

INDEX		
Sr.	Research Subject	Pg. No.
	Editorial	
1	Global Opportunities in Science and Technology for Sustainable Indian Economy: Anshul Joon, Dr. Anita Joon	1-3
2	A Study on Mobile Banking with Reference to Mumbai Region: Neha Bhatia	4-10
3	A Study on Impact of Use of Sport Celebrity in Advertisement: Dr. Marisa P. Na Nongkhai	11-12
4	A Study on Preference of Female Respondents towards Yoga: Dr. Wacharee Rittiwat	13-15
5	Child Labour with special reference to the State of Maharashtra: Adv. Neha Kothari	16-22
6	Green Marketing: Diksha Damodar Vaje	23-27
7	Taking a Risk in Today's Business is must to Learn the Risk Management: Dr. Satish A. Naringrekar:	28-33
8	Impact of Digitisation: Indian Perspective: Dr. Uttam Kadam:	34-38
9	Advertising Strategies: Miss Elakshi G. Tawade	39-41
10	Non- Sportsman and Fencing Players on Self Confidence: Dr. U. P. Dongare, Dr. Ravindra M. Ghoti	42-46
11	The Role of Shri Kshetra Dharmasthala Rural Development Project (SKDRDP) in Women Empowerment through the SHGs: A Case Study of Karkala Taluk, Karnataka State: Prof. Sandesha Shetty	47-52
12	Global Opportunities in the Context of Digital Era for Sustainable Indian Economy: Sarika Chouhan	53-56
13	Application of Decision Tree Analysis in Business Intelligence: Smita R. Angane	57-61
14	Digital India and its Impact: Prof. Zainuddin Khan	62-65
15	Teacher's Attitude Towards Teaching and their Level of Inspiration: Nadar Arasi Alex	66-68

16	A Study of Job Satisfaction of Teacher Educators with Professional Values: Sadhana Yadav	69-71
17	Physical Education and Yoga: Dr. Nisar Hussain	72-79
18	Will Customer Segmentation Target the Customers?: Dr. Satish A. Naringrekar	80-86
19	A Pilot Study on Operational Risk in Eventbased Projects in Mumbai: Nirmal N. Joshi	87-89
20	Digital Marketing: Pushpa Bisht	90-94
21	A Study on the Need for Corporate Social Responsibility in India: Rajesh Nair	95-97
22	Latest Development And Challenges In Digital Marketing: Mrs. Rashmi Jijish Karanath	98-101
23	The Role of Micro Finance: Ritu Thakur, Pooja Shah	102-105
24	Sustainable Development Goal of India: Qualified Teachers leading to Quality Education: Vaishali Ojha, Mansi Goradia	106-108
25	Review of Skill India Programme of Indian Government: Harsha Piyush Anam	109-114
26	A Study of Commitment Skills in Organisation Citizenship Behaviour in Employees in Mumbai: Bharti Savla	115-117
27	A Pilot Study on Operational Risk in Eventbased Projects in Mumbai: Nirmal N. Joshi	118-120
28	Kamala Das: As a Confessional Feminist against Oppressive Anguish of Female Life and a Women Searching for True Love and Security: Ramkumar R. Tiwari, Dr. K. Sivajothi	121-123
29	Corporate Social Responsibility: Ms. Ankita Panda	124-126
30	Corporate Tax Planning- In India: Ms. Saroj Lohar	127-129
31	Impact of Indian Philosophy on Indian Education in Today's Global Era and its Good Returns on Society and its Over-all Development: Dr. Simmi Singh	130-134
32	Impact of Digital Marketing on Customer Purchase Decision in India: Prof. Sofiya Sandhani	135-139
33	Referndum and Language (Eastern State of India) Social Development: Prof . Suraj P. Shukla, Prof. Mangesh Tiwari	140-143

34	Sustainable Development: Minoti Bhatija	144-148
35	Retail Analytics –Need of an Hour: Prof. Piyush Anam	149-155
36	Game Theory: An Ideal Tool for Strategic Situations: Prof. Sachin Trimbake, Prof. Kartik S. Mhavarkar	156-160
37	Digital India Village: Mrs. Smiti Panda	161-163
38	Investment Strategy : Riddhi Dagli, Saniya Kazi:	164-166
39	Will Customer Segmentation Target the Customers?: Dr. Satish A. Naringrekar	167-173
40	Digital Learners in the Digital Era: Sanket Pednekar	174-185
41	Data Mining Techniques in Planning Business Strategies: Mohini P. Kulkarni, Trupti A. Kautikwar	186-189
42	Financial Inclusion of Backward Class Communities with Reference to Schemes Devised for Their Development: Sushma Nandkumar Bansode, Dr. CA Subhash Pralhad Desai	190-194
43	Effectiveness of Planned Teaching programme on knowledge Regarding occupational Hazards and their prevention: Mrs. Meenaxi R. Devangamath	195-197
44	Surveillance of Reproductive tract infection amongst women residing at Nere, Panvel: Meenal Arvind Rane	198-204
45	Identity Crisis (Digital India) : Mr. Rajendra B. Vare	205-207
46	Organizational Culture and its Impact on Employee’s Performance: Prof Mamta Rane	208-211
47	Risk Management: Rupa Gaud	212-218
48	Tourist Product Potential at Amboli Hill Station (Maharashtra State): Mr. Rakesh Kushawa, Dr. Milind V. Talware, Mr. Upendrakumar A. Tiwari	219-222
49	Rural Development, Poverty Alleviation & Employment Generation Programmes in India: Mr. Dharmendra Jaiswar	223-231
50	Micro Finance Related to Social and Economic Development: Prof. Shweta Mohindroo	232-234
51	Systematic Utilisation of Human - Resources for Development of Entrepreneurship Skill (A Case Study of Govt. District Industries Centre Thane,	235-237

	Maharashtra): Prof. Y. S. Kadam, DR. S.B. Golahit	
52	Digital Marketing: Roxy George Dominic	238-244
53	A Study of International Digital Marketing with special reference to External Environment changes in India: Ms Neha Shirang Abhyankar	245-250
54	Cashless India: By Financial Inclusion of Students: Mr. Chetan Prabhakar Khandekar	251-254
55	Performance appraisal: Implication on Employees' performance in Architectural Organizations of Bangladesh: Ishita Nafisa Islam	255-264
56	Contemporary Issues in Tourism: Asst. Prof. Manisha Tiwari	265-268
57	Sustainable Development: Dr. Paramjit S. Jaswal, Dr. Nishtha Jaswal, Vibhuti Jaswal	269-273
58	Fitness Band: The Influence of Technology on Fitness: Prof. Kartik S. Mhavarkar	274-279
59	Game Theory: An Ideal Tool for Strategic Situations: Prof. Sachin Trimbake, Prof. Kartik S. Mhavarkar	280-284
60	Digitization of Students Attendance in Colleges for Sustainable Development of Indian Economy: Prof. Rafik A. Parmar	285-287
61	Application of Information Technology in the Collage libraries of Gujarat State with special reference to colleges of Valsad district: A Study: Ruchi Sinha	288-300
62	Global Opportunities in context of digital era for sustainable Indian economy – Financial inclusion and digitization: Abhinavv B Chopra	301-303
63	Use of Business Intelligence In Merger And Acquisition: Avani M Mistry	304-307
64	Skill Development: Prof Radha Nitin	308-311
65	Risk Management: Mrs. Priyanka Abhishek Kadrekar	312-316
66	A Study on Corporate Entrepreneurship and Innovation: Prof. Kripa Thakkar	317-319

Editorial

Digitalization is the integration of digital technologies into everyday life by the digitization of everything that can be digitized. The literal meaning of **digitalization** gives an apparent idea of development and technology dependent world. In this chapter, **digitalization** means computerization of systems and jobs for better ease and accessibility.

The proposed **Digitalization** framework comprises three steps:

- Create awareness and ownership around digitalization: Help people throughout the organization understand what digitalization is and what advantages it offers, and foster a sense of ownership around digitalization at the highest level.
- Design a digitalization roadmap: Putting customers at the center of the roadmap, design a digital business value tree and a digital operating model mapping the technology and skills required to harness the true power of digital assets.
- Digitalize business model: Make the right choices about your customer value proposition, resources, profit formula and performance metrics and nurture the capabilities and culture needed to support your business model.

When Internet ushered into the world, it was already touted as one of the revolutionary inventions of the century. What Internet has done is it has bridged the gap between countries. It has made communication easier and It has brought the world a lot closer. This era is famously known as Digital Era where not only Communication but along with that information has been increasingly passing to different parts of the world. The question arises, how has Digital Era impacted the Economy and how it will change doing business in the coming future.

The biggest takeaway from Digital Era is it has brought the the Buyer and seller closer. The Consumer today have a varied number of options to buy from. When a company surfs on the internet , he not just fulfills his demand but also creates one which he never had in the first place. What Digital Era is doing is creating demand amongst consumers which is increasing the consumption rate which in turn is beneficial for the growth and GDP of our country. We are slightly shifting towards spending approach from savings approach.

Companies like Flipkart Quickr Amazon Uber, Ola are mere facilitators but what they have done is create a platform for buyers and sellers to meet with just a touch on the screen. This has been very instrumental in service oriented industries as well as manufacturing. The consumer now expects a certain quality of service which he is not ready to settle for.

Digital era has also created storages and accessibility easier. Due to Cloud Computing, There is ample of storage on the internet which can be rented out in layman's terms in return all the paperless softcopies of documents can be stored and can be accessed from whichever part of the world you are in. This has increased collaboration on inventions, softwares between engineers from different countries easier and hassle free.

With the ushering of Digital Era, Digital Currency has infused into the economy which lays the foundation of transparency accountability etc. The more cashless economy a country tends to be the more it will generate Tax revenue for Government which in turn would be beneficial for infrastructure etc.

This era is here to stay and we are just getting started. What we need is to find out opportunities for growth for varied businesses and services by combining the Human touch with Screen touch which is Digitalization.

Global Opportunities in Science and Technology for Sustainable Indian Economy

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ABSTRACT:

India ranks third among the most attractive investment destinations for technology transactions in the world. Modern India was a strong focus on science and technology, realizing that is a key element of economic growth. India is among the topmost countries in the world in the field of scientific research, positioned as one of the top five nations in the field of space exploration. The country has regularly undertaken space missions, including missions to the moon and the famed polar satellite launch vehicle (PSLV).

