty. Companies can provide real time customer service by effectively using individual account information.

CRM is not a new idea but has gained importance in the light of retaining customers in a rapidly changing competitive market. Growth of Information Technology (IT) has helped in better use of CRM.

CRM helps in segmenting markets on the basis of information collected, helps in fulfilling customers’ needs , interacts with customers and tracks customer satisfaction levels. This translates into minimizing defection of customers since zero customer defection is a theoretical concept and can’t be

achieved in real life. CRM helps to know the trends prevailing in the market and helps the business adapt to situations. It gives a 360° view of customer across products and channels.

Use of the internet has made personalizing marketing easier. Right technology plays a pivotal role in this process. Companies are using e-mail, websites, call centres, data bases and social media which has 30 million users in India. These techniques can't be used in rural markets where electricity and telecom services are non-existent or inadequate. ITC had e-choupals in rural areas of Madhya Pradesh where farmers could get information about prices of agricultural produce.

The retail sector sells to the ultimate consumers for final consumption and includes traditional brick and mortar stores, online sellers as well as hyperlocals. Margin and turnover are two important parameters of retail and they depend on the type of business, style and size of operations.

The retail market in India is worth \$500 billion according to Technopak – of which organised retail is 8% and webstores is 0.5%. There is a massive scope for online retail in India but Rachna Nathleader, retail and consumer, Pricewaterhouse Coopers (PwC) India says that online retailers will be no more than 10% if India follows a similar pattern as in developed markets.

This paper makes an attempt to assess the different tools used by retail sector both traditional as well as online sellers towards achieving success at CRM. Companies maintain up-to-date comprehensive and functional database with data obtained from multiple sources – primary sources such as sales team, channel intermediaries, customer themselves – from the sales team members undertaking direct selling as well as online surveys, VOIP, interactive system, data about customer buying. This database has to be periodically updated and the feedback obtained regarding touchpoints is to be used to differentiate and the areas where competition can be matched.

Location is an important aspect for brick and mortar stores. The nature of the goods influences location. Favourable store location even within a mall influences footfalls and volume of sales. Stores selling high value products are located in elite areas where visibility is more – stores like Hermes, Mercedes, and BMW dealers.

Offering convenient timings to customers is another way to add to customers' convenience. Therefore modern retail outlets in malls have obtained exemptions and are open all days. This does not apply to online retailers since internet is available 24 x 7 x 365.

Store brands prefer private labels. Customers too prefer private labels in categories like groceries- 46%, packaged food -26% & homecare items 16% since they are often cheaper by 20% or more than mainstream brands. Retailers also get higher margins, often twice of mainstream brands which means higher sales and profits. Private labels also enhance the image of retailer and the power equation is in their favour e.g. Tasty Treat of Food Bazaar which offers namkeens, cookies, jams, ketchup. Reliance Value and Reliance Select are private labels for products like packaged food dry fruits, tea and coffee. Trent sells 100% private labels.

Since nearly two decades the services of call centres are being used by companies like Indian Railways for online marketing, by insurance companies, by banks for carrying out routine functions. Companies outsourcing work may have to give specific instructions to ensure proper interaction of call centre staff with customers.

Companies use different strategies to get feedback from customers. KFC offers 15% discount to the customers giving feedback on their website. Jet Airways asks flyers to rate their flying experience and the Government has announced that it will use social media for participative governance.

Companies nowadays are augmenting their customer feedback obtained from their own research as well as market surveys with data obtained from online retailers. Apparel and jewellery brands use 'purchase data' to launch new product designs and colours. Consumer electronic companies use this data to plan inventory levels and for sending mailers about new products. Data from online retailers is available free of cost if a business agreement exists between the company and the retailer. Some companies like Canon buy consumer surfing data from Google to understand what

customers seek- specifications and features.

A few months ago Flipkart decided to sell products only when customers used their app for placing an order to ensure that data collected about its business could not be accessed by rivals.

Review of Literature

Francis Buttle and Steve Maklan in the third edition published in February this year have included information on the following aspects which are gaining more importance and popularity such as Social media and CRM, big data and unstructured data, recent advances in Analytical CRM, marketing, sales and service automation, self-service technologies and new international cases

The authors Abhinav Chaturvedi and Mukesh Chaturvedi have divided the book into three parts-the first deals with CRM, part II deals with call centre management and part III deals with cases including cases related to PSUs in India. The authors believe that effective CRM should increase the revenue without increasing unit costs. The book calls for an integrated approach to customer management and lays emphasis on the human side of CRM rather than technology alone. Dr Mukesh Chaturvedi may be considered as the first Professor of CRM in India. Abhinav Chaturvedi is a Consumer Care Associate & Department Manager at Shopper's Stop Ghaziabad.

Barton Goldenberg is the President of ISM a leading consultancy and advisory in CRM and RTE. He has worked with and helped to set up CRM systems in 400 companies in a career spanning three decades. He has shared his rich practical experience and focused on interconnecting the company's entire operations via intranet, internet, mobile apps and wireless devices towards creating a Real Time Enterprise. An in-depth analysis is conducted of how the three important components –people processes and technology can be integrated and emphasis on the fact that overdependence on technology is unnecessary. Selection of the right technology affects the company's CRM. At the same time decisions regarding CRM, security risks, issues in implementing CRM, CRM in Government and use of CRM on a global basis have been explained with finesse and practical problems while implementing CRM in American companies. The concluding part explains how an enterprise will become a Real Time Enterprise. Appendices contain figures illustrating the sales process, level process flow before implementing CRM. Information regarding top CRM software solutions, sources to assist in software solutions, list of Application Service Providers and a glossary of technical terms.

The authors are so eminent-Philip Kotler, Kevin Keller stalwarts, International Marketing Gurus. Prof Abraham Koshy is a Professor of Marketing at IIM Ahmedabad, an international corporate trainer, a consultant to MNCs, national corporates and start-ups too. He has conducted research sponsored by WHO and published case studies and research papers in international journal. Prof Mithileshwar Jha is Professor of Marketing at IIM Bangalore. He has served as a Faculty at IIM Lucknow and XLRI Jamshedpur, Institute of Rural Management Anand. He has been a visiting professor at many international universities. An international consultant, an expert in rural marketing and a corporate trainer is an introduction which sums up Prof Jha. The presentation is eye-catching and covers interesting topics, brands, intent boxes are new and impact of changes in environment have been included. Customer Value is the main theme of this edition. Two mini case are given at the end of each chapter related to leading corporates. My Marketing Lab is an instructor-led online assessment and preparation solution offered with this edition.

The authors S. Namakumari, VS Ramaswamy created a record Marketing Management in the Indian Environment which was the only book specific to the Indian context in 1990 and serves as the base for their present book. The special aspect of this book is that both authors have experience as academicians as well as hands on knowledge of industry and are currently practising consultants. The book has taken into account the global environment and offers insights into local marketing environment in India. The book is exhaustive and contains case studies from India as well as global firms. Chapter 16 Customer Relationship Management and chapter 31-Retailing-The perspective of the retailer/retail chain deserve special mention towards preparation of the research paper. The foreword to the first book was by the late Professor Theodore Levitt.

Objective of the study

The main objective of the study is

- To know more about the different strategies adopted by Indian corporates in the retail sector towards achieving CRM.
- To understand the customer perception towards CRM

Methodology

The present research is exploratory in nature based on secondary sources of data and involves critical analysis of reference books and newspaper related to the research problem articles

Conclusion:

A number of strategies are used by companies to make CRM a Real Time Enterprise according to Barton. J. Goldenberg consultant for CRM. The ultimate goal of CRM is building customer trust by caring for customers, acting in the customer's interest all the time and demonstrating this to customers.

Jill Griffith suggest four steps which will deliver happy customers which in turn will lead to enduring relations and building trust-

1. Put customers first
2. Help customers to buy, do not sell to them.
3. Put customers interest above your own, be a trusted advisor
4. The bond of trust built should be strong enough to grow every day and that no competitor can break.

Customer Lifetime Value which measures effectiveness of CRM is difficult to measure an account of the following reasons – a customer's behaviour and future profitability can't be forecast and managers are more interested in customer's current profitability. CLV cannot be dispensed with as it helps to take marketing decisions after considering both customer loyalty and profitability.

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Green Chemistry Approach Towards the Synthesis of Schiff Bases and Their Mixed Ligand Complexes

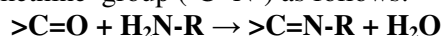
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Abstract

4-Benzoyl-1-phenyl-3-methyl-2-pyrazol-5-one, the β -diketone, derivative of pyrazolone synthesized was condensed with primary amine to form Schiff Base. The green chemistry approach was made by synthesizing the Schiff base by microwave method. Microwave irradiation was carried out in open vessel in unaltered domestic microwave ovens. Promising results have been obtained for condensation reaction. The bivalent metal complexes of Ni and Co with 4-Benzoyl-1-phenyl-3-methyl-2-pyrazol-5-one p-toluidine (HPMBPZ)p-toluidine have been synthesized. The above Schiff base is also incorporated in the synthesis of mixed ligand complexes of Ni, wherein 2-hydroxy naphthaldehyde was used as a secondary ligand. The Schiff base and the metal complexes were characterized by IR and UV-visible spectra. After proper characterization newly synthesized Schiff base as well as metal complexes were screened for the antimicrobial activity. The in-vitro antibacterial activity was determined by Agar Ditch technique using DMF (polar) and 1,4-dioxane (non-polar) as solvents. The Schiff base showed greater activity than their metal complexes; the metal complexes showed differential effects on the bacterial strains investigated and the solvent used, suggesting that the antibacterial activity is dependent on the molecular structure of the compound, the solvent used and the bacterial strain under consideration. The results indicated that the growths of the tested organism were inhibited by the compounds.

Introduction

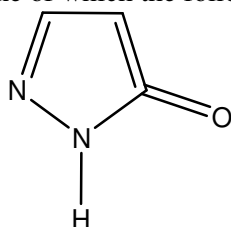
The class of organic compounds, Schiff base, which is also known as anil, azomethine or imine, had acquired a place of prime importance in the subject of co-ordination chemistry due to its varied applications, when utilized as ligand in the formation of metal complexes. The Schiff bases act as a good ligand forming complexes with various metal ions due to their proton donating ability and number of bonding sites which lead to different stereo chemical structures and can also give kinetic and thermodynamic stability to the metal complexes. Though monodentate Schiff base ligands have been synthesized and studied for the complexation of several metal ions, it is multidentate ligands that are of great importance because of chelation property which gives extra stability to the metal complexes with interesting geometries. Schiff base is named after the work of a German Chemist Hugo Schiff¹ who condensed primary amines with carbonyl compounds for the first time leading to the formation of azomethine group (-C=N-) as follows:



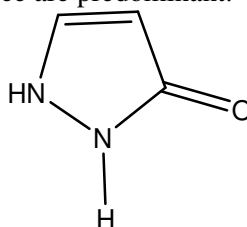
The synthesis of the molecules with any particular interest using eco friendly methodology has become a challenging task for chemist. In this respect, high speed synthesis by the use of microwave has attracted considerable amount of attention in the years^{2,3}. The efficiency of "Microwave flash heating" in dramatically reduced time is one of the advantages. It is based on efficient heating of materials by Microwave dielectric heating effects^{4,5}.

Pyrazolones

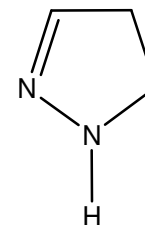
Pyrazolones are the organic compounds with hetero cyclic five membered ring system having two adjacent nitrogen atoms in the ring and a carbonyl function at different isomeric forms of pyrazolone of which the following three are predominant.



5-Pyrazoline



3-Pyrazolone



4-Pyrazolone

In this work 2-pyrazolin-5-one as a parent compound to yield its 4-substituted acyl derivatives such as 1-phenyl-3-methyl-4-benzoylpyrazolin-5-one which have β -diketone function along with pyrazolone nucleus.

It has been observed from literature survey that these types of 4-substituted pyrazolone derivative mainly exhibit bi-dentate co-ordination behavior in which keto-enol tautomerism plays an important role in chelate formation with numerous metal ions.

Future Scope and Applications of Metal Complexes of Schiff Bases

The very existence of life depends on the important coordination compounds like haemoglobin, chlorophyll and numerous heme enzymes, Vitamin B etc. Coordination compounds are not only of biological importance but they are used in many other fields such as medicinal chemistry, analytical chemistry^{6,7}, plant growth regulators and as anti coagulants^{8,9}. Schiff bases often form reagents to serve in gravimetric analysis¹⁰. Some metal complexes are also studied for their application as pigments and antibacterial agents¹¹. Today the rapid developing fields of bio-organic chemistry is centered on the presence of coordination compounds in living system. Chelating agents are extensively

used as chelating reagents^{12,13}. in colorimetry^{14,15}, as metal indicator in complexometric titrations, inorganic synthesis also as fungicides and herbicides in agricultural.

Metal complexes play an essential role in agriculture, pharmaceuticals and industrial chemistry. They are used as a catalyst, in various biological systems, polymers and dyes, besides some uses as antifertility and enzymatic agents are also important. Their use in birth control, food packages as an O₂ detector is also outlined.

Experimental

Synthesis of 4-Benzoyl-3-Methyl-1-Phenylpyrazol-5-One

In a round bottom flask a mixture of 3-Methyl-1-phenylpyrazol-5-one (5.22 g, 0.029 mole) and calcium hydroxide (3.78 g, 0.05 mole) and 1,4-Dioxane (55 mL) was stirred at 70° C. To this mixture Benzoyl chloride (3.32 mL, 0.029 mole, 9 mole) is added drop wise with constant stirring, and kept at 70° C for 30 min. It was then refluxed for 3-4 hours at 1100-115° C on heating mantle. The resulting mixture was cooled at room temperature and added to a beaker containing crushed ice and dil. HCl (5.4 mL). The solid obtained was filtered, washed several times with water and air dried at room temperature, then recrystallized from 50% alcohol. The yield 4-Benzoyl-3-methyl-1-phenylpyrazol-5-one was about 66% (5.321 g).