Currently 27 satellites including 11 that facilitate the communication network to the country are operational establishing India's progress in the space technology domain. India is likely to take a leading role in launching satellites for the SAARC nations, generating revenue by offering its space facilities for use to other countries.

KEYWORDS: Space technology, space exploration, launching satellites, Space missions.

INTRODUCTION:

India is aggressively working towards establishing itself as a leader in industrialization and technological development.

Significantly developments in the space mission, launching satellites India is among the topmost countries in the world in the field of scientific research positioned as one field of space exploration.

India is likely to take a leading role in launching satellites for the SAARC nations, generating revenue by offering its space facilities for use to other countries.

The Government of India, through the science Technology and Innovation (STI) policy 2013, among other things, aspires to position India among the world's top five scientific powers.

MARKET SIZE:

India is among the world's top 10 nations in the number of scientific publications. Position-wise, it is ranked 17th in the number of citations received and 34th in the number of citations per paper across the field of science and technology. The country is ranked ninth globally in the number of scientific publications and 12th in the number of patents field.

India's analytics industry is expected to touch US \$ 16 billion by 2025 from the current US \$ 2 billion as per the national association of software and services companies for instance, India is gradually becoming self-reliant in nuclear technology recently, the Kudankulam nuclear power project unit-1 (KKNPP1) with 1000 MW capacity was commissioned, while the Kudankulam Nuclear power project unit-2 (KKNPP-2) with 1000 MW capacity is under commissioning.

RECENT DEVELOPMENTS:

Some of the recent developments in the field of science & technology in India are as follows.

The Indian space research organisation's (ISRO) geosynchronous satellite launch vehicle-F05 (GSLV) successfully launched India's weather satellite INSAT-3DR into space, which will provide meteorological services & assist search & rescue operations of security agencies including all defence forces, the coast guard, and in shipping industry.

The ministry of environment, forest and climate change (MOEFCC) has announced a research & development (R&D) initiative to develop next generation sustainable refrigerant technologies as alternatives to the currently used refrigerant gases like hydro fluorocarbons (HFCs), in order to mitigate its impact on the ozone layer and climate.

The Indian space research organization (ISRO) plans to partner with private firms to jointly build a navigation satellite that it would launch by March 2017, which would allow the space agency to free its resources to focus on research and deep space missions.

The Indian Institute of science (IISc) has discovered a breed of natural cures for cancer in Quercetin, a compound found in fruits and leaves, and plant veronica condensate, which can significantly reduce the tumour size and increase the longevity of life.

ISRO has completed its mission of developing India's independent navigation system by launching Indian Regional Navigation satellite system (IRNSS-IG), the seventh & final navigation satellite which will reduce the country's dependency on US Global positioning system.

INVESTMENT SCENARIO:

NIDHI (National Initiative for development and Harnessing Innovations) an umbrella program pioneered by the department of science and technology (DST) has committed Rs 500 crore (US \$ 74.56 million) to implement prime minister Narendra Modi's startup India initiative by providing technological solution and nurturing ideas and innovations into successful startups.

Soama Technologies incorporation, the Big Data analytics solutions and services company, headquartered in the silicon valley, plans to invest US \$ 2 million to create the largest pure play data science and analytics hub in India.

The government aims to invest 2 percent of the country's GDP on research and development (R&D) in its 12th five year plan period (2013-17). Accordingly the government has undertaken various measures for promoting growth of scientific research such as:-

- Sustained increase in plan allocations for scientific departments.
- Setting up of new institutions for science education and research.
- Launch of new science, Technology and Innovation policy 2013.
- Creation of centre's of excellence for research and facilities in emerging and frontline science and technology areas in academic and national institutes.
- Establishment of new and attractive fellowships.
- Strengthening infrastructure for R&D in universities.
- Encouraging public private R&D partnerships.
- Recognition of R&D units.
- Fiscal incentives and support measures for enhancing industry participation in R&D.

GOVERNMENT INITIATIVES:

Ms. Nirmala Sitharaman, Minister of State with independent charge for the ministry of commerce & industry outlined plans of setting up a committee to examine and expeditiously implement measures to improve India's innovation landscape.

The department of Health research (DHR) Ministry of Health and family welfare plans to set up a three tier national network of viral research and diagnostic laboratories (VRDLS)

under which 160 VRDLS will be set up with capability to handle around 30-35 viruses of public health importance.

The central government plans to soon institute a nation-wide consultation process with a view to develop the first publically accessible science and technology policy. The policy vision S&T 2020 would articulate the country's future towards self-reliance and technological independence in the 21st century.

The National Highway Authority of India (NHAI) has signed a memorandum of understanding (Mov) with the National Remote Sensing Centre (NRSC) under Indian Space Research Organization (ISRO) and North East Centre for Technology Application & Research (NECTAR) to use spatial technology such as satellite data to monitor and manage national highways.

The union cabinet gave "in principle" clearance for the location of a laser Interferometer Gravitational Wave Observatory (LIGO) facility in India which will be the third in the world and will be set up and managed by the Indigo consortium (Indian Initiative in Gravitational Wave Observation)

CONCLUSION:

Space exploration has become a priority among many scientists and governments and a lot of time and energy have been spent on space missions to learn more about the universe.

There is no doubt that space exploration has several positive effects but it also has some drawbacks. As it endangers the lives of astronauts; It leads to pollution in space it can be expensive but beside all these drawbacks space exploration is one of the biggest achievements of humans as a whole and it has paved the way to greater scientific understanding and many technological advancements over the years.

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A Study on Mobile Banking with Reference to Mumbai Region

Neha Bhatia

ABSTRACT:

Recent innovations in the telecommunication have proven to be a boon for the banking sector and its customers: one of these is Mobile Banking, where customers interact with the bank via mobile phones and banks provide them the services like short message services, fund transfers, account details, issue of cheque book etc. Presently almost all the banks in the world have started providing their customers “Mobile Banking” services. The main issue of this study is to understand the factors which contribute to user’s intention to use the mobile banking services. The purpose of this review paper is to explore the factors that influence the adoption behavior of mobile banking services by Indian consumers with reference to Mumbai region.

Key words: Mobile Payments; Mobile Banking Services, Adoption behaviour

Introduction:

After Internet Banking, Mobile Banking or M-Banking has become the buzz word in the industry. It's a fact that Internet Banking has given a boost and has shown a successful way to consider it as a good alternative procedure against physical branch banking. Now where ever you are, you can access your bank account and you can do lot more things like checking your account balance, transfer money to some other account, pay your utility bills online and so on, just by comfortably sitting at your home or office. But, the technical disadvantage of Internet Banking is, you have to have internet connectivity and a computer. Definitely it's not a big hindrance in US or Europe or in the other developed countries, but if one considers the developing economies, then it's a genuine problem and more specifically in the tier II cities. So, Mobile Banking has given the traditional banking a newer look "Anywhere Banking". Now you don't need a PC or a laptop with internet connectivity, just you need your cell phone with you. Mobile Banking activities can be categorized in two different manners.

1. By the Nature of Service: It can be any of the two, either Enquiry Based or Transaction Based. For example, Account Balance Enquiry or a Cheque Book Requisition can be the good examples of Enquiry Based Services where a Fund Transfer or a Bill Payment is a Transaction Based activity.
2. Depending on the Originator: Again there can be two different types of services; Push and Pull, depending on the nature of the originator. A Push based service is from the Bank to the Client and vice versa. For example, Bill Payment Alert can be a Push based service, when getting Recent Account History is a Pull based one.

In different countries, Mobile Banking has already gained its popularity.. In India, Reliance Infocomm has started providing Mobile banking services to ICICI Bank and HDFC Bank through their R-World environment.

The Mobile Banking services will become more popular once the availability of the smart phones or PDA phones shall increase as Smart Phones come with larger screens and bigger memory size. In the application development front, both J2ME and BREW have done excellent work and industry expects by the year 2018, more than 80% of the mobile handsets

will be able to run stand alone Mobile Banking applications and that time it will be "Anywhere Banking" in real sense.

RBI and Mobile banking

The reserve bank of India from time to time issued several guidelines on mobile banking. As per the master circular updated on June 30 2013, some of the guidelines for banks and other stakeholders are:

1. Banks which are licensed, supervised and having physical presence in India, are permitted to offer mobile banking services.
2. The services shall be restricted only to customers of banks and/or holders of debit/credit cards.
3. Use of mobile banking services for cross border inward and outward transfers is strictly prohibited.
4. The guidelines issued by Reserve Bank on "Know Your Customer (KYC)", "Anti Money Laundering (AML)" and "Combating the Financing of Terrorism (CFT)" from time to time would be applicable to mobile based banking services also.
5. Banks shall put in place a system of document based registration with mandatory physical presence of their customers, before commencing mobile banking service
6. Technology used for mobile banking must be secure and should ensure confidentiality, integrity, authenticity and non-reputability.
7. The customer / consumer protection issues assume a special significance in view of the fact that the delivery of banking services through mobile phones is relatively new
8. Banks wishing to provide mobile banking services shall seek prior one time approval from Reserve Bank of India by furnishing full details of the proposal.

Developments in Mobile Technology

Motorola was the first company that introduced mobile in 1973 which weights in kgs comparing with cheap and low weight mobiles of 2014.

1st Generation (1G): The first analog cellular system widely deployed in North America was the Advanced Mobile Phone System (AMPS).

2nd Generation (2G): Second generation mobile communication replaced the analog signal with digital signal.

3rd Generation (3G): The mobile phone became essential communication system for millions of users worldwide.

4th Generation (4G): The fourth generation⁴ technology introduced in the year 2009 with the technology advancement like WiMAX & Long Term Evolution (LTE) technologies.

Indian Telecom Sector

India is the second largest telecom market in the world. At the end of financial year April 2013, the Subscriber base was 898.02 million. In India 85 banks were permitted to provide mobile banking services as per RBI guidelines (RBI 28, FEB, 2014). According to Reserve bank of India (RBI) data, a total of 7.7 million mobile transactions took place in October 2013, the total amount transacted also registered a significant 24.86% growth on a monthly basis to Rs 1,954 crore, up from Rs 1,565 crore reported in September 2013. In November 2013, The Telecom Regulatory Authority of India (TRAI) had set a ceiling tariff of Rs 1.50 for each outgoing USSD-based mobile banking session and had asked telecom service providers to collect the charges from their subscribers for providing this service.

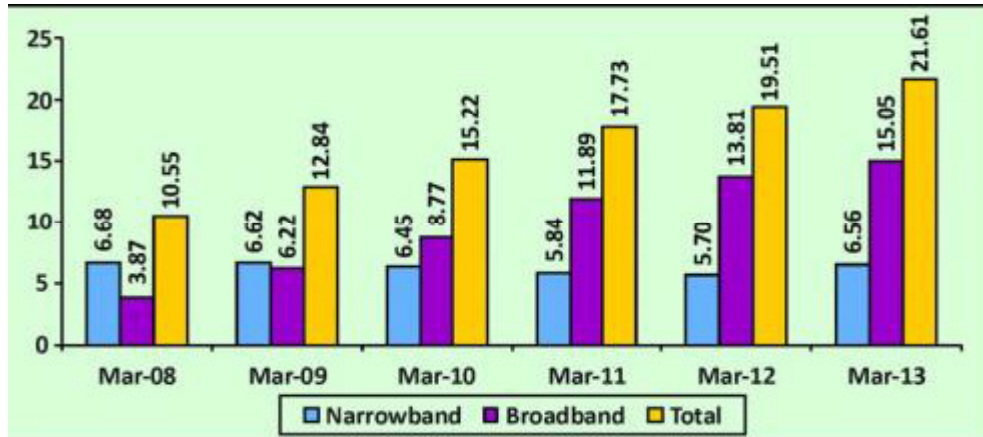
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Table 2.	Wireless	Wire line	Total
Telecom			
Subscribers in			
India Particulars			
Total	867.80	30.21	898.02
subscribers			
(Millions)			
Total Net	6.15	-0.15	6
Monthly			
Addition			
(Millions)			
Monthly Growth	0.71	-0.49	0.67
(%)			
Urban	525.30	23.5	548.80
Subscribers			
(Millions)			
Urban	4.02	-0.08	3.94
Subscribers Net			
Monthly			
Addition			
(Millions)			
Monthly Growth	0.77	-0.32	0.72
(%)			
Rural	342.50	6.71	349.22
Subscribers			
(Millions)			
Rural Subscribers	2.13	-0.07	2.06
Net Monthly			
Addition			
(Millions)			
Monthly Growth	0.63	-1.07	0.59
(%)			

Data source: TRAI annual Report 2012-2013



Data source: TRAI annual Report 2012-2013

Figure 1. Internet Subscribers In India (In Millions)

Objectives of the Study

- 1) To identify prospects of mobile banking in India.
- 2) To detect problems of mobile banking.
- 3) To study the advantages and disadvantages of mobile banking.

Review of literature:

This paper aims at filling that gap by shedding light on the general usage of mobile services and in particular on influence of demographic characteristics on usage. The survey was conducted among Mumbai bank customers. The paradigm shift, from traditional branch banking to electronic banking; the newly emerged channels; rapidly increasing penetration rates of mobile phones are among other the motivators of this study. The approach employed is practical and provides insights drawn from the quantitative empirical survey. The newly emerged mobile banking services represent an innovation where both intangible service and an innovative medium of service delivery employing high technology are present. Thus, concepts of innovation and diffusion of innovation are even more intricate as technology and service aspects have an effect on the characteristics of mobile financing of private communication pattern. This includes the growth and emergence e banking services.

Desai Ashok, in his article “Revolution in India’s Telecommunications Industry” published in Economic and Political weekly. February 17,2007 has studied telecommunication industry and its history⁴. He studied further ownership pattern and financing of private communication pattern. This includes the growth and emergence of digital electronic technologies in the case of fix line and mobile technology. In short a significant break in the trend has occurred in the mobile technology in the recent year.

Satya, in his article “Cost Reduction top priority in telecom sector” published in Facts for you, January 2008 has highlighted growth of Telecommunication industry and make aware total development in the field of telecommunication. The revenue has increased along with net profit from the mobile industry to a large extent. It is also pointed out by this study more than 87% of village have already been covered by 5.3 lakh village public telephone and FDI attracted to a large extent. However there are lot of problems and measuring to them is also complex. In such a situation studying mobile technology and its aspect is an important experience and that was done by Mr.Satya.

Julian in her article “Access Pricing Under Competition: An Application To Cellular Networks” published in The Journal of Industrial Economics, September 2002 “Access Pricing under Competition: An application to Cellular Networks” analyzed the pricing

problem in which upstream firms compete for customers and access to these customers is required by downstream markets¹¹. Using fixed-to-cellular as an example, a model is presented which shows that the determination of cellular termination charges is quite different to standard access pricing problems.

Research Methodology:

The study was conducted to identify the problems and prospects of mobile banking and to make suggestions on the basis of findings of the study. The methodological approach in this study is exploratory and descriptive in nature. This study was based on field level data. All bank customers of Mumbai city were considered as population of research interest. The total sample size was fixed as 150 customers. Necessary data were collected from different ages of people and analysed in terms of the objectives set for the study. The data for this study were collected by the survey method. Survey is a research technique in which information is gathered from a sample of people by use of a questionnaire or interview. Both primary and secondary sources were used for the study. Secondary data were used for providing the theoretical background to the research problem. Secondary sources include journal, books, internet etc. Primary data were collected by the researcher himself through personal interviews with the respondents.

Table 1. Profile of Respondents

Characteristics	Frequency	Percentage
Gender		
Male	90	60
Female	60	40
Age		
<20	5	3.33
20-29	70	46.67
30-39	39	26
40-49	26	17.33
>50	10	6.67
Income (Monthly)		
<Rs 5000	35	23.33
5000-10000 Rs	65	43.33
>15000 Rs	50	33.34

ANALYSIS and Interpretations of data

Based on the information received from the respondents, we know the main issues and problems faced by customers who use mobile banking services. From this study, we also tried to find out what can be done in this field so that more and more people will attract to mobile banking.

Among the 150 existing bank customers. 53.33% were conventional phone users and 46.67% were smart phone users. 82.67% were aware about the mobile banking facilities being provided by the bank and only 24 % admit that they use mobile banking services. Most users (61.33%) agree that Mobile Banking is better than traditional banking and saves time .It may be said that current Mobile Banking users are overall satisfied with the service which shows an opportunity to increase the customer base in future. In Table 3, there are some issues that are addressed with the help of this study.

Table 3. Bank Customer Perspective about Mobile Banking.

	Disagree	Slightly Disagree	Neutral	Slightly agree	Agree
Mobile handset capability to use mobile banking	75	15	15	10	35
Mobile banking is hard to use	60	20	28	15	27
Comfortable without mobile banking	20	21	24	15	70
Mobile banking not available	81	27	14	16	12
Security issues	27	18	45	37	23
Efficiency improved through mobile banking	8	18	14	35	48
Definitely try the service	13	11	38	33	55
Total number of respondents					150

From the above analysis and during the interview its observed that technical problems is increasing with the increasing number of mobile banking customers problems include password related, transactions related, etc. More problems will arise when more customers adopt mobile banking services. One way to solve all these problems is to obtain proper feedback of customers. Security issue is the main concern of large number of respondents, it's strongly argued that banks should first of all solve this issue so that customers who still afraid to use mobile banking will prefer in near future.

Conclusion

As is the case always comfort and ease will come with some risk. You need to be careful on the mobile as well, though it brings lesser risk.. From the above results it's clear that there is

vast opportunities in mobile banking area. At present only 23.80% of consumers are using mobile banking rest of 76.20 % are still unaware of Mobile banking and uncomfortable with mobile banking facilities.

With the introduction of smart phones, there is a huge increment is seen in banks customized based applications. The major challenge here is to develop applications for different mobile operating systems. India is a country where different languages are used in different parts. Most of the population of India is still living in rural areas and everyone doesn't understand same language. So its utmost important to make software that is user friendly and available in different languages.

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A Study on Impact of Use of Sport Celebrity in Advertisement

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ABSTRACT:

When should we use an athlete, a sports star in advertising? Which type of product or service is best suitable for these stars to advertise? What can we expect from these ads? Who is the ideal sports star? Is it true that social media is going to transform this area as well? Advertising for your small business that features celebrities that appeal to your local community can spark the kind of results you are looking for. Because many consumers are interested in celebrity activities, they are more likely to notice your product when a famous person professes to like and use it. However, celebrity endorsements have potential disadvantages. Any problems associated with the personality could undo the benefits of the endorsement and associated advertising. In this paper the researcher will converse about the concept of use of sport celebrity in advertisement.

KEYWORDS: endorsement, advertisements, sports personality

INTRODUCTION:

Professional athletes have an undeniable influence on the purchasing decisions of their fans. Supporters of a team will buy tickets, jerseys, T-shirts and other memorabilia and clothing featuring their favourite players. This influence can also spread to products outside the team structure, such as food, cars and clothes. The fan wants to adopt the aspects of the strong, fast, athletic player, and can become an excellent target market for an advertiser that uses such a player to endorse a product.

Before the widespread distribution of television, some of the earliest celebrity product endorsers were professional athletes. Babe Ruth endorsed Wheaties cereal while Hall of Famers Mel Ott and Carl Hubbell appeared in ads for Camel cigarettes. Though the years, sports stars continued to appear in commercials. Boxing champion Muhammad Ali promoted D-Con bug sprays, basketball legend Michael Jordan hawked Nike shoes, golfer Tiger Woods smiled in Buick ads and numerous retired athletes made a name in commercials for Miller Lite.

Advertising that features a celebrity creates attention and generates awareness of the product. Your Company can gain new customers from the celebrity's fan base. For instance, a well-loved local guitarist could draw attention to your musical instruments shop. Fans that have faith in the personality are most likely to purchase your products or, at least, have a greater intention to buy. The advertising also gains the attention of consumers with a casual interest in the celebrity.

OBJECTIVES:

1. To study the importance of use of sports celebrity in advertisement.
2. To analyze and understand the concept behind creating this advertisement.

LIMITATIONS:

1. The data is collected from people so opinion can be bias.
2. Time and area was another limitation to collect the data.