Synthesis of schiff base [Conventional method & Eco friendly method]

The two compounds 4-Benzoyl-3-methyl-1-phenylpyrazol-5-one and p-toluidine are taken in 1:1 stoichiometric molar ratio. The compound (4-Benzoyl-3-methyl-1-phenylpyrazol-5-one – 0.278g) in 40-50 mL of alcohol. In a round bottom flask; p-toluidine (0.138 g) is dissolved in minimum quantity of alcohol in a beaker. Transfer the solution from a beaker into RBF carefully. Allow the reaction mixture to stand for 15 min. Connect the RBF with water condenser and heat the reaction mixture on the water bath. The reaction is monitored by TLC (Thin Layer Chromatography). The reaction takes approximately 1 hr for completion. By microwave method the reaction mixture is irradiated in microwave oven for ½ min. initially, and then irradiated again for one minute. The reaction is monitored by TLC. The reaction takes 2 min. for completion. The content of the flask was poured onto crushed ice in a beaker. The solid obtained is filtered off, washed with water, and air dried.

Synthesis of metal complexes of schiff bases

Schiff base (1.194 g) and Nickel chloride (0.2377 g) and Schiff base and cobalt chloride (0.2377 g) were prepared in ethanol and distilled water, respectively. A green coloured complex was obtained for nickel complex and a greenish white color for cobalt complex.

The Schiff base (1.194 g) and cobalt chloride (0.2377 g) are taken in 3:1 stoichiometric molar ratio. The Schiff base is dissolved in minimum quantity of ethyl alcohol and the solution of metal chloride is prepared in minimum quantity of distilled water. Add the ligand solution drop wise to the metal ion solution. The pH of the mixture is maintained between 8-8.5¹⁶ by adding 10% NaOH solution. A green coloured complex was obtained. The complex was stirred at room temperature for 1 hr on the magnetic stirrer. The complex was filtered and washed with hot water to remove excess ligand. The complex was then air dried.

Synthesis of Mixed Ligand (Ternary Compound) Complexes^{17,18}

Schiff base (1.5 g) [primary ligand], 2-Hydroxynaphthaldehyde (1.5 g) [secondary ligand] and Nickel chloride (0.598 g) are taken for the reaction in 1:1:1 molar ratio. The pH was maintained between 8-8.5 by adding 10% NaOH solution. A light green coloured complex separated out after stirring the solution for one hour.

Results & Discussion

Characterization of Metal Complexes

Physical parameters such as molecular weight, molecular formula, color, metal percentage and melting point were obtained for Schiff bases and metal complexes.

Infrared Spectral Studies of Schiff Bases

The IR spectra of the complexes were compared with those of the free ligands in order to determine the coordination sites that may be involved in the chelation. The position and/or the intensities of the guide peaks are expected to change upon chelation. New peaks are also guide peaks, as is water, in chelation¹⁹. Upon comparison, it was determined that the $\nu(\text{C}=\text{N})$ stretching vibration is found in the Schiff base at 1596.57 cm^{-1} and 1594.88 cm^{-1} . This band was shifted to higher or lower wavenumbers in the complexes, indicating the participation of the azomethine nitrogen in coordination (M-N), and this can be explained by the donation of electrons from nitrogen to the empty d-orbitals of the metal atom. Here, it is shifted to high frequency, 1612.31 cm^{-1} and 1609.93 cm^{-1} for the metal complexes nickel and cobalt, respectively.

The band at 3739.06 cm^{-1} and 3623.43 cm^{-1} is due to the presence of OH group in both the two metal complexes and mixed ligand, respectively. In both the Ni(II) and Co(II) complexes the band at 1062.50 cm^{-1} is assigned to $\nu\text{C}=\text{O}$ stretching frequency which appeared at 1010 cm^{-1} and 1054 cm^{-1} in the spectrum of the free Schiff bases, prepared by traditional method and in microwave, respectively. The shifting of this band to lower region indicates the involvement of oxygen atom. of hydroxyl group of C-OH group in bonding with metal ions. In the spectra of the metal ligand complexes, the broad band at 1362.50 cm^{-1} , indicates the presence of coordinated water. The intensity of an absorption in the IR spectrum is related to the change in dipole that occurs during the vibration. Consequently the vibration that produce a large change in dipole (e.g. C=O stretch) results in a more intense absorption than those that result in a relatively modest change in dipole (e.g. C=C). Vibrations that do not result in a change in dipole moment (e.g., a symmetrical alkene C triple bond C stretch) will show little or no absorption for this vibration.

The degree of hydration of an inorganic compound is also a factor when interpreting spectra. The water molecules that are incorporated into the lattice structure of a crystalline compound produce characteristic sharp band in the $3700\text{-}3300 \text{ cm}^{-1}$ and $1700\text{-}1600 \text{ cm}^{-1}$, due to OH stretching and bending respectively. The lattice environment of the water molecule determines the position of the infrared bands of water and whether they are single or split. The hydroxyl stretching bands in the $3700\text{-}3300 \text{ cm}^{-1}$ range show unique patterns that may be used to characterize the composition of hydrated inorganic compounds.

Electronic Spectra

Metal complexes are fairly soluble in DMSO solvent. The spectra show d-d transition at low concentration ($10^{-2} \text{ M} - 10^{-3} \text{ M}$). The electronic spectra of Ni(II) complexes with Schiff base is observed and the absorption bands are observed in the region 988 cm^{-1} to 624 cm^{-1} and 440 cm^{-1} corresponding to ν_1 , ν_2 and ν_3 transitions, respectively indicating the octahedral geometry around Ni (II) ion.

The electronic spectra of Co(II) complexes with Schiff base is observed and the absorption bands are observed in the region $980\text{-}550 \text{ cm}^{-1}$ and 500 cm^{-1} corresponding to ν_1 , ν_2 and ν_3 transitions, respectively. These bands are the characteristic of high spin octahedral Co(II) complexes. However, band is not observed because of its proximity to strong ν_3 transition. The electronic spectra of mixed ligand (Ternary compound) complexes is observed and the absorption bands are observed in the region 1050 cm^{-1} to 620 cm^{-1} and 435 cm^{-1} corresponding to ν_1 , ν_2 , ν_3 transitions respectively.

Determination of antimicrobial property

Different strains of bacteria were used which are:

- Escherichia coli,

- Klebsiella pneumonia
- Pseudomonas aeruginosa,
- Staphylococcus aureus,
- Candida.
- S.pyrogenes

The antimicrobial property was determined by agar-ditch method. A bacteria suspension was prepared and added to the sterilized medium before solidification^{20,21}. The media with bacteria was poured into sterilized Petri dishes under aseptic condition. Different concentrations of the Schiff base and its metal complexes in DMF (polar) and 1,4-dioxane (non polar) as solvents were placed in the ditch of the agar and incubated at 37° C for 24 hours. After incubation the average of inhibition zone was recorded.

Conclusion

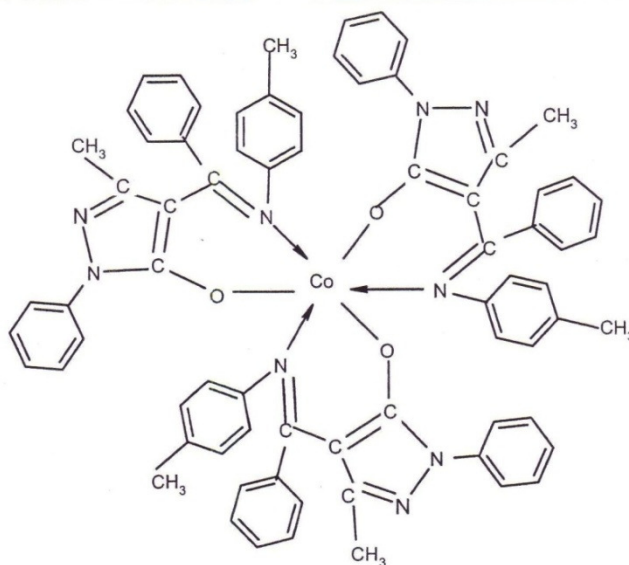
- The preparation procedure follow in this work for the synthesis of the title compounds offers reduction in the reaction time, operation simplicity, cleaner reaction and easy work-up. IR spectra, UV visible spectra and anti microbial activity were all carried out for the samples obtained by microwave method also. The results were found to be in agreement with the results of the samples from classical method.
- All the spectroscopic analysis confirmed the proposed structure for these compounds. Antibacterial data have shown that synthesized compounds have a significant biological activity against the tested micro-organisms.
- It can be deduced from these results that the different response of the synthesizes Schiff bases arise because of their structural differences and are also solvent dependent, i.e., the polarity of the solvent is also responsible for inhibition of the bacteria under investigation. From this study, it can be concluded that it cannot be assumed that one solvent is better than the other²². It is dependent on molecular structure and the particular bacteria strain considered. However, with the studied compounds, 1,4-dioxane appears to be a better solvent than DMF and DMSO since it has a broad spectrum (though less) of inhibitory activity.

The proposed structures are as follows:

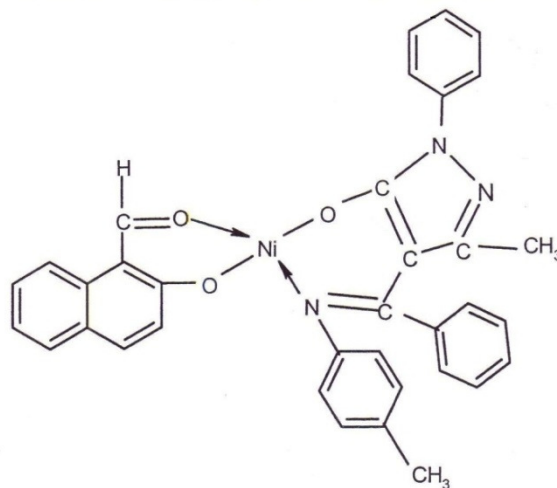
The proposed structures of metal complexes on the basis of studies carried out are as follows

COMPOUND	EXPECTED STRUCTURAL FORMULA
(HPMBPZ)p-toluidine (conventional) [C ₂₄ H ₂₁ ON ₂]	
[(PMBPZ) p-toluidine] ₃ .Ni [C ₇₂ H ₆₀ O ₃ N ₆ Ni]	

[(PMBPZ)
p-toluidine]₃.Co
[C₇₂H₆₀O₃N₆Co]



[(PMBPZ)
p-toluidine][NA].Ni
[C₃₅H₂₇O₃N₂]



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“CRM in Banking: Study of Customers Preception Towards

ISSN 0975-5020

CRM in Banks”

Prof. Sonam A Pinjani : Ph.D Scholar: JJT University

Abstract:

CRM i.e Customers Relationship Management is nothing but the way to acquire, retain and expand the customers of a particular organization. Many organizations today have started using CRM based softwares for Data Mining and Data Warehousing. These softwares help these organizations to understand their customers in a better and easy way. Therefore the technological aspect is highly important while implementing the CRM in any organization.

Like any other organization, CRM is important for banks too. Many private, public and cooperatives banks have started using CRM to provide their employees the services as they require, at their convenience and their time. Banks implement CRM as a business strategy to gain the good image in society and to maintain relations with its customers. The customers are integral part of banks hence banks have to concentrate on their needs and requirements to retain them. This paper tries to study the CRM and E-CRM practices and initiatives of banks along with the evolution of E-CRM.

Key words: CRM, E-CRM, Customers

Introduction:

Peter keen has defined CRM as, commitment of the company to place the customer experience at the centre of the priorities and to ensure that incentive systems, processes and information resources leverage the relationship by enhancing the experience. E-CRM is electronic customer relationship management; internet is the main source for providing E-CRM activities of banks.

Customer is an integral part of banking system and CRM helps to maintain the relationship of customers with banks therefore the banks should deliver the quality services to customers and keep them satisfied in order to retain them with the banks. Banks can also use CRM as a marketing tool or a business activity.

Review of Literature:

Pai, (2013) suggested that, “To survive all the way through the financial competition it is very important to have compulsory discipline about customers. Always focus on the customer centric approach. Try to identify the customers, create customers database and regular update data as per the need. It is very essential to create customer relations and maintain it for the all -time.CRM is always positive approach to help all organizations better to generate right results and right relations.”

Kantidas (2012) stated that Banking sector is a customer-oriented service where the customer is the KEY focus. Research is needed in such sector to understand customers’ need and attitude so as to build a long relationship with them. Customer Relationship Management includes all the marketing activities, which are designed to establish, develop, maintain, and sustain a successful relationship with the target customers. CRM identifies the present and future markets, selects the markets to serve and identifies the progress of existing and new services.

Onut & Erdem said that In CRM projects, following data should be collected to run process engine: 1) Responses to campaigns, 2) Shipping and fulfilment dates, 3)Sales and purchase data, 4) Account information, 5) Web registration data, 6) Service and support records, 7) Demographic data, 8) Web sales data.

Objectives of CRM implementation in Banks:

- To enhance the image, goodwill and the profitability of the banks.
- To target more customers, by improving relations with them and by providing better quality service.
- To simplify the processes by using technology to maximum extent.
- To reduce administration cost.
- To increase the loyalty among existing customers.
- To understand the customers' needs and requirements and to render services accordingly.
- To resolve queries and complaints of the customers within minimum time limit.
- To keep and store the customers data and transactions systematically.
- To provide user free atmosphere and services by interacting personally with customers.
- To identify the problems faced by customers while operating bank transactions.
- To gain competitive advantage.

Research Methodology:

The study is based on primary as well as secondary data. The Primary data was collected from 30 customers of Bank of India. The selection of the customers was done randomly based on their willingness to respond.

CRM and E-CRM in Banks:

E-CRM is nothing but the CRM activities accompanied with Internet. Internet today has reached to masses and therefore banks felt the need of making the bank transactions and other activities more user friendly by using the technology and internet. These transactions are easy to understand and operate; this also saves time of people as they do not have to visit their banks for doing their regular transactions. Mobile Banking, E-Banking, Banking through android and other apps are some of the examples of E-CRM initiatives taken by banks.

CRM	E-CRM
Telephone Banking	Mobile Banking
KYC	Internet or E-Banking
Personal Attention to customers	Email Banking
Mouth Publicity	Banking through social networking sites
Data warehousing	Data Web-housing
Loyalty schemes for customer retention	Personalised Messaging to customers
	Android Apps

Benefits of E-CRM:

The implementation of E-CRM is beneficial to banks as well as to the customers of banks, customers can get their transactions done as per their convenience and that saves their time. By using various digital sources and communication channels it has become easy for bank employees to interact with their customers easily which helps them to understand their needs better and which enable knowledge sharing between both. E-CRM also tries to attain the transaction security for the transactions of their customers. The service quality and the level of accuracy in performing the transactions can be improved by using E-CRM.