LITERATURE REVIEW:

- **The Effect of Celebrities in Advertisements By Tina Amo - A celebrity who appears sincere can lend credibility to a product. Consumers are more likely to believe the statements the personality makes in the ad and view the product and the brand positively. Conversely, regard for the brand becomes negative if it is obvious that the celebrity does not share the company's values.**

RESEARCH METHODOLOGY:**ANALYSIS & INTERPRETATION:**

Celebrity endorsements can affect sales positively or negatively. Consumers are likely to purchase the product if they feel that the celebrity is likable, sincere and appropriate for the item. However, the reverse is also true. Sales could diminish if the celebrity does not appeal to the target market, is not credible or gains negative publicity. In some cases, consumers are indifferent and there is no noticeable change in sales. A local football player endorsing your veterinary practice might not draw much interest, unless he is known for loving animals.

The market provides an array of competing choices for a product. The consumer is more likely to choose a product that is memorable. Advertising that features celebrities can ensure this brand recall it helps a manufacturer stand out and be more noticeable.

A celebrity's reputation is tied to that of the company after appearing in the company's advertising. If a respected celebrity appears in advertising for an imperfect brand, the views of the brand could improve or the celebrity's reputation could worsen. Also, if the celebrity's reputation suffers, the formerly positive views of the brand could suffer too.

CONCLUSION:

1. After researching all the data the researcher has found that the many consumers are buying the products by watching celebrities in advertisements.
2. Celebrity endorsement can affect sales positively or negatively for example if one sports person is advertising or promoting a product and accidentally he got caught in a scandal or corruption then it can be affecting on the product or company.

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A Study on Preference of Female Respondents towards Yoga

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ABSTRACT:

A yoga practice can provide women with both obvious and unexpected benefits for the body, mind and spirit. International yoga expert colleen saidman says yoga “offers women salace, reflection, joy, acceptance and ease in their bodies.” It is a group of physical, mental and spiritual practices or disciplines which originated in ancient India. In this paper the researcher will converse about the concept of female respondents towards yoga as a career.

KEYWORDS: Yoga, Motivation, Reflection & Physical,

INTRODUCTION:

There is a broad variety of Yoga schools, practices, and goals in Hinduism, Buddhism, and Jainism. Among the most well-known types of yoga are Hath yoga and Raja. The origins of yoga have been speculated to date back to pre-Vedic Indian traditions, it is mentioned in the Rig-Veda, but most likely developed around the sixth and fifth centuries BCE, in ancient India's ascetic and śramaṇa movements.

The chronology of earliest texts describing yoga-practices is unclear, varyingly credited to Hindu Upanishads. The Yoga Sutras of Patanjali date from the first half of the 1st millennium CE but only gained prominence in the West in the 20th century. Hath yoga texts emerged around the 11th century with origins in tantra.

Yoga gurus from India later introduced yoga to the west, following the success of Swami Vivekananda in the late 19th and early 20th century.[16] In the 1980s, yoga became popular as a system of exercise across the Western world. Yoga in Indian traditions, however, is more than physical exercise; it has a meditative and spiritual core. One of the six major orthodox schools of Hinduism is also called Yoga, which has its own epistemology and metaphysics, and is closely related to Hindu Samkhya philosophy.

Many studies have tried to determine the effectiveness of yoga as a complementary intervention for cancer, schizophrenia, asthma, and heart disease. The results of these studies have been mixed and inconclusive, with cancer studies suggesting none to unclear effectiveness, and others suggesting yoga may reduce risk factors and aid in a patient's psychological healing process. On December 1, 2016, Yoga was listed as UNESCO's Intangible cultural heritage.

YOGA

The term "yoga" comes from a Sanskrit word meaning "union." Yoga combines physical exercises, mental meditation, and breathing techniques to strengthen the muscles and relieve stress.

Yoga is an ancient art based on a harmonizing system of development for the body, mind, and spirit.

Physical postures strengthen and tone muscles, and when performed in rapid succession, can provide cardiovascular conditioning. Meditation and deep breathing can reduce stress, thereby lowering blood pressure and inducing relaxation. Mind/body awareness can influence mood and **self-esteem** to improve quality of life.

OBJECTIVES:

1. To study the importance of yoga
2. To analyze and understand the concept behind good health.

LIMITATIONS –

1. A data is collected from the women so opinion can be bias.
2. Time and area was another limitation to collect the data

REVIEW OF LITERATURE –

- **Modulation of stress induced by isometric handgrip test in hypertensive patients following yogic relaxation training**

Vijayalakshmi P, Madanmohan, Bhavanani A.B, Asmita Patil And Kumar Babu

P - Modern man has become a victim of daily stress and stress related disorders like essential hypertension, angina, insomnia and impotency. Being holistic in their approach, yogic techniques are ideal for improving one's ability to withstand stressful stimuli. There is evidence that yoga is effective for prevention as well as management of bronchial asthma (1), stress due to exams (2), anxiety and depression (3), stress in hypertensive patients (4) and in the cure/control of essential hypertension (5).

RESEARCH METHODOLOGY:**ANALYSIS AND INTERPRETATION OF DATA:**

Yoga practice during pregnancy is gaining increasing popularity. This study examined the characteristics of pregnant women who practiced yoga in regard to the different locations (at home, in yoga classes, or both).

The study sample was drawn from the Australian Longitudinal Study on Women's Health (ALSWH), a national longitudinal study of women to investigate multiple factors affecting health and well-being of women over a 20-year period.

Women born between 1973 and 1978, who were randomly selected from the national Medicare database and identified as being pregnant or having recently given birth,

Relationships between yoga use (attending yoga classes and/or practicing yoga at home) and women's characteristics (demographic measures, pregnancy-related health concerns, health service utilization, attitudes to complementary and alternative medicine)

FINDINGS & CONCLUSION:

- After studying all data the researcher has found that the yoga is a thing which gives a new life to the woman.
- Yoga on daily useful for them to forget the stress and starting with a new day.
- In their pregnancy or any other problems yoga is a best way to solve the mental, physical etc. Problems.

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 9. Modulation of stress induced by isometric handgrip test in hypertensive patients following yogic relaxation training Vijayalakshmi P, Madanmohan, Bhavanani A.B, Asmita Patil And Kumar Babu P

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Child Labour with special reference to the State of Maharashtra

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Abstract:

There is no product that has not been scented by the sweat of a child labour. Child labour is the employment of children at regular and sustained labour. The practice of child labour is considered to be exploitative by many countries and international organizations. Child labour has entered public dispute with the beginning of universal schooling, industrialization and emergence with concept of children rights. Children rights are human rights of the children which includes special care and attention at tender age, right of association with biological parents, identity and satisfaction of basic needs, education, health care facilities and appropriate criminal laws for over all development of child.

The most important source of child labour is poverty. Children provide cheap labour compared to adult. There is a command over a child compared to adult. According to UNICEF, 90% of the employers prefer the children of 12 to 15 years as domestic workers because they can be easily dominated. There is the absence of the strong labour movement and strong civic society. There are few schemes such as minimum allowance on basic necessities of the parents up to two children. But there is not the proper implementation of these schemes. The people for rural areas migrate to urban areas and big cities like Mumbai, Pune for the want of more money. Poor people tend to have more children. For them child means extra pair of hands to earn for the family. They are also ignorant about the birth control measures. The illiterate and ignorant parents cannot understand the importance of education.

The researcher has enlisted and discussed the measures taken at international and national level for the elimination of child labour. At national level they find the mention in Constitution and other laws passed for this purpose. In spite of several measures this heinous practice of child labour still continues. So researcher has pointed out the lacunas in the system and the reasons why child labour continues. The researcher has also provided the suggestions and recommendations for the same.

Keywords: Child labour, Illiteracy, Unemployment, Poverty, Maharashtra, Pune, Mumbai, Education, National, International, Measures

Introduction:

Child labour is very common in, factory work, mining, prostitution, quarrying, agriculture, helping in family business. Some children work as waiters, polishing shoes, utensils cleaning and selling things on street, trains, begging etc. Most of the child labour occurs in unorganized sector which is far from the reach of the Labour Inspectors and media scrutiny.

According to UNICEF, there are estimated 250 million children are child labour worldwide. The worst forms of child labour are military use of children and child prostitution. India is the largest producer of child labour and illiteracy in the world.

There are some restrictions, but otherwise allowed, on the child to work as child actors and child singers as well as agricultural work and helping the parents in family business. They are also allowed to work in entertainment and fashion industries.

In order to benefit children, child labour prohibition has to address the dual challenge

of providing them into both short term income and long term prospects. In an influential paper on “**The Economics of Child Labour**”, in the **American Economic Review (1998)**, **Kaushik Basu** mentioned main cause of child labour is parental poverty. The efforts should be taken to increase the adult wages and ban the child labour.

Child labour is a socio-legal problem and so it needs to be treated with deterrent theory of punishment. If we implement compulsory education we can get solution to problems of poverty, unemployment, illiteracy and child labour.

Objectives:

To enlist the laws relating to child labour at national and international level

To evaluate the implementation of the laws relating to child labour.

To suggest the changes required to be made in the existing legal framework for eliminating child labour.

Research Methodology:

The researcher has carried out doctrinal research by arranging, ordering and analyzing the already existing legal structure, legal framework and case laws on child labour. The researcher has done the extensive survey of legal literature in a logical, systematic and scientific manner in law library. The researcher has narrowed down the facts and findings from global level to India and finally limited the research problem to the State of Maharashtra and specifically to the cities of Mumbai and Pune.

Findings:

At a time when Maharashtra is being lauded as one of the most developed states in the country, a grim picture emerges of child workers in the state, according to statistics from the Union Ministry of Human Resource Development. While over 20 lakh children are classified as main workers, over 6 lakh children are marginal workers in the state. The Census of India defines main workers as those who had worked for the major part of the reference period (i.e. 6 months or more) while marginal workers are those who had not worked for the major part of the reference period (i.e. less than 6 months). The statistics are in three categories — 5-9 years, 10-14 years and 15-19 years. In these respective age groups in Maharashtra, there are 1,44,895, 3,52,021 and 19,61,051 children who are actually working for six months or more throughout the year, which means they hardly go to school. As far as marginal workers are considered, there are 7,52,418 children between 5 and 19 years working in the state. Of the total workers, girls form a substantial number. There are 8,81,898 girls who are main workers, while 3,50,396 are into marginal work. In Pune district, 1,66,022 children are main workers while 41,067 are marginal workers. Of them, 53,923 are girl main workers while 17,479 are girl marginal workers.

International framework to eliminate child labour:

At international level the measures to eliminate child labour find the mention in the international instruments like Universal Declaration of Human Rights (UDHR), The International Covenant on Civil and Political Rights (ICCPR), The International Covenant on Economic, Social and Cultural Rights (ICESCR) and many more. The Convention on Rights of Child (CRC), The Worst forms of Child Labour Convention, The Commission on Human Rights, International Labour Organization, International Programme on the elimination of child labour.

National framework to eliminate child labour:**Constitutional Provisions:**

1. State is empowered to make the special provisions relating to child and it will not violate the right to equality – Article 15(3)
2. No person shall be deprived of his life and personal liberty, except according to procedure established by law – Article 21.
3. The State shall provide free and compulsory education to all children of the age of 6 to 14 years as the State may by determine in case – Article 21A.
4. In *Mohini Jain v/s State of Karnataka* (1992), 3 SCC 666, Hon'ble Supreme Court held that right to education emanates directly from right to life under Article 21. In *Unnikrishnan J. P. v/s State of Andhra Pradesh*, (1993), 1 SCC 645, Hon'ble Supreme Court held that every citizen has a fundamental right to free education until the age of 14 years.
5. Traffic in human beings and beggar and other similar forms of forced labour are prohibited – Article 23
6. No child below the age of 14 years shall be employed to work in any factory or mine or engaged in any other hazardous employment – Article 23
7. State shall, direct its policy towards securing that health and strength of the tender age of children are not abused – Article 39(e)
8. State shall, in particular, direct its policy towards securing that children are given opportunities and facilities to develop in a healthy manner and in conditions of freedom and dignity – Article 39(f)
9. The State shall endeavor to secure by suitable legislation, to all the workers, work a living wage, conditions of work and decent standard of living – Article 43
10. The State shall endeavor to provide early childhood care and education for all children until they complete the age of 6 years – Article 45
11. It shall be the duty of every citizen of India, who is a parent or a guardian to provide opportunities for education to his child between the age of 6 to 14 years – Article 51(A) k

Supreme Court Directives on child labour:

- Survey must be conducted for identification of working children
- Withdrawal of children working in hazardous industry and ensuring their education in appropriate institutions.
- Contribution @ Rs.20,000/- per child to be paid by the offending employers of children to a Welfare Fund to be established for this purpose.
- Employment to one adult member of the family of the child so withdrawn from work and if that is not possible a contribution of Rs.5,000/- to the Welfare Fund to be made by the State Government.
- Financial assistance to the families of the children so withdrawn to be paid out of the interest earnings on the corpus of Rs.20,000/25,000 deposited in the welfare fund as long as the child is actually sent to the school.
- Regulating hours of work for children working in non-hazardous occupations so that their working hours do not exceed six hours per day and education for at least two hours per day is to be ensured. The entire expenditure on education is to be borne by the concerned employer.
- The implementation of the direction of the Hon'ble Supreme Court is being monitored by the Ministry of Labour and compliance of the directions have been reported in the form of

Affidavits on 05.12.97, 21.12.1999, 04.12.2000, 04.07.2001 and 04-12-2003 to the Hon'ble Court on the basis of the information received from the State/UT Governments

Some of the other legal provisions are:

1. The Children (Pledging of Labour) Act, 1933
2. The Minimum Wages Act, 1948
3. The Factories Act, 1948
4. The Mines Act, 1952
5. The Schools and Establishments Act, 1961
6. The Child Labour (Prohibition and Regulation) Act, 1986

Apart from the constitutional measures there are many other supplementary schemes run by Central Government along with State Government to achieve the full literacy in country.

National Policy on Education, 1986: The programme of action outlines various strategies such as:

1. SarvaShikshaAbhiyan
2. Mid day launch programme in school
3. Government introduced Cess Tax
4. Awareness through media
5. Encouragement to encourage literacy in India :

“Tide” washing powder Company has issued a coupon in their big packet and announced that child's education expenditure will be sent to the finder of the coupon.

Government policies to eliminate child labour:

National Child Labour Project (NCLP):

The Legislative Action Plan has been outlined in the policy for strict enforcement of Child Labour (Prevention and Regulation) Act. It ensures that children are not employed in hazardous occupations which are detrimental to health and safety of children. The action plan emphasizes the need to cover these children and their families under various poverty alleviation and employment generation schemes. The scheme envisages running of special schools for child labour withdrawn from work. These children are provided formal education along with vocational training and stipend of Rs. 100 per month.

The Commission for Protection of Child Rights Act:

This act provides for the constitution of a National Commission and State Commissions for protection of child rights and Children Courts for providing speedy trial of offences against children.

NGO's working for elimination of child labour:

Steps specifically taken by Maharashtra Government:

- ✓ Identification of the area of working children.
- ✓ Rescue of child labour by conducting raids and surprise visits.
- ✓ Rehabilitation of rescued child labour through child welfare committee.
- ✓ Education as a measure of rehabilitation
- ✓ Ensure effective mechanism for financial support to families.
- ✓ Prevent children from entering into labour.
- ✓ Convergence of development schemes of various departments.

Child Labour Helpline:

Phone : 022 - 26572929

Email : childlabourcellmaharashtra@yahoo.com

Pratham Helpline

Phone : 022 - 65134884

Mobile : 09869467157

Email : kishorbhamrel@rediffmail.com

Complaint to Police Station

Lodge a complaint at the nearest Police Station Link to all Police Stations all over India

Website : www.karmayog.org/policedepartments/

Labour Commissioner of the concerned State

Maharashtra Government Labour Departments

Website : www.childlabourcellmaharashtra.com

Rescue helpline for Mumbai & Maharashtra

Website : www.pratham.org

Email : childlabourcellmaharashtra@yahoo.com

Toll free 24-hours Telephone Helpline 1098 for children in distress can be accessed in 72 cities of the country.

Reasons why child labour continues:

Families, employers, exporters, everyone has their vested interest in letting the practice of child labour. Employers welcome because even fully trained children work at half salary than adults. Poor families look upon a child as extra pair of hands to earn for the family. Their inability to pay the debts make their children bonded laborers. Children can work for long working hours at minimum wage compared to adults. The Government also prefers to ignore the health and moral implications of the issue. Industries like carpet and brass industry, glass factories, match and fireworks industry yield lot of export revenue to the country. There is no implementation of the laws made for child labour. There are not so stringent provisions like exemplary punishment been awarded by the authorities for child labour.

Suggestions and Recommendations:

1. Amendment of Service Rules: The necessary amendments must be made in Service Rules governing State and Central Government against those who continue to employ children as domestic servants.
2. Helping the voluntary organizations: The participation of voluntary organizations and agencies like CAVL, GANTAR, UNICEF, etc should be enhanced by providing them financial assistance.
3. Government's commitment in concrete form: Government's commitment to adopt the measures to eliminate child labour should be reflected in concrete form in the national and state laws and legislations.
4. Avoid the pitfalls of the labour statutes: There should be the provisions for the prescribed minimum age for the permitted occupations. There should be umbrella legislation in the matters to eliminate child labour.
5. Safe houses to child prostitution: There should be safe houses for the children of prostitutes and rehabilitation of child prostitutes.

6. Education: Education schemes should be properly implemented. Education and training must be provided to the parents of child labourers by the Adult Education Programmes in the regional languages.
7. Measures for sexual abuse: Counseling and healing sessions should be organized for the victims of sexual and physical abuse. Yoga, meditation and rehabilitation measures must be taken for child victims.
8. Socio-economic alternatives must be taken for kids who are homeless or in unsafe conditions and they should be provided with alternative employment opportunities.
9. Guaranteed Minimum Income (GMI): It is the proposed social welfare scheme which guarantees that all the citizens or families must have an income sufficient to live in. The primary goal of GMI is to combat poverty.
10. Compensation to parents: Compensation should be given to the parents of the working children so that they can utilize that money to educate them.
11. Orphanage and child care centers: The provisions should be made for setting up the orphanages and child care centers. They should be provided with financial assistance so that children do not engage themselves in child labour. The orphanages should be accountable to Government. It should maintain proper check and scrutiny on the working of these child care centers.
12. Free education should be provided with lively and homely atmosphere.
13. The Government should ban the products prepared by child labour. Fines or penalties should be imposed on people using these banned products.
14. Child Labour is a socio-legal problem and so it needs to be treated with Deterrent theory of punishment.
15. Proper implementation of existing laws: All the loop holes in the existing laws and legislations should be filled up by necessary provisions. There is a need to bridge the gap between passing the laws and implementation of those laws.
16. Strict action must be taken against the employer whoever employs a child in hazardous or non-hazardous occupations. The employer must pay the interim compensation for the same and also bear the costs of child's education.

Conclusion:

Even though we have enacted Child Labour (Prohibition and Regulation) Act, 1986 and amended it number of times, we find that still the existing laws are insufficient to combat child labour. The major obstacle stems from piecemeal laws that police and law officers find difficult to implement is because of inadequate procedures to support them. The key concern is that child victims lack legal assistance and have no access to legal counsel.

Poverty and illiteracy are the two major causes of child labour. To make 100% literacy it is necessary that everyone of us shall play a positive role at political, academic and professional level without any greed. It is not only the duty of States, Educational Institutions and local self-Government bodies but all of us shall come together hand in hand to fight illiteracy in country.

Child labour is a socio-legal problem and so it needs to be treated with deterrent theory of punishment. If we implement compulsory education we can get solution to problems of poverty, unemployment, illiteracy and child labour.

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Green Marketing

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Abstract :

As the ecological issues are getting worse, the consumers' about the environmental protection have led to the diversification in consumer buying approach towards a green lifestyle. Therefore, firms are taking action to develop potential ecological approaches in the green market industry. Green marketing and green product development are useful techniques that are used by firms to increase competitive advantages and stand a chance of gaining the satisfaction of consumers in order to achieve the firm's mission and vision. Green marketing and green product development have various benefits to firms in terms of increasing the sustainable environmental benefits and to increase the awareness of brand image of the firm. This study focuses on the concept of green marketing and product development, the different consumer consumption in regards to green marketing and green product development, and lastly examines the problems that firms faced when they have failed to implement green marketing and green product development.