Like customers, E-CRM benefits to the banks too, banks can increase their revenue and reduce the administrative cost. They can also introduce various new services at faster rate by using the

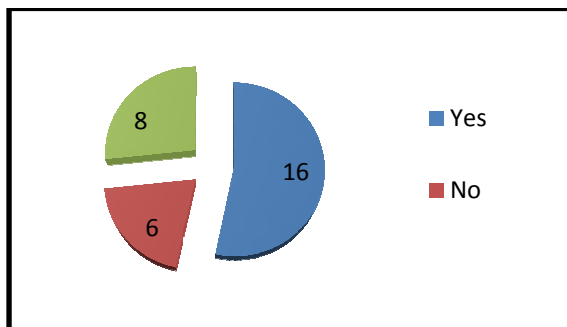
technology in E-CRM activities, apart from this they can identify the customers need, requirements, their complaints in terms of service quality of banks. With all this information gathered from customers banks can identify the areas of improvement for them and act accordingly in order to gain better image among the stakeholders.

Data Analysis:

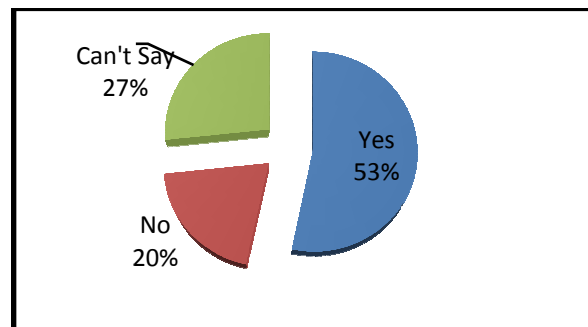
Demographic Information of the Respondents:

Number of Total Respondents	30 (Selected Randomly)
Age Group	25 to 40
Occupation:	Self Employed : 12 Private/ public company: 13 Government Service: 05
Type of Bank Account operated	Saving A/c: 16 Current A/c: 14
Type of Bank	Nationalised Bank.

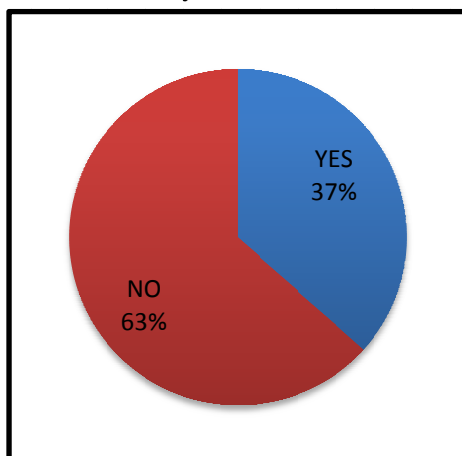
Are you satisfied with the service Quality of your bank?



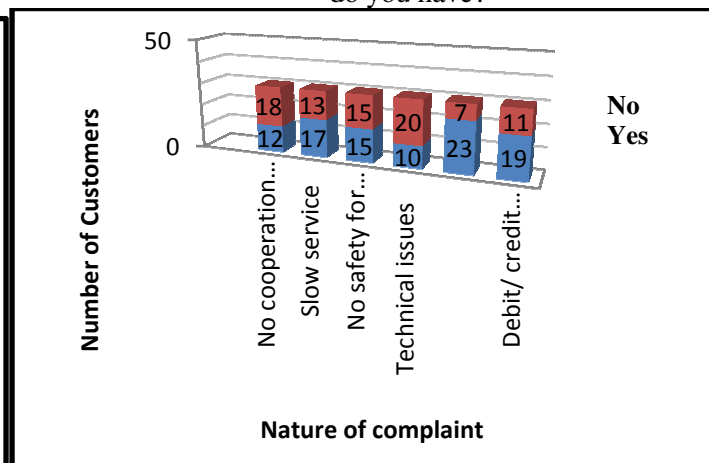
Will you recommend your bank to your Family and Friends?



Do you have any complaints with your current bank?

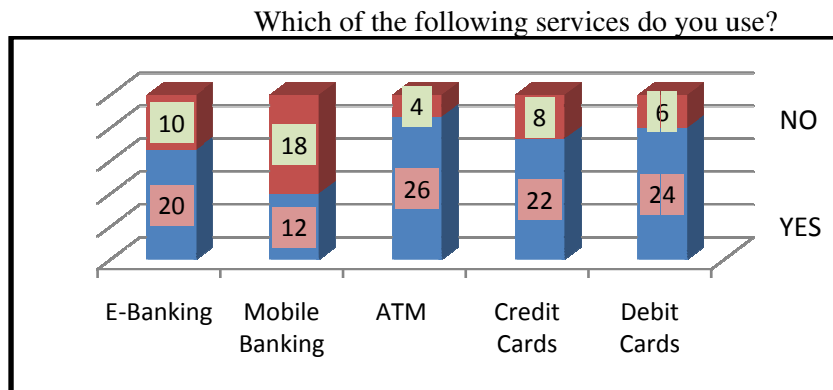
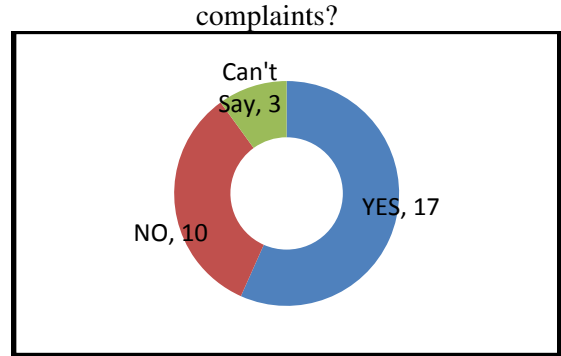
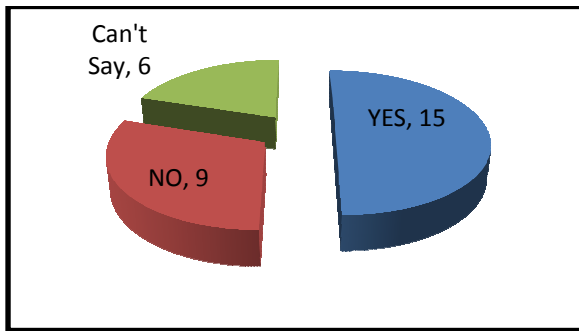


what type of complaints? do you have?



Does your bank solve your complaints?

Are you satisfied with the solution of your



The overall analysis states that out of 30 people who were approached in a nationalised bank to know their perception about CRM, majority of them are satisfied with the services of their bank, they use various E-CRM services like E-Banking, ATM, credit cards etc, sometimes they face problems in these services which are resolved by their banks but the solution is not satisfactory all the time. Therefore banks should try to understand the issues of customers and should offer them best possible solution for their problems.

Conclusion:

All banks have eventually realised the importance of CRM and E-CRM in banking but not all the banks have implemented the same. Therefore they should start the E-CRM in order to gain the competitive advantage in the globalised world and to keep their customers satisfied by offering them services the way they require. In short, CRM is beneficial for all the stakeholders, customers, banks, employees and the investors.

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A Study on Impact of CRM in e-Commerce Sector

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Abstract

Customer relationship management (CRM) is a combination of people, processes, and technology that seeks to provide understanding of customer needs, to support a business strategy, and to build long-term relationships with customers. Successful utilization of the integrated technology requires appropriate business processes and organizational culture to adequately address human behavioural elements. Because it is not simply a technology solution, success in CRM business revolves largely around people. In order to build a clearer understanding of the content and role of the people-driven processes of CRM, this study analyzes the literature on CRM processes and people dependencies and forms propositions about the need for people-driven processes in CRM. It emphasizes the responsibility of executives and operational staff in making critical decisions and using intimate communications to conduct relationship management with their customers. To build a clear understanding of the people-driven processes of CRM, this research constructed propositions based on literature findings and verified them through an in-depth case study. The objective is to explain the effects of customer characteristics, the content of information, employee capabilities, and the organizational environment on the dependence of people-driven processes in CRM.

Introduction:

Every company wants their customers to be satisfied. Satisfied customers are more likely to return to make further purchases, as well as promote a company's good name and make recommendations to others. Customers more than ever want to feel engaged with the companies that they are dealing with and so if they feel like they are being listened to, consulted with and respected, they will have a better user experience which will make them more likely to return.

Using CRM can help businesses to develop better working practices, especially with departments such as customer service. Implementing CRM services through your business can help you react to customers' queries and concerns quicker and more efficiently, which will boost your productivity as well as adding to customer satisfaction.

If you can work out who to target and what communications they respond to best, then you will be able to produce more efficient marketing campaigns. CRM data can show you this and enable you to profile target groups which may be underperforming in order to try and CRM will help you find out a lot of useful information about your customer base, and will allow you to work out where there are gaps that need to be filled. Exploring the reasons why customers fail to make purchases or why they may not rate your company's services can help you adapt new policies and techniques which may help you attract new customers. The same principals apply to working out why previous customers have stopped using your services or why they might have turned to your competitors.

Finally, this last objective is what drives all of the other objectives above. With so much competition in the market today, it is important more than ever that businesses stay relevant and keep offering new things to their clients. By improving the way your business operates, how the customer interacts with your business and producing effective marketing strategies, you can hope to improve the way your business is viewed and encourage new customers, as well as ensuring that existing ones keep coming back. This will boost your profits and help keep your company ahead of its competitors. Once you've established what it is you hope to achieve from CRM management, you can begin to look for the right service provide

Literature Review:

Customer relationship management has been defined as “a business approach that integrates people, processes, and technology to maximise relationships with customers” Goldenberg (2008, p.3). Moreover, it has been stated that customer relationship management “characterises a management philosophy that is a complete orientation of the company toward existing and potential customer relationships” (Raab et al, 2008, p.6)

Mueller (2010) characterises customer relationship management aspect of the business as a highly dynamic, and convincingly argues that businesses have to adopt a proactive approach in devising relevant programs and initiatives in order to remain competitive in their industries.

Sinkovics and Ghauri (2009) relate the necessity for engaging in customer relationship management to high cost of direct sales, highly intensifying level of competition in the global level, and need for information about various aspects of the business in general, and consumer behaviour in particular, that can be used to increase the levels of sales.

According to Peppers and Rogers (2011), there is global tendency in customer relationship management that relates to the shift from transactional model towards the relationship model. In other words, Peppers and Rogers (2011) argue that satisfying customer needs as a result of on-time transaction is not sufficient today in order to ensure the long-term growth of the businesses. Instead, businesses have to strive to maintain long-term relationships with their customers in order to maintain flexibility to adopt their increasing expectations and thus achieving their life-long loyalty. Peppers and Rogers (2011) further stress that, businesses that refuses to acknowledge this tendency in the global marketplace would be risking their market share and growth prospects in the future.

One of the most critical sources for the research is the book “Relationship Marketing and Customer Relationship Management” authored by Brink and Berndt (2009). The book offers an in-depth discussion of the concept of Customer Touch Map and discusses the role of information technology in facilitating customer relationship management.

The work of Mathur (2010) represents another significant contribution to the research area to be used in the study. Namely, the author provides a wide range of specific customer relationship management techniques and principles that are used by multinational businesses. The findings of Mathur (2010) can be compared to the primary data findings in the proposed research, thus enhancing the scope of the study.

Khurana (2010), on the other hand, discusses the concept of customer relationship management in a great detail, and also addresses advantages and disadvantages associated with a range of relevant software applications. The third edition of Pradan’s (2009) “Retailing Management” is another noteworthy source that is going to be used in the study. Specifically, Pradan (2009) identifies customer relationship management as an emerging aspect of marketing in retail and discusses its importance for ensuring long-term growth for retail businesses.

A global approach towards the issues of customer relationship management is adopted by Raab et al (2008) in “Customer relationship management: a global perspective”. The value of this specific work to the proposed research can be explained in a way that it will allow the comparison of customer relationship management principles to the similar principles exercised by other multinational retailers in a global marketplace.

Bhatia’s (2008) work, “Retail Management” is also going to be used in the proposed study due to the significance of the contribution of the work to the research area. Bhatia (2008) offers in-depth discussions related to the use of loyalty cards by retailers, and this represents a comprehensive analysis of the issue in the secondary data.

Moreover, Cox’s (2011) “Retail Analytics: The Secret Weapon” deserves also to be mentioned in here thanks to the most modern and fresh perspective the author adopts in order to approach the research issues. The most valuable part of this specific article is that it provides highly practical recommendations to retailers of various sizes in terms of increasing the levels of revenues through adopting a range of customer relationship management principles.

A range of academic models and writings relate to this research in direct and indirect ways and some of the most relevant models are going to be explored in the study. One of the most models to be used in the study is The Gap Model of Service Quality. "A model of service quality called the gap model identifies five gaps that can cause problems in service delivery and influence customer evaluations of service quality" (Lamb et al, 2011, p.189).

These five gaps are a) the gap between customer wants and the management perceptions about customer wants; b) the gap between the management perceptions about customer wants and the specifications of service developed; c) the gap between the service specifications and the actual service provided; d) the gap between the quality of service promised and the quality of service provided, and e) the gap between expected service and perceived service on behalf of customer. Another relevant model to be tested during the study constitutes Relationship Model of customer relationship management proposed by Peppers and Rogers (2011). Specifically, the model advocates adopting a pro-active approach in sustaining customer relationships and proposes a set of specific principles that would assist to accomplish this task.

Objectives

- a) To understand the effects of customer characteristics
- b) To study the content of information
- c) To evaluate employee capabilities,
- d) To understand how the organizational environment is dependent on people-driven processes in CRM

Hypothesis:

H1 Typical people-driven processes in CRM are those that are difficult to implement or that cannot be carried out using technology solutions alone, including such activities as planning customer strategy, designing CRM processes, coping with customer problems, understanding customer needs, handling intimate communications, and integrating customer responses

H2: Typical people-driven processes in CRM can be implemented or that can be carried out using technology solutions and such activities like planning customer strategy, designing CRM processes, coping with customer problems, understanding customer needs, handling intimate communications, and integrating customer responses
Factors that affect the dependency of people-driven processes in CRM are related to customer characteristics, the content of information, employee capabilities, and the organizational environment

Methodology

Customer relationship management (CRM) is a customer-focused business strategy that dynamically integrates sales, marketing and customer care service in order to create and add value for the company and its customers.