Key words: Green marketing, Green product development, Competitive advantage, Ecological Approach, Consumer satisfaction.

Introduction:

Green marketing is the marketing of environmentally friendly products and services. It is becoming more popular as more people become concerned with environmental issues and decide that they want to spend their money in a way that is kinder to the planet. Green marketing can involve a number of different things, such as creating an eco-friendly product, using eco-friendly packaging, adopting sustainable business practices, or focusing marketing efforts on messages that communicate a product's green benefits. It is also known as sustainable marketing, environmental marketing or ecological marketing.

Green, environmental and eco-marketing are part of the new marketing approaches which do not just refocus, adjust or enhance existing marketing thinking and practice, but seek to challenge those approaches and provide a substantially different perspective.

Why is green marketing important?

Green marketing enables companies to satisfy the expectations of customers, communities and government leaders regarding environmentally friendly operations. Companies at the forefront of green marketing may attract more customers and generate greater revenue. Also, the push for green marketing impacts preservation of natural resources upon which companies rely.

Green marketing affects positively the health of people and the ecological environment. People are aware of pure products and pure methods of producing, using, and disposing the products. It encourages integrated efforts for purity in production and consumption as well.

Impacts of green marketing:

1. Now, people are insisting pure products – edible items, fruits, and vegetables based on organic farming. The number of people seeking vegetarian food is on rise.
2. Reducing use of plastics and plastic-based products.

3. Increased consumption of herbal products instead of processed products.
4. Recommending use of leaves instead of plastic pieces; jute and cloth bags instead of plastic carrying bags.
5. Increasing use of bio-fertilizers (made of agro-wastes and wormy-composed) instead of chemical fertilizers (i.e. organic farming), and minimum use of pesticides.
6. Worldwide efforts to recycle wastes of consumer and industrial products.
7. Increased use of herbal medicines, natural therapy, and Yoga.
8. Strict provisions to protect forests, flora and fauna, protection of the rivers, lakes and seas from pollutions.
9. Global restrictions on production and use of harmful weapons, atomic tests, etc. Various organisations of several countries have formulated provisions for protecting ecological balance.
10. More emphasis on social and environmental accountability of producers.
11. Imposing strict norms for pollution control. Consideration of pollution control efforts and eco-technology in awarding IS, ISO 9000, or ISO 14000 certificates and other awards.
12. Declaration of 5th June as the World Environment Day.
13. Strict legal provisions for restricting duplication or adulteration.
14. Establishing several national and international agencies to monitor efforts and activities of business firms in relation pollution control and production of eco-friendly products.

Green marketing concerns with three aspects:

1. Promotion of production and consummation of pure/quality products,
2. Fair and just dealing with customers and society, and
3. Protection of ecological environment.

Global ecological imbalance and global warming (also global cooling) have called upon environmentalists, scientists, social organisations, and alert common men to initiate the concrete efforts to stop further deterioration of ecological environment. The World Bank, the SAARC, the UNO, the WHO, and other globally influential organisations have started their efforts to promote and practice green marketing. The world environment summit at Copenhagen (2009) is the mega event that shows the seriousness of ecological imbalance.

To increase awareness, 5th June is declared as the World Environment Day. Green marketing emphasises on protection of long-term welfare of consumers and society by production and use of pure, useful, and high quality products without any adverse effect on the environment. Mass media have started their campaign for protecting the earth from further deterioration. Worldwide efforts are made to conserve natural water resources.

Thus, green marketing is a marketing philosophy that promotes production and selling of pure (eco-friendly) products with protection of ecological balance. Green marketing involves multiple activities. Green Marketing encourages production of pure products by pure technology, conservation of energy, preservation of environment, minimum use of natural resources, and more use of natural foods instead of processed foods. Efforts of people, social organisations, firms, and governments in this regard can be said as green marketing efforts.

Green marketing raises the voice against production, consumption, and/or disposal of such products that anyway harm consumers, the society, and the environment. It is necessary that businessmen and users should refrain from harmful products.

Green Marketing in terms of Price, Product, Place and Promotion

Green Marketing begins with 'green design'. Product design constitutes an active interface between demand (consumers) and supply (manufactures) .An example by Ottman

and Terry super- concentrated laundry detergents are associated with energy saving, reduced packaging, space and money. The product itself has to be made in such a way that it satisfies consumer and manufacture's needs. For ecologically sustainable products to be successful, green branding attributes have to be efficiently communicated .Most buyer decisions are influenced by the labeling, (green labeling) that states all that makes the product green compliant.

The price of green product has to be affordable for the customer to encourage purchase. Industrial differentiation works only when products reduce client's cost.

Most buyers are influenced by advertisement that reflects a company's commitment to environment. Companies that do green advertisement that tend to portray an image of environmental friendliness, influences their customer purchase decisions. Consumers love to associate themselves with companies that are environmental stewards. When a company communicates this through their advertisements, promotions, publicity and corporate social responsibilities, they are sure to get many loyal customers.

Green distribution is a very delicate operation. Customers must be guaranteed of the 'Ecological nature' of the product. The green environment is a constantly regulated environment and as such high level of compliance is necessary when carrying out distribution of green products. This is a common procedure in the united state

Pro-environmental behavior

Green consumer behavior is a form of pro-environmental behavior, which can be defined as a form of consumption that harms the environment as little as possible, or even benefits the environment. Past research has provided empirical support to the claim that green or pro-environmental consumer behavior is a multidimensional construct which is composed of:

"Private-sphere behavior" refers to the purchase, use and disposal of personal and household products that have environmental impact, such as automobiles, public transportation, or recycling.

"Public-sphere behavior" refers to behavior that affects the environment directly through committed environmental activism or indirectly by influencing public policies, such as active involvement in environmental organizations and demonstrations (direct impact) or petitioning on environmental issues (indirect impact)

Green consumer behavior

We can define a green consumer behavior the one that has these characteristics:

"purchase choice, product use and post-use, household management, collective, and consumer activism behaviors, reflecting some degree of environmental- related motivation";

"purchase and use of products with lower environmental impacts, such as biodegradable products, recycled or reduced packaging, and low energy usage";

use of organic product, made with processes that provide energy saving , then by the action of recycling , in fact a green consumer is "one who purchase products and services perceived to have a positive (or less negative) influence on the environment "

We can find a green consumer behavior when an individual acts ethically, motivated not only by his/her personal needs, but also by the respect and preservation of the welfare of entire society, because a green consumer takes into account the environmental consequences (costs and benefits) of his/her private consumption. Green consumers are expected to be more conscientious in their use of assets, for example by using their goods without wasting resources. However the Eurobarometer's survey of consumers' behavior (2013) showed that

consumers seem not to be fully conscious of the importance to adopt a set of new behaviors, that are more environmental-friendly. In this report it is possible to find that even though a very high proportion of citizens buy green products (80%), more than a half are classified as occasional maintenance (54%), and only a quarter are regular buyer of green products (26%). This fact implies that most of people do not behave like green consumer continuously, probably because of a lot of social and economic constraints, such as the fact that green products are much more expensive than non-green ones, and also because it is not always so easy to find organic and biological goods for each category, and because the green-retailers are not so widespread. Some researchers find that personal values are influential determinants of consumption and that pro-environmental behavior might serve as a signal of personality dimension. Considering the time-horizon in the acquisition of green behavior, we can distinguish two types of consumers:

1. prevention-type consumers, that feel a moral duty towards a greener lifestyle
2. promotion-type, that are more focused on their aspirations and their dreams and don't strongly feel the pressure to quickly adjust their behavior in the direction of becoming more environmental-friendly.

Customer Satisfaction and Green Marketing

Customer satisfaction has been defined in two basic ways: as either an outcome or as a process. As an outcome, satisfying the end state resulting from the consumption experience. As a process, it is the perceptual evaluative and psychological process that contributes to satisfaction. The definition is varied with regards to their level of simplicity which includes;

- *Product satisfaction
- *Satisfaction with the purchase decision experience.
- *Satisfaction with the performance attribute
- *Satisfaction with the store or institution
- *Satisfaction with pre-purchase experience.

Marketing literature suggests that there is a relationship between customer satisfaction and loyalty. Satisfaction leads to attitudinal loyalty. It could be seen as the intension to purchase. Satisfaction is an outcome that occurs without comparing expectations. Customer satisfaction could also be defined as an evaluative response to perceived outcome of a particular consumption experience. It is an overall judgment on satisfaction, based on the assumption that satisfaction is the outcome of service quality.

Many Authors believe that customers have a high level of involvement regarding environmental issues as a consequence of growing environmental consciousness. Studies have shown the significant influence of environmental knowledge and consciousness on consumer environmental attitude. Consequently, companies that communicate their 'green product' in their packaging, advertisement or manufacturing process, gain satisfied customers. Because of the green trend, companies that fail to 'go green' are not failing to fail in their industry. Customers want to associate themselves with companies and products that are eco-friendly.

Environmental Safety

Environment is simply our surrounding. The increased awareness on environmental issues is as a result of increased publicity on the media on issues such as, the warring off of the ozone layer and increased pollution of the environment by industries. Customers have become concern about their everyday habit and the impact it has on their environment.

Managing environmental safety issue is highly challenging, time consuming and

expensive. There are many laws on environmental safety that have made companies liable to any wrongdoings. These laws cover areas such as, harmful pollution, managing of hazardous materials and soon. As a result, several hazard control, pollution control and prevention programs are held in different parts of the world on emergency procedures, contingency planning and employee training.

Similarly, many regulatory bodies and acts are set to ensure environmental safety and protection, some of which include, OSHA (Occupational Safety and health Act), CERCLA (Comprehensive environmental Respond Compensation liability Act), TSCA (Toxic Substance Control Act), HMTA (the Hazardous Material Transportation Act), FIFRA (Federal Insecticide, Fungicide and Rodenticide Act), FDCA (Federal food, Drug and Cosmetic Act, Clean Air Act, Clean Water Act, GHS (Globally Harmonized System of Classification and labeling of Chemicals).

Environmental Safety is not an easy task to implement. Implementing the GHS standardization policies of a single frame work of the classification and labeling of chemicals so hazards are consistently defined across different national jurisdiction is beneficial but highly challenging, especially in countries like U.S, Japan and Korea that have multiple regulatory authorities. EH&S (Environmental Health and Safety) regulatory compliance and CSR (Cooperate Social Responsibility) initiative throughout the supply chain can help promote and sustain ongoing improvement within an organization. These improvements will help the company achieve regulatory compliance and position itself as a socially responsible company

Conclusion

Because of the growing concern of environmental protection, there is an emergence of a new market which is the green market. For companies to survive in this market, they need to go green in all aspect of their business. Consumers want to identify themselves with companies that are green compliant and are willing to pay a premium for a greener life style. As such, green marketing is not just an environmental protection tool but also, a marketing strategy.

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Taking a Risk in Today's Business is must to Learn the Risk Management

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Introduction:

In the world of finance, risk management refers to the practice of identifying potential risks in advance, analyzing them and taking precautionary steps to reduce/curb the risk. When an entity makes an investment decision, it exposes itself to a number of financial risks. The quantum of such risks depends on the type of financial instrument. These financial risks might be in the form of high inflation, volatility in capital markets, recession, bankruptcy, etc. So, in order to minimize and control the exposure of investment to such risks, fund managers and investors practice risk management. Not giving due importance to risk management while making investment decisions might wreak havoc on investment in times of financial turmoil in an economy. Different levels of risk come attached with different categories of asset classes. A fixed deposit is considered a less risky investment. On the other hand, investment in equity is considered a risky venture. While practicing risk management, equity investors and fund managers tend to diversify their portfolio so as to minimize the exposure to risk. Project managers create risk management plans to estimate the impact of various risks and outline possible responses if a certain risk materializes. For example, the Environmental Protection Agency (EPA) requires facilities that deal with extremely hazardous substances to develop risk management plans to address what they are doing to mitigate risks and what they will do if an accident occurs. Enterprise risk management (ERM) encompasses all kinds of risks throughout an organization, and it creates plans for managing that risk. Industries such as aviation, construction, public health, international development, banking, finance and insurance utilize ERM. People who work with ERM focus on assessing the risks relevant to their companies or industries, prioritizing those risks, and making informed decisions to mitigate them. Risk management is the process of identification, analysis and acceptance or mitigation of uncertainty in investment decisions. Essentially, risk management occurs any time an investor or fund manager analyzes and attempts to quantify the potential for losses in an investment and then takes the appropriate action (or inaction) given his investment objectives and risk tolerance.

Review of literature:

In business it is imperative to be able to present the findings of risk assessments in financial, market, or schedule terms. Robert Courtney Jr. (IBM, 1970) proposed a formula for presenting risks in financial terms. The Courtney formula was accepted as the official risk analysis method for the US governmental agencies. The formula proposes calculation of ALE (annualized loss expectancy) and compares the expected loss value to the security control implementation costs. Inadequate risk management can result in severe consequences for companies as well as individuals. For example, the recession that began in 2008 was largely caused by the loose credit risk management of financial firms. Risk management occurs everywhere in the financial world. It occurs when an investor buys low-risk government bonds over more risky corporate debt, when a fund manager hedges his currency exposure with currency derivatives and when a bank performs a credit check on an individual before issuing a personal line of credit.

A widely used vocabulary for risk management is defined by *ISO Guide 73:2009*,

"Risk management. Vocabulary. In ideal risk management, a prioritization process is followed whereby the risks with the greatest loss (or impact) and the greatest probability of occurring are handled first, and risks with lower probability of occurrence and lower loss are handled in descending order. In practice the process of assessing overall risk can be difficult, and balancing resources used to mitigate between risks with a high probability of occurrence but lower loss versus a risk with high loss but lower probability of occurrence can often be mishandled. According to ISO/IEC 27001, the stage immediately after completion of the risk assessment phase consists of preparing a Risk Treatment Plan, which should document the decisions about how each of the identified risks should be handled. Mitigation of risks often means selection of security controls, which should be documented in a Statement of Applicability, which identifies which particular control objectives and controls from the standard have been selected, and why.

Analysis of Risk Management.

Intangible risk management identifies a new type of a risk that has a 100% probability of occurring but is ignored by the organization due to a lack of identification ability. For example, when deficient knowledge is applied to a situation, a knowledge risk materializes. Relationship risk appears when ineffective collaboration occurs. Process-engagement risk may be an issue when ineffective operational procedures are applied. These risks directly reduce the productivity of knowledge workers, decrease cost-effectiveness, profitability, service, quality, reputation, brand value, and earnings quality. Intangible risk management allows risk management to create immediate value from the identification and reduction of risks that reduce productivity. Risk management also faces difficulties in allocating resources. This is the idea of opportunity cost. Resources spent on risk management could have been spent on more profitable activities. Again, ideal risk management minimizes spending and also minimizes the negative effects of risks. According to the definition of the risk, the risk is the possibility that an event will occur and adversely affect the achievement of an objective. Therefore, risk itself has the uncertainty. Risk management such as COSO ERM, can help managers have a good control for their risk. Each company may have different internal control components, which leads to different outcomes. For example, the framework for ERM components includes Internal Environment, Objective Setting, Event Identification, Risk Assessment, Risk Response, Control Activities, Information and Communication, and Monitoring. The International Organization for Standardization (ISO) identifies the following principles of risk management: Risk management should: create value – resources expended to mitigate risk should be less than the consequence of inaction, be an integral part of organizational processes, be part of decision making process, explicitly address uncertainty and assumptions, be a systematic and structured process, be based on the best available information, take human factors into account, be transparent and inclusive, be dynamic, and responsive to change, be capable of continual improvement and enhancement, be continually or periodically re-assessed.

According to the standard ISO 31000 "Risk management – Principles and guidelines on implementation," the process of risk management consists of several steps as follows:

Identification:

After establishing the context, the next step in the process of managing risk is to identify potential risks. Risks are about events that, when triggered, cause problems or benefits. Hence, risk identification can start with the source of our problems and those of our competitors or with the problem itself. Source analysis – Risk sources may be internal or

external to the system that is the target of risk management (risk deals with factors of decision-making that cannot be managed).Examples of risk sources are: stakeholders of a project, employees of a company or the weather over an airport.

Problem analysis – Risks are related to identified threats. For example: the threat of losing money, the threat of abuse of confidential information or the threat of human errors, accidents and casualties. The threats may exist with various entities, most important with shareholders, customers and legislative bodies such as the government. When either source or problem is known, the events that a source may trigger or the events that can lead to a problem can be investigated. For example: stakeholders withdrawing during a project may endanger funding of the project; confidential information may be stolen by employees even within a closed network; lightning striking an aircraft during takeoff may make all people on board immediate casualties.

Scenario-based risk identification – In scenario analysis different scenarios are created. The scenarios may be the alternative ways to achieve an objective, or an analysis of the interaction of forces in, for example, a market or battle. Any event that triggers an undesired scenario alternative is identified as risk –.

Taxonomy-based risk identification – It is a breakdown of possible risk sources. Based on the taxonomy and knowledge of best practices, a questionnaire is compiled. The answers to the questions reveal risks.

Common-risk checking – In several industries, lists with known risks are available. Each risk in the list can be checked for application to a particular situation.

Risk charting – This method combines the above approaches by listing resources at risk, threats to those resources, modifying factors which may increase or decrease the risk and consequences it is wished to avoid. Creating a matrix under these headings enables a variety of approaches. One can begin with resources and consider the threats they are exposed to and the consequences of each. Alternatively one can start with the threats and examine which resources they would affect, or one can begin with the consequences and determine which combination of threats and resources would be involved to bring them about.

Once risks have been identified, they must then be assessed as to their potential severity of impact and to the probability of occurrence. These quantities can be either simple to measure, in the case of the value of a lost building, or impossible to know for sure in the case of an unlikely event, the probability of occurrence of which is unknown. Therefore, in the assessment process it is critical to make the best educated decisions in order to properly prioritize the implementation of the risk management plan. Risk assessment should produce such information for senior executives of the organization that the primary risks are easy to understand and that the risk management decisions may be prioritized within overall company goals. Thus, there have been several theories and attempts to quantify risks. Numerous different risk formulae exist, but perhaps the most widely accepted formula for risk quantification is: "Rate (or probability) of occurrence multiplied by the impact of the event equals risk magnitude. Risk mitigation measures are usually formulated according to one or more of the following major risk options, which are: Design a new business process with adequate built-in risk control and containment measures from the start. Periodically re-assess risks that are accepted in ongoing processes as a normal feature of business operations and modify mitigation measures. Transfer risks to an external agency (e.g. an insurance company) Avoid risks altogether (e.g. by closing down a particular high-risk business area) Later research has shown that the financial benefits of risk management are less

dependent on the formula used but are more dependent on the frequency and how risk assessment is performed.

Summary and conclusion.

Once risks have been identified and assessed, all techniques to manage the risk fall into one or more of these four major categories:

Avoidance (eliminate, withdraw from or not become involved)

Reduction (optimize – mitigate)

Sharing (transfer – outsource or insure)

Retention (accept and budget)

Ideal use of these risk control strategies may not be possible. Some of them may involve trade-offs that are not acceptable to the organization or person making the risk management decisions.

Risk avoidance This includes not performing an activity that could carry risk. An example would be not buying a property or business in order to not take on the legal liability that comes with it. Another would be not flying in order not to take the risk that the airplane were to be hijacked. Avoidance may seem the answer to all risks, but avoiding risks also means losing out on the potential gain that accepting the risk may have allowed. Not entering a business to avoid the risk of loss also avoids the possibility of earning profits. Increasing risk regulation in hospitals has led to avoidance of treating higher risk conditions, in favour of patients presenting with lower risk.

Hazard prevention Hazard prevention refers to the prevention of risks in an emergency. The first and most effective stage of hazard prevention is the elimination of hazards. If this takes too long, is too costly, or is otherwise impractical, the second stage is mitigation.