This change towards a customer-focused strategy is leading to a strong demand for CRM solutions by companies. However, in spite of companies' interest in this new management model, many CRM implementations fail. One of the main reasons for this lack of success is that the existing methodologies being used to approach a CRM project are not adequate, since they do not satisfactorily integrate and complement the strategic and technological aspects of CRM.

This paper describes a formal methodology for directing the process of developing and implementing a CRM System that considers and integrates various aspects, such as defining a customer strategy, re-engineering customer-oriented business processes, human resources management, the computer system, management of change and continuous improvement.

Conclusion

This work aimed to identify the underlying environmental and organizational factors that enable CRM alliances to flourish in certain countries. The contributions of this paper are two-fold. First, a model was created to analyze the factors that drive the adoption of CRM alliances in a country. This is an important contribution to the CRM field, as no previous studies examined the key macro-level factors needed for CRM to be successful in new markets. Second, this model was tested for relevancy in explaining activities in Taiwan. During the application of the model, factors that play a larger role in Taiwan than in Western countries already undertaking CRM alliances were discovered and the model was modified to take these into account. In this way, the model proves a useful framework to examine the macro-level factors, while being flexible enough to take other factors into consideration.

Using the model, we can explain why CRM alliances do not yet play a major role in the Taiwan market. The relatively weak role played by consumers, facilitators (consultants and advocacy groups), and the relatively passive role of the Taiwan government are the main reasons. In addition, external factors are only playing a moderate role in motivating businesses to undertake CRM at the moment, but this is expected to change as competition for customers and labor increases on the island.

Finally, NPOs continue to be hampered by a perceived lack of credibility amongst consumers, and only if the overall image of the sector is strengthened will a large number of NPOs be in a position to take advantage of opportunities to partner with businesses.

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CRM- An approach to gain competitive advantage

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Abstract:

Business firms adopt the Customer Relationship Management (CRM) to gain Competitive advantage in the market. Competitive advantage is a business concept describing attributes that allow an organisation to outperform its competitor. Every organisation needs to retain the customer in order to fulfil its so called objective “Profit”. Profit becomes the secondary motive in this modern customer oriented era. Many a times it is chanted that the customer is given importance theoretically but in practice till the corporate does not delight the customer it cannot survive. Through CRM companies are now able to know the customer behaviour and their unique needs. It is well said that CRM is an “Organisational Memory” and the more you understands the customers, the easier it is to target new prospects and targets them. This wealth of data gives them the ability to anticipate their experience they desire and helps to win over the competitors.

Customary wisdom says “it costs five times more to woo a new customer as it does keep the one you have”. By delighting your customer at every opportunity, one can reduce acquisition cost and increase revenue. CRM is customer focused business strategy designed to optimise revenue, profit and customer and also enables business firms to lower operating costs as retained customers require less persuasion through advertising, publicity, salesmanship, and so on. As a result, the firm can remain ahead of the competitors in the market place.

Key words:

CRM, Competitive advantage, Customer retention and Market Segmentation.

Introduction:

Customer relationship management is a business strategy to create and maintain better relations with the customers, by understanding their unique needs and behaviours. Businesses need to be customer – centric to thrive. A customer centric business focuses on obtaining a competitive edge over similar businesses by creating a unique customer experience. It also allows a business to become more profitable by concentrating on customer retention. The goal of CRM is to optimise customer satisfaction and revenue through relationship built with potential current customer across the business function.

Intensified competition and increased customer power have driven the corporate firms to pursue a variety of new strategies, all of which are dependent on new ways of understanding and relating to customers. Growing competition from domestic as well as the international firms forced many firms to adapt to a new strategic imperative of customer- focused strategies stand a chance. Implementing the right CRM solution that addresses everything from customer segmentation to the performance of sales representatives has become critical to beat the competition.

Objectives Of Study:

- 1) To study whether there is a positive relationship between customer relationship management and Competitive advantage.
- 2) To know the various CRM strategies adopted by the corporate world to gain competitive advantage.

Research Methodology:

This paper is prepared with the blend of theoretical knowledge consist of secondary data . In secondary data the main source of information will be carried out from Internet, which will be supported by the extracts from various newspapers, magazines, journal, and books

Competitive Advantage and CRM:

When a firm sustains profits that exceeds the average for its industry, the firm is said to possess a competitive advantage over its rival. The goal of much of business strategy is to achieve a sustainable Competitive advantage.

Micheal Porter identified two basic types of Competitive advantage:

- i) Cost Advantage
- ii) Differentiation Advantage

A competitive advantage exists when the firm is able to deliver the same benefits as competitors but at a lower cost (Cost advantage), or deliver benefits that exceed those of competing products (Differentiation advantage). Thus, a competitive advantage enables the firm to create superior value for its customers and superior profit for itself.

Cost and differentiation advantages are known as positional advantages since they describe the firm's position in the industry as a leader in either cost or differentiation.

To gain the competitive advantages over the competitors it becomes necessary to have a proper implementation of CRM strategies.

One way to boost your competitive advantage is through introducing a CRM that will allow you to streamline the order process, better manage your prospecting and new client on-boarding process, and better handle your scheduling and projects.

A CRM (Customer Relationship Management) solution is the answer for most organizations that are looking for a way to do what they do even better. CRM provides an efficient and convenient way to centralize operations across an organization, while providing efficient and quality service. CRM is used to record, track, and report on all prospect, client, and vendor activities and transactions. It allows businesses to have information that is immediately available, complete and up-to-date and enables them to respond appropriately and quickly to any requests to empower them to work at peak efficiency.

Introducing a CRM system within your organization can provide you with the following competitive advantages:

1. **Give Your Sales Team the Tools Needed to Succeed.** With the right CRM in place, you'll be able to streamline workflow and ensure every detail from the sales process is preserved. Sales teams will be able to convert sales from quotes, to orders, to invoices all from within the CRM. These simple CRM features streamline communication and eliminate errors as well as double data entry. When the Sales Managers can view all planned sales activity within your CRM, your Sales team can spend more time selling and less time reporting.
2. **Provide Personal Service.** Exceed your customer's expectations when everyone knows what was promised, what was ordered, what projects are under way, and what is scheduled for the future. No matter which department takes the call from a prospect, they will know exactly what is going on with that account by viewing the past interactions. Full-featured CRM's, like Results CRM, tie all departments together, becoming your "one-stop-shop" for accessing all the information you need to build and maintain amazing relationships.

3. **Automation of Processes.** Improve customer satisfaction by ensuring consistent service delivery and making sure that nothing falls through the cracks! The proper CRM will automate your business processes, allowing you to deliver consistent results each and every time.
4. **Centralized Information** – Mature CRM products go beyond Contact Management to truly manage the entire business. Your CRM should unite your Sales, Service, Billing and Finance departments. CRM should be your central location for company-wide contacts from QuickBooks, Outlook, Constant Contact, and even Excel spreadsheets. When CRM becomes the central location for all vital company information across your organization, you will significantly reduce double-entry with two-way communication between these products. Be confident that you're always viewing the most current and accurate information available!
5. **Provide Service Anytime, Anywhere** – In our instant-access world, clients expect quick responses. Gone are the days where employees are at their desk from 9 to 5...and your clients are aware of this! It doesn't matter if you're working from home, in the office or on the road – your CRM should provide access to the real-time company information needed to be productive from anywhere.

Small and large businesses alike use CRM to stay competitive, become more productive and respond to requests and opportunities with great speed and efficiency. If you are not currently using a CRM system, chances are you are giving up an opportunity to further differentiate yourself among your competition. Now may be a good time to consider the many ways your organization would benefit by implementing a CRM solution.

Customer information is often fragmented and distributed across legacy, product-centric, function-line systems and in databases designed to support specific operational functions. Yet, the success of a CRM strategy will largely depend on the availability of complete and accurate information about individual customers and their relationship with the organization.

A primary goal of a CRM solution is to develop a customer data repository where the various fragments of customer data can be collated and enhanced into a valuable business asset. As the scope of the customer data repository grows to provide a more complete view of individual customers, the capability of the organisation to respond to new customer needs and opportunities increases substantially.

CRM solutions assist business organisations to better understand and influence customer behaviour and profitability. This insight enables firms to tailor products, provide consistent multi-channel access and service levels to meet customer needs. In addition, business organisations can maximise profits by identifying profitable and unprofitable customer segments and taking appropriate action.

Through CRM, organisations can begin to address the challenge of realigning business processes and technology in order to build and retain profitable customer relationships. The world is changing exceedingly fast for every business organisation. To maintain competitiveness and help ensure long-term survival, these business organisations need to comprehensively understand their customers like never before – their behaviour, actions, lifestyles, and preferences.

Rationale behind CRM , Competitive advantage and Market Segmentation:

In segmentation, marketers study the typical characteristics of the segment members to determine potential product features and to figure out how to reach the segment members. Different segments may be more prone to specific media types, such as magazines, Web pages, television or radio. Marketers target market segment members by tailoring products and commercials to suit the needs and tastes of the segment members and then displaying the advertisements on the market segment's preferred media channels. CRM marketers take the information in the databases and create

promotions designed to meet specific customer wants and needs. This further segmentation helps retain customers, and customer retention is vital to product profitability. Typical CRM promotions include customer loyalty programs, personalized action between customer service personnel and the customer, and the ability to customize the product to suit the exact needs of the customer.

Hence through the segmentation one can get a chunk of market share and can enjoy the benefits of monopoly and a greater advantage in competition.

Conclusion:

There are countless ways to leverage the CRM towards developing new opportunities. Applications such as cross-selling, up-selling, profitability analysis and campaign management are just a few, and innovative possibilities are evolving all the time. However, the need and depth of customer information is a critical success factor that is consistently required. CRM systems must not only provide the ability to capture information from operations systems, but must also facilitate a cooperative exchange of customer information across the whole organisation, in order to build competitive advantage.

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A Study of Elasticity of Developmental and Non-developmental Expenditure of Government of Maharashtra

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Abstract

From the development point of view it is essential to study the pattern of developmental and non- developmental expenditure. Pattern can be studied with the help of elasticity of expenditure. If elasticity of expenditure is greater than one then state is responsive in its expenditure programme to the growth of the economy which is considered as the Wagnerian hypothesis. The objective of the paper is to study the elasticity of developmental and non-developmental expenditure to Net State Domestic Product and to study the elasticity of per capita developmental and non-developmental expenditure to Per capita income of the state of Maharashtra. For the study, the secondary data is collected through RBI and State government publications. The Wagner's law of increasing state activity in developmental and non- developmental expenditure is tested. The results are showing presence of Wagner's law in non-developmental expenditure only. For developmental expenditure, the elasticity is less than one which shows that the state is not responsive in developmental expenditure programmes to the growth of the economy.

Key Words: - Developmental expenditure, Non- Developmental expenditure, Wagner's Law, Growth rate, Per capita income, Net State Domestic Product Elasticity of expenditure.

1. Introduction: - Maharashtra is a leading state in Indian federation as far as efforts of development are concerned. Maharashtra state is considered to be a disciplined state in financial management of the resources. Here, we have to test whether the state is having responsive expenditure programme to the growth of the economy or not. In the classification of public expenditure broadly we are using plan and non-plan expenditure, capital and revenue expenditure and developmental and non-developmental expenditure. Out of this in the present paper we can study the pattern of developmental and non-developmental expenditure of the government of Maharashtra. Elasticity of developmental and non-developmental expenditure is studied for thirty years data from 1975 to 2005. If the elasticity of expenditure to NSDP is higher than one then growth in expenditure is higher than growth in NSDP.

2. Objectives of study: -

- I. To study the elasticity of developmental and non-developmental expenditure to Net State Domestic Product.
- II. To study the elasticity of per capita developmental and non-developmental expenditure to Per capita income of the state.

3. Hypothesis of the Study: - Hypotheses of the study are as follows;

- I. Elasticity of developmental and non- developmental expenditures to NSDP are more than one.
- II. Elasticity of per capita developmental and non- developmental expenditures to per capita income of the state are more than one.

4. Scope of the Study: - The study is restricted to the developmental and non- developmental expenditure of government of Maharashtra only. No consideration of expenditure of central government. At the same time, there is no consideration of private expenditures or the expenditures of public sector undertakings. The study will take into account the period from 1975 to 2005.

5. Data Collection and Methodology of study: - Data for study collected through secondary sources only which includes budget documents of the state of Maharashtra. Data also collected from Reserve Bank of India bulletin and state finances: a study of the budgets of the state

governments. Economic surveys of Maharashtra were also helpful in providing data on NSDP and Per capita income of the state. Here we use regression method to arrive at the results of elasticity of expenditure to NSDP and per capita income of the state.

Log linear model: - The log linear models are being used for to see elasticity of each category of expenditure with Net State Domestic Product of the state. This gives us how much increase in particular category of expenditure occurs because of an increase in NSDP of the state. The model is as follows;

$$\text{Log PE} = A + \text{Log NSDP} + w1 \text{ -----Equation-I}$$

Like this log of each category of expenditure is computed using NSDP and per capita income of the state as the independent variable.

Since, we are using data for thirty years it difficult to compute results manually so we use 'R' software which is available on internet freely.

- 6. Review of literature:** - Empirical study of the state expenditure policy and its impact on the other variables, relationship with national income and other variables was studied by the German economists Adolph Wagner. This law of the Wagner is explanatory rather than prescriptive in character. According to Wiseman and Peacock, "Its aim is to establish generalizations about government expenditure, not from postulates about the logic of choice, but rather by direct inference from historical evidence." Adolph has based his law of increasing state activities on historical facts. Adolph Wagner arguing that government expenditure must increase at an even faster rate than output. According to Wagner, income elasticity of the public expenditure is greater than unity. It means that rate of increase of government expenditure is greater than the rate of increase of the economy. Arthur Mann tries to test this law but has got contradictory results. Here we test this law for developmental and non- developmental expenditures of the government of Maharashtra.
- 7- Developmental and non-developmental expenditure:** - It is a third type of accounting classification of expenditure in India. In Maharashtra also government divides its total expenditure in developmental expenditure, non-developmental expenditure and other expenditure. We now turn to see the elasticity of developmental and non- developmental expenditure to NSDP and per capita developmental and per capita non developmental expenditure with that of per capita income of the state..

Table no 1- Elasticity of expenditure to NSDP and Elasticity of per capita expenditure to PCI

Category of expenditure	Dev exp	Non-dev exp	PCDE	PCNDE
Intercept	-1.54	-3.38	-1.55	-3.36
Coefficient	0.94	1.03	0.92	1.03
SE I	0.23	0.21	0.22	0.20
SE C	0.02	0.01	0.02	0.02
t-I	-6.47	-16.06	-6.85	-16.60
t-C	43.25	53.90	36.44	45.88
R ²	0.99	0.99	0.97	0.98
R ⁻²	0.98	0.99	0.97	0.98

All intercepts and coefficients are significant at 0.1% level of significance except Cap Exp which is significant at 5%., SE I- Standard error of Intercept, SE C- SE of Coefficient, t-I & t-C stands for t values of intercept and coefficient, R² & R⁻² are Multiple and adjusted R2.

Elasticity of expenditure category to NSDP and PCI: - Elasticity of developmental expenditure to NSDP stands at 0.94 and that of per capita developmental expenditure stands at 0.92 indicating again less than one elasticity. It means that the growth of expenditure is less than growth of net state domestic product of the state of Maharashtra. This will reject the Wagnerian hypothesis for the state of Maharashtra in developmental expenditure and per capita developmental expenditure. Elasticity of non-developmental expenditure to NSDP stands at 1.03 and for per capita component it is again 1.03. This indicates that non-developmental expenditure of the state is elastic or increasing at higher proportion than the growth of the economy. Non-developmental expenditure, though not a wasteful expenditure but can not lead the economy to development path. But, non-developmental expenditure of Maharashtra state is more responsive to growth of the economy. This type of expenditure is proving the Wagnerian hypothesis in the state of Maharashtra.

- 8. Conclusion:** - We are interested in checking whether the state of Maharashtra is responsive in expenditure programme compare to the growth of the economy or not. Here, we elasticity of developmental expenditure and per capita developmental expenditure to NSDP and PCI is less than one which indicates that developmental expenditure programme of the state is less responsive to the growth of the economy.

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• **Statistical appendix:** -

Table No. 2- Developmental, Per capita developmental expenditures with Growth rates

Year	RADE	CADE	TDE	GRTDE	PCDE	GRPCDE
1975-76	57817	20401	78218		141.3	
1976-77	62887	16693	79580	1.741287	140.8	-0.4
1977-78	71706	20546	92252	15.9236	159.6	13.4
1978-79	88809	25691	114500	24.11655	193.9	21.4
1979-80	107383	28031	135414	18.2655	224.3	15.7
1980-81	127787	34049	161836	19.51202	259.9	15.9
1981-82	143138	37443	180581	11.58271	284	9.28
1982-83	170967	41740	212707	17.79035	327.4	15.3
1983-84	212347	52787	265134	24.64752	399.2	21.9
1984-85	252109	59019	311128	17.34745	458.7	14.9
1985-86	299978	56892	356870	14.70199	515.9	12.5
1986-87	353622	65730	419352	17.50834	589.3	14.2
1987-88	385968	67889	453857	8.228171	623.3	5.78
1988-89	453389	75863	529252	16.61206	710.1	13.9
1989-90	558392	99238	657630	24.2565	861.7	21.4
1990-91	612351	95502	707853	7.636969	905.7	5.11
1991-92	681985	95238	777223	9.800057	973.4	7.47

1992-93	782182	135374	917556	18.05569	1127	15.8
1993-94	900497	164052	1064549	16.02006	1286	14.1
1994-95	998458	374467	1372925	28.96776	1628	26.6
1995-96	1153100	266801	1419901	3.4216	1653	1.53
1996-97	1407578	267522	1675100	17.97301	1884	14
1997-98	1495381	316128	1811509	8.143335	1997	6
1998-99	1487311	311780	1799091	-0.68551	1945	-2.6
1999-00	1643900	368654	2012554	11.86505	2132	9.65
2000-01	2200657	441706	2642363	31.29402	2748	28.9
2001-02	2001252	290973	2292225	-13.2509	2341	-14.8
2002-03	2185360	364430	2549790	11.23646	2566	9.62
2003-04	2187332	815051	3002383	17.75021	2978	16
2004-05	2792981	782895	3575876	19.10126	3486	17.1

RADE- Revenue account developmental expenditure, CADE- Capital account developmental expenditure, TDE- Total developmental expenditure, GRTDE- Growth rate of TDE, PCDE- Per capita DE, GRPCDE- Growth rate of per capita developmental expenditure

Table No. 3. Non-developmental, Per capita non-developmental expenditure with Growth rate

Year	RANDE	CANDE	TNDE	GRTNDE	PCNDE	GRPNDE
1975-76	33742	296	34038		61.5	
1976-77	39499	283	39782	16.87526	70.36	14.4
1977-78	40437	363	40800	2.558946	70.61	0.35
1978-79	51257	505	51762	26.86765	87.64	24.1
1979-80	51882	665	52547	1.516557	87.05	-0.7
1980-81	63096	809	63905	21.61494	102.6	17.9
1981-82	79828	1691	81519	27.56279	128.2	24.9
1982-83	90987	1318	92305	13.23127	142.1	10.8
1983-84	104674	1658	106332	15.19636	160.1	12.7
1984-85	134811	1690	136501	28.37246	201.2	25.7
1985-86	147731	1295	149026	9.175757	215.4	7.05
1986-87	139896	1667	141563	-5.00785	198.9	-7.7
1987-88	159997	1876	161873	14.34697	222.3	11.8
1988-89	195959	1905	197864	22.2341	265.5	19.4
1989-90	229307	1681	230988	16.74079	302.7	14
1990-91	259809	1892	261701	13.29636	334.9	10.6
1991-92	318140	2076	320216	22.35949	401	19.8
1992-93	366584	2627	369211	15.30061	453.4	13.1
1993-94	406007	3410	409417	10.88971	494.4	9.04
1994-95	478212	5103	483315	18.04957	573	15.9
1995-96	559045	3547	562592	16.40276	654.8	14.3
1996-97	668308	4463	672771	19.58417	756.5	15.5
1997-98	779767	5051	784818	16.65455	865	14.3
1998-99	1061412	7471	1068883	36.19502	1155	33.6
1999-00	1253873	7478	1261351	18.00646	1336	15.7
2000-01	1470213	4595	1474808	16.92289	1534	14.8
2001-02	1773054	3814	1776868	20.48131	1815	18.3
2002-03	1794682	3938	1798620	1.224176	1810	-0.2
2003-04	1982008	4863	1986871	10.46641	1970	8.87
2004-05	2227116	4802	2231918	12.33331	2176	10.4

RANDE- Revenue account non-developmental expenditure, CANDE- Capital account non-developmental expenditure, TNDE- Total NDE, GRTNDE- Growth rate of TNDE PCNDE- Per

capita NDE, GRPNDE- Growth rate of per capita non-development expenditure

Table no. 4 - Total expenditure, per capita expenditure, NSDP and per capita income of Maharashtra with growth rates.

Year	TE (Lac)	GR TE	PCE(Rs)	GR PCE	NSDP (Cr.)	PCSI (Rs.)	GR NSDP	%TE/NSDP
1975-76	135851		245.448		7676.8	1387		17.7
1976-77	149915	10.35	265.152	8.03	8573.6	1516.4	10.46	17.49
1977-78	165857	10.63	287.02	8.25	9624.8	1665.6	10.92	17.23
1978-79	208066	25.45	352.275	22.7	10658	1804.5	9.694	19.52
1979-80	228940	10.03	379.251	7.66	12145.7	2012	12.25	18.85
1980-81	261278	14.13	419.63	10.6	15113.3	2427.3	19.64	17.29
1981-82	308786	18.18	485.68	15.7	16965.8	2668.5	10.92	18.2
1982-83	358518	16.11	551.8	13.6	18277.4	2813.1	7.176	19.62
1983-84	424397	18.38	639.035	15.8	21151.6	3184.9	13.59	20.06
1984-85	506309	19.3	746.419	16.8	22628	3335.9	6.525	22.38
1985-86	573148	13.2	828.528	11	26467	3826	14.5	21.66
1986-87	641185	11.87	900.965	8.74	28431	3995	6.908	22.55
1987-88	692892	8.064	951.624	5.62	33770	4638	15.81	20.52
1988-89	810163	16.92	1086.97	14.2	40472	5430	16.56	20.02
1989-90	973707	20.19	1275.9	17.4	50139	6570	19.28	19.42
1990-91	1077226	10.63	1378.38	8.03	58137	7439	13.76	18.53
1991-92	1205156	11.88	1509.38	9.5	65808	8242	11.66	18.31
1992-93	1401356	16.28	1721.05	14	82076	10080	19.82	17.07
1993-94	1698312	21.19	2050.98	19.2	101767	12290	19.35	16.69
1994-95	2002633	17.92	2374.31	15.8	116507	13813	12.65	17.19
1995-96	2137646	6.742	2487.92	4.79	140730	16379	17.21	15.19
1996-97	2500495	16.97	2811.84	13	158682	17844	11.31	15.76
1997-98	2767514	10.68	3050.29	8.48	195168	21511	18.69	14.18
1998-99	3031719	9.547	3276.92	7.43	214557	23191	9.037	14.13
1999-00	3824361	26.14	4051.82	23.6	247830	26257	13.43	15.43
2000-01	4220819	10.37	4389.08	8.32	252283	26234	1.765	16.73
2001-02	4247958	0.643	4337.95	-1.2	274113	27992	7.964	15.5
2002-03	4721738	11.15	4751.66	9.54	300476	30238	8.774	15.71
2003-04	5387818	14.11	5343.41	12.5	341424	33861	11.99	29.63
2004-05	7086432	31.53	6909.18	29.3	387390	37770	11.87	30.58

TE- Total expenditure, GRTE- Growth rate of total expenditure, PCE- per capita expenditure, GRPCE- Growth rate of PCE, NSDP- Net state domestic product, PCSI- Per capita state income, GRNSDP- Growth rate of NSDP, %TE/NSDP- Percentage of total expenditure to NSDP.

“A study The impact of effective customer relationship management adopted by Banking Industry of Thane Region”.

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Abstract:

Customers are the important factor in the development of successful marketing strategy. Marketing strategies both influence and are influenced by consumers' affect and cognition, behavior and environment. In the banking field a unique 'Relationship' exists between the customers and the bank. But because of various reasons and apprehensions like financial burdens, risk of failure, marketing inertia etc., many banks are still following the traditional ways of marketing and only few banks are making attempts to adapt CRM. It is with this background, the researcher has made a modest attempt towards the idea that CRM can be adapted by the Greater Bank in the banking industry for betterment of Banking Services. The lack of understanding on Customer Relationship Management (CRM) is always a concern among the service providers especially banks. Banks have their own way of managing their relationships with the customers. However, the perception of customers on CRM practices among banks should also be taken into consideration. Here in this paper, effort is given to study the comparative perception of Greater Bank customers in the issue of CRM practices. It is observed that the approach of CRM by Greater Bank and other nationalised are to some extent same and one but the reach is quiet distinguishable. It is due to the profile, their capability and the strategy of CRM in making it and reaching down to customers. On the contrary, it can also be asserted that the background of both banks also found as a big cause for reaching the top CRM. Hence, CRM is an inevitable tool of marketing that can be considered as Critical Responsibility of Market with regard to Banks in present context.

Key Words: Customer Relationship Management, Greater Bank, Banking Services, Customers.

Introduction:

Customer relationship management is one of the strategies to manage customer as it focuses on understanding customers as individuals instead of as part of a group (Lambert, 2010). Managing customer relationships is important and valuable to the business. The effective relationship between customers and banks depends on the understanding of the different needs of customers at different stages. The ability of banks to respond towards the customers' needs make the customers feel like a valuable individual rather than just part of a large number of customers. CRM manages the relationships between a firm and its customers. Managing customer relationships requires managing customer knowledge. CRM and knowledge management are directed towards improving and continuously delivering good services to customers. To understand more in customer relationship management, we first need to understand three components which are customer, relationship and their management (Peppers and Rogers, 2004). More often, managers always make mistakes by seeing customers' satisfaction from their eye not from customers' eye (Peppers and Rogers, 2004). CRM identifies the present and future markets, selects the markets to serve and identifies the progress of existing and new services.

In the present Indian Banking Scenario, two prominent phenomena are the focal point to emerging practices and policies. These are 'Technology' and 'Relationship Marketing'. The power of

technology that has revolutionized banking services and practices. 'Relationship Marketing' is seen as the only differentiating factor given the almost commoditization of banking services. On observation of the recent restructuring, rebranding and reengineering efforts of many banks, we find that the key motive towards these is to utilize customer centricity as a strategy. Further, catalysing the importance of Technology and Relationship marketing is the Core Banking Solution (CBS). All the banks have overcome the teething troubles of CBS and it has become bank's growth and performance. Going further, most of the Banks have invested in technology enabled Customer Relationship Management Software to utilise CBS generated customer information for enhancing business opportunities, access to customers and support. Thus, CRM is a logical progression of CBS for Indian banks. Although, at a nascent stage it is developing swiftly. Customer Relationship Management is the integration of these two cornerstones of Indian banking viz. technology and relationship marketing. It has a potential to bring about dynamic changes in marketing practices of banks in near future, with the objective of business growth through managing customers as assets.

Objectives of the study:

The main objective of the study is to examine the importance of CRM in banking sector of Thane Region, and its impact on the 'Customer Satisfaction' with a special reference to District, State And National Banks operating in Thane Region.

The Other Specific Objectives are as Follows:

1. To review the literature on the concept and use of CRM in banking sector.
2. To analyse the perception of customer of Thane Region on CRM as a tool of banking sector in retention of customers in general nationalised banks.
3. To offer pertinent suggestions based on the findings of the study.

Literature Review:

In this paragraph, sincere effort is given to highlight the concept and significance of CRM vis a vis the uses and application of CRM in Banking sector. In the literature, the main difference among the definitions of CRM are technological and relationship aspects of CRM. The phrase CRM appeared in the literature after the evolution in the relationship marketing philosophy. Berry (1983) defined relationship marketing as attracting, maintaining and enhancing the customers' relationships in multi-service organisation. After a few decades, the evolution in relationship marketing philosophy changed the word relationship marketing to CRM. According to Brown (2000) CRM is a process of acquiring new customers, retaining the existence customers, and at the same time understands, anticipates and manages the needs of an organisation's current and potential customers. Furthermore, Mylonakis (2009) described CRM as an innovative process to create a long term relationship and gaining trust. CRM in financial service industry is a cyclical process which starts with definition of customer actions (Panda, 2003). CRM is fundamental to building a customer-centric organisation. CRM is a key element that allows a bank to develop its customer base and sales capacity. The goal of CRM is to manage all aspects of customer interactions in a manner that enables the organisation to maximise profitability from every customer. Panda (2003) described customer expectations are difficult to manage but are often the cause of dissonance which results in loss of existing customer base. So understanding of customer expectations with regard to service delivery levels and product quality is essential for establishing a long term symbolic value relationship. From the foregoing, it can be said that the purpose of CRM is to bring about Customer Focused Services (Gummesson, 1987; Gronroos,

1990; Varki and Colgate, 2005; Gan et al., 2006), Information and Communication Technology, Complaints Management (Wilke 1994; Ingram,1996; O'marley and Tynan, 2000; Gilly et al., 2005; Achumba, 2006), High Quality Service (Khandwalla, 1995; Eisingerich and Bell, 2006), Timeliness in Service Delivery, Friendliness of Employees (Reinatz and Kumar, 2003), Ease of Opening Account and Competitive Charges in order to enhance organisational performance as indicated by such variables as Customer Satisfaction (Morgan and Hunt, 1994; Naidu et al., 1999), Customer Retention (Dick and Basu, 1994; Morgan and Hunt, 1994; Reichheld, 1996), increase in number of customers (Gronroos, 1990), and increased net profit (Khandwalla, 1995; Page et al., 2006). The organisational performance is enhanced because marketing efficiency is achieved due to the cooperative and collaborative processes (Sheth and Sisodia, 1995) introduced by CRM which helps in reducing transaction costs and overall development costs for the company. These brings about two important processes of proactive customer business development and building partnering relationships with the most important customers (Chitanya, 2005) and eventually leads to superior mutual value creation between the organisation and the customer. Further, a clear vision of CRM along with appropriate strategies if applies in banking sectors found out that beneficial in maintaining the customer service quality, customer satisfaction and customer retention which ultimately leads to the growth of the organisation and profitability (Bansal and Sharma, 2008).

Methodology:

Primary Data is collected through Questionnaire with the Average, Good, Best, Data collected from the Customers of the various banks in thane region in general and Ulhasnagar and Kalyan in Particular. The researcher has tried to give maximum output through collection of data and its analysis and interpretation.

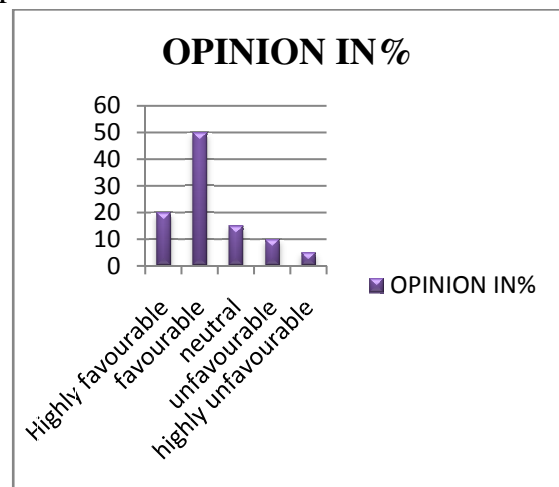
Limitations:

The data is collected only from the Area of Thane region in particular because of time constraint and financial limit. The number of Samples may be less because of small area which may create problem of limited collection of data.

Data Analysis and interpretation:

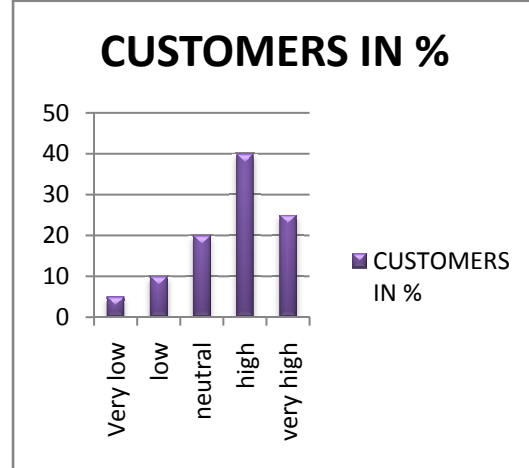
1. Attitude of Thane Region customer towards CRM

Attributes	Opinions in %
Highly favorable	20
Favorable	50
Neutral	15
unfavorable	10
Highly unfavorable	5



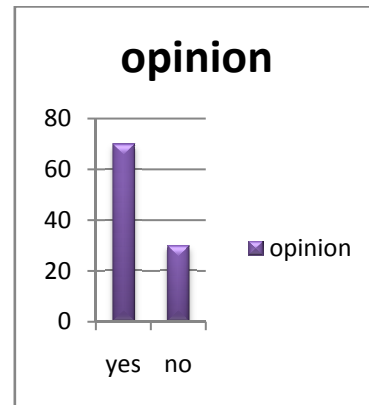
2. Awareness level of customer towards CRM

AWARENESS LEVEL	CUSTOMERS IN %
Very low	5
Low	10
Neutral	20
High	40
Very high	25



3. Opinion about whether banks should enhance customer loyalty.

ATTRIBUTES	OPINION
Yes	70
No	30



Conclusion

A bank’s ability to identify customer needs, segment customers and build accurate customer profiles, all depend on how effectively it collects, manages and uses customer data.

The Bank want information they need, harvest it carefully, store it safely, keep it updated and use it proactively to cross- sell, improve customer experience and deepen relationships. Today data access is no longer a challenge, rather banks have access to loads of customer information, but the challenge still lies in converting this into business advantage. This implies that CRM needs to address the gap of converting data into customer insights which proliferates profitable customer relationships across multiple touch points. The strategic framework suggested for effective implementation of CRM emphasises the importance of understanding CRM as an organization wide strategy and need for alignment of bank’s culture and processes to bring customer centricity at the core of operations. The framework recommends leadership and motivation driven by top management to optimize customer relationships on the basis of customer information. It points out the need for training at all levels along with coordination and communication amongst various departments. Thus, a strategic approach towards CR implementation will enable attainment of the desired benefits of the CRM investments made by banks.

There may be different needs and requirements of customers with different types of banks. So banks should put efforts to know the proper requirement of Customers.

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स्त्रियांचे आर्थिक कौटुंबिक जीवन

सोनवणे कल्पना उत्तमराव : कला विज्ञान महाविद्यालय, सोनगीर, ता.जि. धुळे

प्रस्तावना :-

भारतीय स्त्री जीवनाचा सर्वांगीण अभ्यास पाहिला असता हाच निष्कर्ष काढावा लागतो की, औद्योगिकरणाने लावलेले अपरिहार्य व एकांगी बदल वगळता स्त्री जीवनात कोणतेही महत्वाचे परिवर्तन झालेले दिसून येत नाही. स्त्रीया आजही मजूर किंवा गुलाम असून त्या कुटुंबाच्या बंदिवान आहेत. परंपरेचा उंबरठा स्त्रीया सहसा ओलांडत नाही. स्त्रीयांचे कार्य प्रामुख्याने प्रजनन, बाल-संगोपन, अन्नपाणी यांचे व्यवस्थापन एवढेच. गाई, म्हशींचे दुध काढणे, सुत काढणे, टोपल्या विणणे एवढेच. गाई, म्हशींचे दुध काढणे, सुत काढणे, टोपल्या विणणे एवढेच नव्हे तर शेती, पशुपालन ह्यांच्या माध्यमातून कुटुंबाच्या उत्पादनात भर घालण्यासाठी घरातील स्त्री कष्ट करू लागली होती. कुटुंबामध्ये स्त्रीयांचे योगदान अनन्य साधारण आहे. परंतू पुरुषप्रधान समाजात स्त्रीयांचा दर्जा नेहमीच गौण तथा दुय्यम मानला गेला. म्हणूनच स्त्री फक्त एक उपयुक्त वस्तू बनली.

जीवनासाठी जो पर्यंत स्त्रीयांच्या श्रमाची आवश्यकता होती तोपर्यंत स्त्रीयांची अवस्था चांगली होती. कालांतराने यात बदल झाला आणि स्त्रीयांनी कितीही श्रम केले तरी त्यांच्या श्रमाला मोल राहिले नाही. खरे तर कौटुंबिक जबाबदाऱ्या सांभाळून स्त्रीया श्रम करतात व आपल्या कुटुंबाला हातभार लावीत असतात. आर्थिक क्षेत्रातील अशा स्वरूपाचा स्त्रीयांचा सहभाग हा आरंभापासूनच आहे. आर्थिक स्वातंत्र्याचे महत्त्व स्त्रियांनी आधीपासूनच ओळखले होते. स्त्रियांनी वारसा हक्काची मागणी केली होती. शिक्षण घेतलेल्या बऱ्याच स्त्रिया या नोकऱ्यांकडे वळल्या तरीही स्त्री ही पतीची गुलामच राहिली. स्त्रियांची शतकेनशतके सुरु राहिलेली गुलामगिरी आजतागायत संपलेली नाही. कुटुंबाच्या सुखासाठी स्त्रीयांनी नेहमीच त्याग केला आहे. त्यासाठी स्वतःचे स्वातंत्र्य त्यांनी गमावले आहे. स्त्रीचा जन्म होताच तीचा व्यवसाय निश्चित असतो आणि तो म्हणजे गृहिणीचाच.

आज स्त्री शिक्षणाचा प्रसार झपाट्याने होत आहे. शिक्षणामुळे स्वतःच्या अस्तित्वाची जाणीव स्त्रियांना होऊ लागली आहे. पुरुषांबरोबर प्रत्येक क्षेत्रात आपण काम करू शकतो हा आत्मविश्वास स्त्रीयांमध्ये येऊ लागला आहे. परंतू आजही कुटुंब प्रमुख म्हणून पुरुषांचा पैसा महत्वाचा मानला जातो. याउलट स्त्रीयांच्या उत्पन्नाला गौणत्व दिले जाते. आजही कुटुंब, समाज, कामाच्या ठिकाणी अनेक स्त्रीया या दुय्यमत्वाचा सामना करीत आहे.

❖ शोधनिबंधाची उद्दीष्टे :

१. कुटुंबात होणाऱ्या स्त्री-पुरुष भेदभावा विषयी जाणून घेणे.
२. स्त्रीयांवर होणाऱ्या अत्याचाराविषयी जाणून घेणे.
३. कुटुंबात निर्माण होणाऱ्या संघर्षाविषयी जाणून घेणे.
४. विशिष्ट क्षेत्रात स्त्रीयांचे नोकरी करण्याचे प्रमाण अधिक या विषयी जाणून घेणे.
५. आर्थिक क्षेत्रातील स्त्री-पुरुष भेद याबाबत जाणून घेणे.

❖ शोधनिबंधाची गृहितके :

१. अनेक कुटुंबात आजही मुलगा व मुलगी यात भेद केला जातो.
२. कुटुंबात व समाजात स्त्रीयांवर अत्याचार होत असतात.
३. स्त्रीयांच्या नोकरीमुळे कुटुंबात संघर्षाचे वातावरण दिसू येते.
४. काही ठराविक क्षेत्र आजही स्त्रीयांची मानली जातात.
५. कामाच्या ठिकाणी स्त्रीयांपेक्षा पुरुषांना अधिक संधी दिली जाते.

❖ शोधनिबंधाचे पद्धतीशास्त्र :

(अ) नमुना निवड :

नमुना निवड पद्धतीमध्ये समग्राचा प्रतिनिधी म्हणून लहान भाग किंवा एकक निवडून संशोधन करण्यात येते. या एककातील समग्रातील सर्व विशेष विद्यमान असतात. त्यामुळे समग्राचे प्रतिनिधी म्हणून त्यांचा अभ्यास केला जातो व निष्कर्ष काढले जातात या पद्धतीमुळे वेळ, श्रम, पैसा यांची बचत होते.

नमुना पद्धतीचा दुसरा उद्देश म्हणजे विशाल क्षेत्राचे संशोधन करण्यासाठी संपर्क ही फार मोठा लागतो तो टाळावा व श्रम वाचवावे हा उद्देश असतो. नमुना पद्धतीमध्ये काही निवडलेल्या एककांवर लक्ष केंद्रित करून अध्ययन केले जाते. त्यामुळे नमुना पद्धतीने केलेले अध्ययन हे सुक्ष्म सखोल होते म्हणून संशोधकाने संपूर्ण विश्व किंवा समग्राचे अध्ययन न करता यातून समग्राच्या प्रतिनिधीक एककाची निवड करून त्याचेच अध्ययन केले आहे.

प्रस्तुत शोध निबंधासाठी अभ्यासकाने नोकरी करणाऱ्या २० महिलांची नमुना म्हणून निवड केली.

❖ तथ्यांचे संकलन :

प्रस्तुत शोध निबंधाच्या तथ्य संकलनासाठी संशोधकाने मुलाखत, अनुसूची ह्या तंत्राचा वापर केला मुलाखत अनुसूची मध्ये उत्तरदात्याची वैयक्तिक माहिती सामाजिक, आर्थिक कौटुंबिक माहितीचा समावेश करण्यात आला. अध्ययन क्षेत्राशी निगडित असलेल्या उत्तरदात्याचे संशोधकाने अनुसूची तंत्राच्या साहाय्याने तथ्याचे संकलन केले.

❖ अनुसूचीचे स्वरूप :

- १) अनुसूचीच्या प्रथम विभागात उत्तरदात्याची वैयक्तिक माहिती देणाऱ्या प्रश्नांचा समावेश होता. यात उत्तरदात्याचे नाव, वय, शिक्षण व कुटुंबाच्या स्वरूपाचा समावेश होता.
- २) अनुसूचीच्या दुसऱ्या विभागात उत्तरदात्याच्या अर्थार्जनाविषयी माहिती प्राप्त करून घेणाऱ्या प्रश्नांचा समावेश होता जसे आपल्याला मिळकत असलेले वेतन स्वच्छेने खर्च करतात येते का ? मिळणाऱ्या वेतनात समाधानी आहात का ? मिळवली स्त्री म्हणून कुटुंबाकडून दिला जाणारा दर्जा यात बदल झाला का ? या साऱ्या प्रश्नांचा समावेश होता.
- ३) अनुसूचीच्या तिसऱ्या विभागात कुटुंबात स्त्री-पुरुष भेद केला जातो का ? कुटुंबात आजही पुरुषांचा दर्जा श्रेष्ठ आहे का ? कौटुंबिक अत्याचाराला स्त्रीया बळी पडत आहे का ? या प्रश्नांचा समावेश होता.
- ४) अनुसूचीच्या शेवटच्या टप्प्यात स्त्रीया विविध क्षेत्रात कार्यरत असल्या तरी काही ठराविक क्षेत्रात आजही स्त्रीयांचे प्रमाण अधिक दिसून येते का ? कामाच्या ठिकाणी स्त्री असल्याने संधी नाकारली जाते का ? नोकरीमुळे कुटुंबात संघर्षाचे वातावरण निर्माण होते का ? या प्रश्नांचा समावेश केला गेला.

❖ तथ्यांचे विश्लेषण :

१. कुटुंबात होणाऱ्या स्त्री-पुरुष भेदभाव विषयी जाणून घेणे.

आजही अनेक कुटुंबात स्त्रीयांचे स्थान दुय्यम आहे. पुरुष हा कुटुंबाचे पालन पोषण करणारा तर स्त्री आई, पत्नीची भूमिका पार पाडीत असते. कुटुंबातील लिंगभेदावर आधारीत श्रम विभागणी मुळे व परंपरागत संस्कारांमुळे स्त्रीयांचे कार्यक्षेत्र मर्यादित झाले आहे. स्त्री-पुरुष यांच्या कामातील विषमतेचे धडे मुले समज आल्यापासूनच गिरवू लागतात. मुली पेक्षा मुलाला कुटुंबात अधिक महत्व दिले जाते.

२. स्त्रीयांवर होणाऱ्या अत्याचारा विषयी जाणून घेणे.

स्त्रीयांवर होणाऱ्या अत्याचारांच्या प्रमाणात वाढ झालेली दिसून येते. संसारात होणाऱ्या मारहाणीची व शारिरीक आघातांची दखल खंबीरपणे घेण्याची गरज निर्माण झाली आहे. सासरच्या छळाला कंटाळून आत्महत्या करणाऱ्या स्त्रीयांची संख्या दिवसंदिवस वाढत आहे. कामकरी स्त्रीयांना पतीचा मार खावा लागतो. स्त्री म्हणून तिचा मानसन्मान करणे अशी मानसिकता सर्वसामान्य पुरुषांमध्ये आजही फारशी दिसून येत नाही.

३. कुटुंबात निर्माण होणाऱ्या संघर्षाविषयी जाणून घेणे.

बऱ्याचदा कुटुंबात पती-पत्नी दोन्ही नोकरी करणारी असल्यास मुलांचा सांभाळ कोण करणार हा प्रश्न निर्माण होत असतो. स्त्रीला नोकरी व घरकाम दोन्ही भूमिका कराव्या लागतात. क्वचितप्रसंगी मुलांकडे दुर्लक्ष झाल्यास कुटुंबात पती-पत्नीत वाद होतो. नोकरीचे क्षेत्र घरापासून लांब अंतरावर असल्यास प्रवास करावा लागतो अशा वेळी घरी येण्यास उशीर झाल्यास पती संशय घेतो यामुळे कुटुंबात संघर्ष निर्माण होतो. पत्नीची नोकरी हवी असते परंतु त्यासाठी तडजोड करण्याची फारशी तयारी पुरुषांची नसते.

४. विशिष्ट क्षेत्रात स्त्रीयांचे नोकरी करण्याचे प्रमाण अधिक या विषयी जाणून घेणे.

आजही ठराविक क्षेत्रात स्त्रियाच नोकरी करण्याचे प्रमाण अधिक आढळून येते. काही क्षेत्र आजही स्त्रीयांचे म्हणून ओळखली जातात. आणि ती क्षेत्र स्त्रीयांसाठी सुरक्षित समजली जातात. शैक्षणिक क्षेत्र, वैद्यकीय क्षेत्र, परिचारिका, स्वागतिका या क्षेत्रात स्त्रियांचे प्रमाण अधिक आढळून येते.

५. आर्थिक क्षेत्रातील स्त्री-पुरुष भेद याबाबत जाणून घेणे.

स्त्री आणि पुरुष यांचा आर्थिक क्षेत्रातील सहभागाचा विचार केला तर यात मोठी तफावत आढळते. स्त्रियांच्या हक्कासाठी कायदा होऊनही स्त्रीयांची पिळवणूक होते. 'समान काम समान वेतन' कायदा असतांनाही स्त्रियांना समान वेतन देतांना बऱ्याचदा टाळाटाळ केली जाते. एवढेच नव्हे तर गुणवत्तेने वर आलेल्या स्त्रियांना बढती दिली जात नाही. स्त्रियांना संधी देण्यास निवड समित्या ही टाळाटाळ करीत असतात. स्त्री स्वकर्तृत्वाने स्वतःचे स्थान निश्चित करण्याचा प्रयत्न करीत आहे. परंतु तरी देखील अधिकाराच्या पदांपर्यंत स्त्रीयांना सहजासहजी पोहचू दिले जात नाही.

❖ निष्कर्ष

१. आजही अनेक कुटुंबात स्त्रीयांचे स्थान दुय्यम आहे.
२. स्त्रीयांवरील अत्याचारात वाढ झालेली दिसून येते.
३. नोकरी करणारी स्त्री पत्नी म्हणून हवी परंतु त्यासाठी तडजोड करण्याची पुरुषाची मानसिकता आजही दिसून येत नाही.
४. ठराविक क्षेत्रात स्त्रीयांचे नोकरीचे प्रमाण अधिक दिसून येते.
५. कामाच्या ठिकाणी महत्त्वाची पदे स्त्रीयांना नाकराली जातात.

❖ सारांश :

स्त्रीया आज प्रत्येक क्षेत्रात पुरुषांच्या खांद्याला खांदा लावून काम करीत असे. स्त्री स्वतंत्र स्वावलंबी झाली असली तरी कुटुंबात व समाजात स्त्रीवर होणाऱ्या अत्याचाराच्या प्रमाणात वाढ झालेली दिसून येते. आजही स्त्रीयांना दुय्यम दर्जा दिला जातो. स्त्री-पुरुषी अत्याचाराला आजही बळी पडत आहे.

❖ शिफारशी :

१. शासकीय योजनांच्या प्रभावाने महिलांच्या सर्वांगीण विकासासाठी प्रयत्न होणे गरजेचे आहे.
२. महिला अत्याचाराविरुद्ध कायदे अधिकाधिक कडक होणे गरजेचे आहे.

❖ संदर्भ ग्रंथ –

१. प्रदिप आगलावे - सामाजिक संशोधन पद्धती
२. सरोजिनी शारंगपाणी - स्त्री मुक्ती संग्राम
३. निधी भारद्वाज – महिला सशक्तीकरण
४. बी. व्ही. राठोड - उद्योजक (मासिक)
५. डॉ. सुधाकर एल. जाधव - वाढत्या स्त्रीभूषणहत्या - महिला सक्षमीकरणातील एक अवरोध प्लटिनम नॅशनल जर्नल.
६. Rajiv Azad - Gender Discrimination An Indian Perspective
७. आ.ह. साळुंखे - संस्कृती आणि स्त्री

मानवीय संवेदना की सशक्त अभिव्यक्ति : 'वक्त के मंजर'

मृणाल शिवाजीराव गोरे : आनंदनगर, अंबाजोगाई जि.बीड

इक्कीसवीं सदी के हिंदी गजल के भावपक्ष में पूर्व परंपरा अंगीकृत करने के साथ साथ ही वर्तमान समयसापेक्ष संदर्भ को अपनाकर नयी भावभूमि और नए तेवर के साथ गजल लिखनेवाले नयी सदी के गजलकारों में 'डॉ. ब्रह्मजीत गौतम' नाम प्रमुख है। कवि, गीतकार, लघुकथाकार, निबंधकार, व्यंग्य साहित्य, साहित्यिक समीक्षक, एकांकीकार, रेडिओ नाटक आदि विधाओं में अपनी पहचान बनानेवाले 'गौतमजी' ने सन २००८ में 'वक्त के मंजर' गजल संग्रह प्रकाशित कर इक्कीसवीं सदी में स्वयं को सफलतापूर्वक प्रकाशित कर नयी सदी के सशक्त गजलकार के रूप में पहचान बनायी है।

सन १९४० के २८ अक्टूबर में मथुरा में जन्में ब्रह्मजीत गौतमजी ने एम.ए. हिंदी, पीएच.डी. की उपाधि हासिल कर मध्यप्रदेश शासन के उच्च शिक्षण विभाग में हिंदी के प्रोफेसर पद पर सेवा कार्य किया। साहित्य में अत्याधिक रुचि होने के कारण उन्होंने विविध विधाओं में अपनी लेखनी चलाई। उनके साहित्यिक योगदान में लिए उन्हें अनेक पुरस्कारों से सम्मानित भी किया जा चुका है। जैसे साहित्य सेवी (बिजनौर), कविवर मैथिलीशरण गुप्त सम्मान (मथुरा) साहित्यश्री, (जबलपुर), राष्ट्रभाषा रत्न (कप्तानगंज, कुशीनगर) हिंदी साहित्य गौरव (ठाणे, महाराष्ट्र) वतनके राही कविरत्न (छत्तीसगढ़) आदि आदि।

'वक्त के मंजर' गजल संग्रह में कूल ६० गजलें सम्मेलित है। इस गजल संग्रह की विशेषता यह है कि इसमें लिखी गई गजलें दैनिक जीवन से जुड़ी तकलिफो, दर्द, इच्छा, आशाकाओं को उजाकर करने के साथ ही व्यक्तिगत - समाष्टिगत पीड़ा को सर्वहारा वर्ग तक पहुँचने का प्रयत्न करती है। संग्रह के आरंभ में ही आत्मिका में अपनी गजलों को विश्लेषित करते हुए तथा अपने साहित्य सफर को रेखांकित करते हुए उन्होंने लिखा है -

“अपनी गजलों के लिए अपनी क्या कहूँ
कॉक्टस हैं ये सभी या रातरानी क्या कहूँ
हर कदम पर वक्त ने दिखलाये कुछ मंजर नये
दर्ज है हर पृष्ठ पर उनकी कहानी क्या कहूँ”^१

आज व्यक्ति अपने सपने, इच्छा-आकांक्षाओं को पुरा करने के लिए सरल मार्ग को छोड़कर जल्द से जल्द सफलता की सीढ़ी चढ़ना चाहता है। इसके लिए गलत इरादों के जरिष्ठ गलत रास्तों को अपनाया जा रहा है। इन प्रवृत्तियों को दखे ब्रह्मजीत गौतमजी कर्मरतता का संदेश देते हैं। कर्म के विमुख होकर जीवन का कोई अर्थ नहीं रह जाता। यदि जीवन के आनंद को प्राप्त करना है, तो दुःखमय अनुभव की यात्रा से गुजरना चाहिए जैसे -

“धूप में निकला न घर से जो कभी
छाँव का सुख क्या चखेगा वो कभी”^२

आदमी अगर खुद को बिचारा और कमजोर समझने लगे, तो उसके लिए कुछ भी हासिल करना मुश्किल हो जाता है। जिंदगी एक अंधी दौड़ है अगर परिश्रम करे तो ही उसे किनारा मिलता है। जो खुद को हारा महसूस करता है उसकी हार ही हो जाती है। जीत हमेशा उसी की होती है जो जीतने के लिये ही मेहनत करता है और उसकी इसी जीत में ही उसकी उमंग नजर आती है।

“जिन्दगी का तू मुकद्दर को सहारामत समझ
कर यकीं मेहनत पे खुद को यूँ बिचारा मत समझ
मंजिलों की राह में खम रोज आते हैं, मगर
इन खमों के सामने खुद को तू हारा मत समझ
जीत खुदारी की होती है सदा संसार में
अपनी खुदारी को तू कमतर खुदारा मत समझ”^३

जीवन में कभी-कभी ऐसा अनुभव होता है कि हम जिनपर अत्याधिक विश्वास करते हैं, उन्ही के द्वारा हमें धोखा मिलता है, ठगा जाता है। दोस्त कहनेवाले दुश्मनों जैसा व्यवहार कर हमारा विश्वास तोड़ देते हैं। आज इक्कीसवीं सदी में यहीं प्रवृत्तियाँ अत्याधिक बढ़ गई हैं। स्वार्थ हेतु अपनों को धोखा देना अब आम बात हो गई है। आज पहले जैसे रिश्तों के मानवीय संबंध नहीं रहें। लोग बस अपने हीत की सोचते हैं। ऐसी प्रवृत्तियों पर प्रहार करते हुए ब्रह्मजीत गौतमजी कहते हैं।

“दोस्त कह कर पुकारें उसे कब तलक
पीठ में जो कि खंजर घुमाता रहा
छल - कपट और तिकड़म का युग आ गया
वो जमाना उसूलों का जाता रहा”^४

समाज की यह सबसे बड़ी विसंगति है कि जिसके पास चालाखी है, दूसरों को तूटने की भावनाएँ है वहीं आदर समान के पात्र बन रहे हैं। जिनके पास मक्कारी है वहीं सच्चे अधिकारी का रुतबा लेकर चल रहे हैं। भ्रष्टनीति को अपनाकर लोग खुद को सदाचारी समझ रहे हैं। यथा गौतमजी के शब्दों में व्यवस्था की जैसे धज्जियाँ उडायी हैं -

“पास है जिनके हुशियारी
उनकी जेबे है भारी
रिश्वत अब रिश्वत न रही
है वह तो दुनियादारी
सरकारी पद से होते
सारे काम असरकारी”^५

आदमी के इस परिवर्तित स्वभाव को देखकर डॉ. ब्रह्मजीत गौतमजी आचरज में है। उनका कहना है कि आज आदमी नयी नयी तकलिफों के जरिये खुद को शक्तिशाली बना रहा है। चाँद पर अपना वर्चस्व दिखाना चाह रहा है लेकिन क्या दुनिया में आम आदमी नहीं देखना चाहता? दरअसल सफलता, तरक्की के पीछे दौड़ता आदमी अपनी इन्सानियत पीछे छोड़ रहा है। आदमी को सबसे पहले इंसान बनने की सीख गौतमजी देना चाहते हैं। जैसे उन्हीं के शब्दों में विकास के नाम पर विनास हो रहा है -

“परमाणु बम के ढेर पर सारे जहाँ को धर दिया
क्या चाहता टुक अमन का साया नहीं ये आदमी
यूँ तो चला है चाँद पर बस्ती बसोन के लिए
पर ढंग से धरती पे रह पाया नहीं ये आदमी
ज्ञानी बना, ध्यानी बना, संस्कार-दानी भी बना
सब कुछ बना, इंसान बन पाया नहीं ये आदमी”^६

आज समाज वातावरण इतना विषम हुआ है कि आदमी आदमी के खून का प्यासा है। आज आदमी आपस में कभी धर्म के नामपर आक्रमक होते हैं तो कभी जाति को केंद्र मानकर खून खराबे पर उतर आते हैं, इतना नहीं भाषावाद तथा प्रांतवाद के मुद्दों को उठाकर भी समाज में अशांति फैलाई जाती है। आज आपसी भाईचारा, सहयोग, समन्वय, प्रेम, सद्भाव जैसी भावनाएँ तो नामशेष हो चुकी हैं। लोग अपना श्रद्धास्थान मंदिर, मज्जिद, गिरीजाधर, गुरुद्वारा आदि में जाकर पूजा-पाठ करते हैं। अपने अपने ईश्वर को श्रेष्ठ मानते हैं और इसी भगवान के सेवक भाव खातिर अन्ये धर्म के लोगों की हिंसा करते हुए हानी पहुँचाते हैं। व्यक्ति का धार्मिक होना समाज के लिए लाभदायी होता है किन्तु उसका सांप्रदायिक होना नुकसान पहुँचाता है।

वर्तमान समाज में इन्हीं संकीर्ण विचारों का प्रभाव दिखायी देता है। गजलकार गौतमजी कहते हैं कि समाज में हिंसाचार फैलाकर या किसी अन्य को निचा दिखाकर आपके भगवान प्रसन्न नहीं होंगे। आपको यदि किसी को प्रसन्न करना हो, उसे जितना हो तो इन्सानों के दिल को जितो क्योंकि असल में भगवान मंदिर-मस्जिद में न होकर इन्सानों में ही विद्यमान होते हैं।

“मंदिर मस्जिद गिर्जाघर गुरुद्वारों में क्या ढूँढ रहे
दिल-दिल के उस कारीगर का दिल ही ठोंर-ठिकाना है
हिंदी - उर्दू, हिंदू-मुस्लिम साथ रहे हैं, साथ रहें
इनको अलगाने का मतलब दिल के घाव बढ़ाना है।”⁹

ठिक इसी संदर्भ में उनकी एक गजल माँ की महत्ता दर्शाती है। जिसमें उन्होंने कहा है कि आपको काशी, मथुरा जाकर भी उतना पुण्य नहीं मिलेगा, जितना कि माँ के आर्शिवाद तथा माँ की सेवा से मिलता है। माँ की दुआएँ सभी दुआओं से बढ़कर होती है, जो मुश्किल की घड़ी में बच्चों को साहस देती है। वरना परिवार में बुढ़ि जर्जर माँ को रोटी के लिए तरसाते और भगवान की पूजा करनेवाले बेटे की आज कमी नहीं हैं। माता-पिता की अपनी संतानो द्वारा होती अपेक्षा ब्रह्मजीत गौतमजी की कलम से अछूती नहीं रही है। दिन-ब-दिन वृद्धाश्रमों में संतानो द्वारा छोड़े गये माता-पिताओं की संख्या बढ़ती देखकर वे चिंतित होते हैं। निम्नलिखित शेर देखें जिसमें घर में माँ के अस्तित्व का एहसास परिलक्षित होता है-

“माँ से ही घर होता घर है
वरन तो केवल खँडहर है
क्या काबा क्या काशी मथुरा
माँ सह तीर्थों से बढ़कर है
माँ का आशीर्वाद मिले तो
जीवन का हर पल सुखकर हैं।”¹⁰

आज माँ, पिता, भाई-बहन, चाचा-चाची जैसे अनेक रिश्तों में अपसी प्रेम नहीं रहा। आपसी स्नेह की जगह औपचारिकताओं ने ले ली। यह सब पश्चिमी सभ्यता के प्रभाव के कारण ही हो रहा है। खासकर युवा पिढ़ि अपने संस्कारो, सभ्यताओं, शिष्टचारों को नकार कर पाश्चात चालबल पर अधिक आकर्षित हो रही है। रिश्तों को, भावनाओं को तोडना तो उनके लिए मनोरंजन बन चुका है। अटूट विश्वास, अपार प्रेम जैसी भावनाओं की कमी देख गौतमजी टूटते मानवीय रिश्तों पर कहते हैं-

“प्यार के मानी समझ पाये नहीं
बेसबब ही पोथियाँ पढ़ते रहे
पाश्चिमी तहजीब को क्या दोष दें
‘जीत’ हम खुद उस तरफ बढ़ते रहे”¹¹

यह भी पश्चिमी प्रभाव है कि हम अंग्रेजी भाषा को उच्च मानकर हमारी अपनी भाषाओं से अनभिज्ञ हो रहे हैं। यह खासियत है कि विश्व में सबसे अधिक बोलियाँ तथा भाषाओं का प्रयोग हमारे देश में किया जाता है और हिंदी भाषा पुरे देश को एकसूत्र में बनाये रखने का काम करती है। जिस हिंदी ने स्वाधिनता संग्राम में महानगरों से लेकर ग्रामीण क्षेत्र तक देशप्रेम की भावनाओं को जगाये रखा। अनपढ़, अज्ञानी लोगों तक गीतों के माध्यम से आजादी के सपने दिखाने का काम किया। आज उसी की उपेक्षा की जाती है। आज अंग्रेजी बोलना उच्च वर्ग का प्रतीक समझा जाता है। इसपर विचार करते हुए

गौतमजी कहते हैं, ये तो गुलामी का चिह्न है। एक विदेशी भाषा के वर्चस्व तले देश को दबाया जा रहा है। उन्होंने हिंदी दिवस, पखवडा, विश्वदिवस को मनाने के आयोजनों पर व्यंग्य किया है। उन्हीं के शब्दों में

“इच्छा शक्ति नहीं हिन्दी सिरमौर बने
व्यर्थ उसे असमर्थ बताया जाता है
एक विदेशी भाषा के वर्चस्व तले
सारा हिन्दुस्तान चलाया जाता है
यह गौरव की बात नहीं कहला सकती
चिह्न गुलामी में यह पाया जाता है।”^{१०}

अंग्रेजी भाषा से उत्पन्न औपचारिकता ब्रह्मजीत गौतमजी भलीभाँति महसूस करत हैं। उन्होंने अंग्रेजी बोलिए रदीफ से लिखी एक गजल में अंग्रेजी भाषा बोलनेवालों की पोल खोली है। इसी संदर्भ के निम्न शेर देखें -

“आए न ए.बी.सी. मगर अंग्रेजी बोलिये
तहजीब की है ये मुहर अंग्रेजी बोलिये
कोई भी गलती हो, तुम कह दीजिये ‘सॉरी’
गुस्सा रहेगा बेअसर अंग्रेजी बोलिये”^{११}

ब्रह्मजीत गौतमजी सिर्फ १४ सितम्बर को ‘हिंदी दिवस’ मनाकर हिंदी भाषा का गुणगान करनेवाले हिंदी प्रेम तथा उनके द्वारा आयोजित समारोह पर भी करारा व्यंग्य करते हैं जैसे -

“हिंदी - दिवस पर कीजिये गुणगान हिंदी का
पर बाद में सब भूलकर अंग्रेजी बोलिये
‘चौदह सितंबर’ किजिये हिंदी के नाम पर
फिर ‘जीत’ बेशक साल भर अंग्रेजी बोलिये।”^{१२}

ब्रह्मजीत गौतम जी की गजलों को पढ़कर यह बात साफ स्पष्ट होती है कि उन्हें अपनी मातृभूमि से अत्यंत प्रेम है, लगाव है। अपने देश की भाषा, बोली, तिरंगा का उन्हें गर्व है। देश के संत तथा समाजसुधारकों के प्रति उन्हें सम्मान है। उनकी सोच है कि चाहे कितना भी विरोध क्यों न सहना पड़े मैं हमेशा सच्चाई का ही साथ दूँगा। इस देश की धरती पर जन्म लेकर वे स्वयं को श्रेष्ठ महसूस करते हैं। उन्हें अपने देश की धरती सडकों की धूल नहीं बल्कि चंदन, अबीर लगती है। यथा राष्ट्रगान पर लिखी गजल दृष्ट्य हैं -

“मैं तो हूँ कबिरा का अनुचर, अक्सर कड़वा सच कहता हूँ
पर उनको प्रिय हाँजी-हाँजी, तो अल्फाज कहाँ से लाऊँ
मुझको धरती अच्छी लगती, सिट्टी मेरा जीवन-धन है
पर उनको नभ में उड़ना है, वो परवाज कहाँ से लाऊँ
मेरी बोली, मेरी भाषा, मेरा मुल्क, तिरंगा मेरा
कैसे इनको कमतर समझूँ, ऐसे नाज कहाँ से लाऊँ।”^{१३}

गजलकार जहाँ एक ओर देश की गरिमामय संस्कृति, सभ्यता तथा इतिहास के प्रति गौरव महसूस करते हैं वहीं दूसरी

ओर देश की वर्तमान अस्थिर स्थिति से बेचैन भी है। भ्रष्ट राजनिती के कारण समाज तथा देश की अवनति उन्हें विचलित करती है। स्वाभाविक है कि इसकी अभिव्यक्ति उनके गजलों में देखी जाती है। वे वर्तमान नेता की छलपूर्ण रणनीति तथा उनके नेता होने पर प्रश्न उठाते हैं। संसद में नेताओं द्वारा होती मारपीट, गाली-गलोच, को देख वे सोचते हैं कि यदि संसद का माहौल ऐसा ही रहा तो समाजहित के लिए उपयोगी कार्य के संवाद कैसे संभव होंगे और बढ़ते विवाद के परिणाम स्वरूप गरीबों के लिए महँगाई का सामना दुष्कर होता जा रहा है जैसे -

“चर्चा का फल निकले कैसे
संसद में धींगामस्ती है
अग में, जग में, पग-पग देखो
महँगाई कितनी सस्ती है।”^{१४}

गौतमजी की गजल का भावपक्ष एवं कलापक्ष समान रूप से विकसित है। कविता पीर (दुःख) से उत्पन्न होती है और उसकी रचना करनेवाली पीर (संत) बन जाता है। इस भा को व्यक्त करते हुए लिखीत शेर प्रस्तुत है जिसमें उन्होंने यमक अलंकार का प्रयोग कर उसे सुंदर बना दिया-

“कहते हैं कविता होती है पीर से
कविता से कवि भी हो जाता पीर है।”^{१५}

ब्रह्मजीतजी की गजल में माधुर्य और संगीतात्मकता है। भाषा की सरलता और सहजता उनके गजलों की प्रमुख विशेषता कही जा सकती है। जैसे निम्न शेर प्रस्तुत है -

“हाथ का मजहब न पंछी देखते
जो भी दाना दे, खुशी से खा गए
प्यार देता प्यार, नफरत नफरतें
सन्त-सूफी राज ये समझा गए।”^{१६}

अंततः कहना होता कि इस गजल संग्रह की गजलों में मानवीय संवेदनाओं की अभिव्यक्ति हुई है। ब्रह्मजीत गौतम ने अभिव्यक्ति के नये आयाम तलाशने के साथ-साथ कलात्मक प्रतिमानों की भी स्थापना की है। संकलन की आखिरी गजल इसी तथ्य का प्रमाण है।

“वक्त ने मंजर दिखाये जो हमें
याद जीवन भर रहेंगे वो हमें
धर्म के साँचे-ढले बुत हैं सभी
एक तों सान दिखला दो हमें
हादसे ही हादसे हैं हर तरफ
अम्म का देदो पता कुछ तो हमें
जोड़ दे इंसान को इंसान से
जीत वो तजवीज बतला दो हमें।”^{१७}

नयी सदी की वास्तविकता में विकास के नाम पर होता विनाश, विसंगति, सांप्रदायिकता, भाषाभेद, प्रांतभेद, भ्रष्टाचार

आदि आदि की विषम स्थिति में मानवीयता की खोज गौतमजी की गजल अन्वेषी का रुपधारण करती हैं।

संदर्भ संकेत :-

१.	वक्त के मंजर	-	डॉ. ब्रह्मजीत गौतम	-	आत्मिका से
२.	वही	-	वहीं	-	पृ. २४
३.	वही	-	वहीं	-	पृ. १९
४.	वही	-	वहीं	-	पृ. २६
५.	वही	-	वहीं	-	पृ. २५
६.	वही	-	वहीं	-	पृ. २१
७.	वही	-	वहीं	-	पृ. २३
८.	वही	-	वहीं	-	पृ. ६७
९.	वही	-	वहीं	-	पृ. ६५
१०.	वही	-	वहीं	-	पृ. ६९
११.	वही	-	वहीं	-	पृ. ३४
१२.	वही	-	वहीं	-	पृ. ३४
१३.	वही	-	वहीं	-	पृ. १८
१४.	वही	-	वहीं	-	पृ. २८
१५.	वही	-	वहीं	-	पृ. १६
१६.	वही	-	वहीं	-	पृ. २७
१७.	वही	-	वहीं	-	पृ. ७२