Risk reduction Risk reduction or "optimization" involves reducing the severity of the loss or the likelihood of the loss from occurring. For example, sprinklers are designed to put out a fire to reduce the risk of loss by fire. This method may cause a greater loss by water damage and therefore may not be suitable. Halon fire suppression systems may mitigate that risk, but the cost may be prohibitive as a strategy. Acknowledging that risks can be positive or negative, optimizing risks means finding a balance between negative risk and the benefit of the operation or activity; and between risk reduction and effort applied. It can optimize risk to achieve levels of residual risk that are tolerable. Modern software development methodologies reduce risk by developing and delivering software incrementally. Early methodologies suffered from the fact that they only delivered software in the final phase of development; any problems encountered in earlier phases meant costly rework and often jeopardized the whole project. By developing in iterations, software projects can limit effort wasted to a single iteration.

Outsourcing could be an example of risk reduction if the outsourcer can demonstrate higher capability at managing or reducing risks. For example, a company may outsource only its software development, the manufacturing of hard goods, or customer support needs to another company, while handling the business management itself. This way, the company can concentrate more on business development without having to worry as much about the manufacturing process, managing the development team, or finding a physical location for a call center.

Risk sharing Briefly defined as "sharing with another party the burden of loss or the benefit of gain, from a risk, and the measures to reduce a risk." The term of 'risk transfer' is often used in place of risk sharing in the mistaken belief that you can transfer a risk to a third

party through insurance or outsourcing. In practice if the insurance company or contractor go bankrupt or end up in court, the original risk is likely to still revert to the first party. As such in the terminology of practitioners and scholars alike, the purchase of an insurance contract is often described as a "transfer of risk." However, technically speaking, the buyer of the contract generally retains legal responsibility for the losses "transferred", meaning that insurance may be described more accurately as a post-event compensatory mechanism. For example, a personal injuries insurance policy does not transfer the risk of a car accident to the insurance company. The risk still lies with the policy holder namely the person who has been in the accident. The insurance policy simply provides that if an accident (the event) occurs involving the policy holder then some compensation may be payable to the policy holder that is commensurate with the suffering/damage. Some ways of managing risk fall into multiple categories. Risk retention pools are technically retaining the risk for the group, but spreading it over the whole group involves transfer among individual members of the group. This is different from traditional insurance, in that no premium is exchanged between members of the group up front, but instead losses are assessed to all members of the group.

Risk retention involves accepting the loss, or benefit of gain, from a risk when it occurs. True self insurance falls in this category. Risk retention is a viable strategy for small risks where the cost of insuring against the risk would be greater over time than the total losses sustained. All risks that are not avoided or transferred are retained by default. This includes risks that are so large or catastrophic that they either cannot be insured against or the premiums would be infeasible. War is an example since most property and risks are not insured against war, so the loss attributed by war is retained by the insured. Also any amounts of potential loss (risk) over the amount insured is retained risk. This may also be acceptable if the chance of a very large loss is small or if the cost to insure for greater coverage amounts is so great it would hinder the goals of the organization too much. Risk retention or acceptance is common type of risk response on treats and opportunities.

Suggestions:

Select appropriate controls or countermeasures to measure each risk. Risk mitigation needs to be approved by the appropriate level of management. For instance, a risk concerning the image of the organization should have top management decision behind it whereas IT management would have the authority to decide on computer virus risks. The risk management plan should propose applicable and effective security controls for managing the risks. For example, an observed high risk of computer viruses could be mitigated by acquiring and implementing antivirus software. A good risk management plan should contain a schedule for control implementation and responsible persons for those actions. As applied to corporate finance, *risk management* is the technique for measuring, monitoring and controlling the financial or operational risk on a firm's balance sheet, a traditional measure is the value at risk, but there also other measures like profit at risk or margin at risk. The Basel II framework breaks risks into market risk (price risk), credit risk and operational risk and also specifies methods for calculating capital requirements for each of these components. In Information Technology, Risk management includes "Incident Handling", an action plan for dealing with intrusions, cyber-theft, denial of service, fire, floods, and other security-related events. According to the SANS organization it is a six step process: Preparation, Identification, Containment, Eradication, Recovery, and Lessons Learned.

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Impact of Digitisation: Indian Perspective

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ABSTRACT

It is a well-known fact that digital India is the outcome of many innovations and technological advancements. These transform the lives of people in many ways and will empower the society in a better manner. The 'Digital India' programme, an initiative of honourable Prime Minister Mr. Narendra Modi, will emerge new progressions in every sector and generates innovative endeavours for geNext. The motive behind the concept is to build participative, transparent and responsive system. The Digital India drive is a dream project of the Indian Government to remodel India into a knowledgeable economy and digitally empowered society, with good governance for citizens by bringing synchronization and co-ordination in public accountability, digitally connecting and delivering the government programs and services to mobilize the capability of information technology across government departments. Today, every nation wants to be fully digitalized and this programme strives to provide equal benefit to the user and service provider. Hence, an attempt has been made in this paper to understand Digital India – as a campaign where technologies and connectivity will come together to make an impact on all aspects of governance and improve the quality of life of citizens.

Key Words: Digital India, Digital Technology, e-Kranti, e-Governance

INTRODUCTION:

The digital world that we live in today is that where every civilian has a bright prospect to transform the lives in many ways that were hard to envision just a couple of years ago. It is the outcome of several innovations and technology advances. Today, every nation wants to be fully digitalized that will empower society in a better manner. The 'Digital India' programme, an initiative of honourable Prime Minister Mr. Narendra Modi, will emerge new progressions in every sector and generates innovative endeavours for geNext. The motive behind the concept is to build participative, transparent and responsive system. All educational institutions and government services will soon be able to provide I-ways round the clock. Digital India will provide all services electronically and promote digital literacy. Digital Technologies which includes the concept of cloud computing and mobile applications have emerged as the catalysts for express economic growth and citizen empowerment. Companies all over the world desire to invest in Digital India- the 21st century India, as a growth opportunity. Hence, an attempt has been made in this paper to understand Digital India – as a campaign where technologies and connectivity will come together to make an impact on all aspects of governance and improve the quality of life of citizens. Global investors like Sundar Pichai, Satya Nadella, Elon Musk have supported Modi's Digital India initiative.

OBJECTIVES

- 1) To know how the technologies and connectivity will come together to make an impact on all aspects of governance and improve the quality of life of citizens.
- 2) To find out how the government services can work effectively with practical solutions and innovative ideas to accomplish the vision of a digital India-a reality.

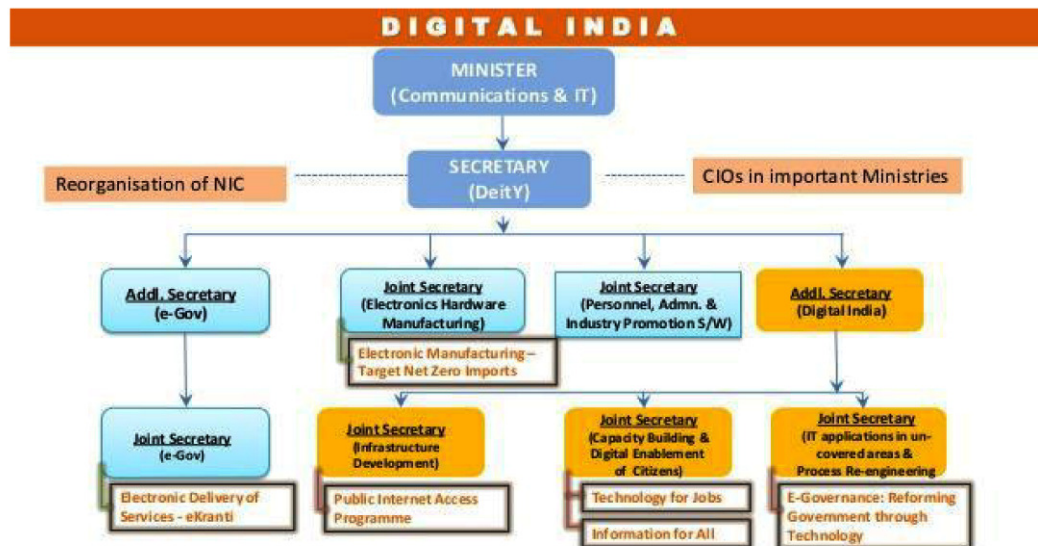
DATA COLLECTION:

The secondary data has been collected. For this purpose, various magazines and journals have been used as it is a conceptual paper. Thus, the focus is to know more about the concept, its application and the impact on economy via other parameters. Therefore, qualitative and quantitative data have been used.

DIGITAL INDIA:

The programme contains tasks that target to make sure that govt. services are available to people digitally and people get advantage of the newest information and connections technological innovation. Gandhiji felt that 'India resides in its villages,' and technology will help the villages to grow and prosper. Digital libraries, online magazines, e-books can be made available for free which will further help in knowledge sharing. PM Modi rightly said in his speech in San Jose, "I see technology as a means to empower and as a tool that bridges the distance between hope and opportunity. Social media is reducing social barriers. It connects people on the strength of human values, not identities." Technology is a bridge indeed, a bridge that connects the hope that India's villages will be educated and aware to the opportunity of internet and access to information from across the world. 'Digital India' is not just an initiative but a need for this country, where majority of population still does not have access to the world of internet. The Digital India initiative seeks to lay emphasis on e-governance and transform India into a digitally empowered society. It is to ensure that government services are available to citizens electronically. Digital India also aims to transform ease of doing business in the country. The Department of Electronics and Information Technology (deitY) anticipates that this program will have a huge impact on the Ministry of Communication and IT. The program is projected at Rs 1, 13,000 crore which will prepare the country for knowledge-based transformation.

It will focus on providing high speed internet services to its citizens and make services available in real time for both online and mobile platform. Modi's government is focussing on providing broadband services in all villages of the country, tele-medicine and mobile healthcare services and making the governance more participative.



MAJOR PROJECTS UNDER THE INITIATIVE:

Digital India comprises of various initiatives under the single programme each targeted to prepare India for becoming a knowledge economy and for bringing good governance to citizens through synchronized and co-ordinated engagement of the entire Government. Nine projects have been undertaken. These are as follows:

- 1) Highways to have broadband services: Government aims to lay national optical fibre network in all 2.5 lakh gram panchayats. Broadband for the rural will be laid by December 2016 and broadband for all urban will mandate communication infrastructure in new urban development and buildings. By March 2017, the government aims to provide nationwide information infrastructure.
- 2) Easy access to mobile connectivity: The government is taking steps to ensure that by 2018 all villages are covered through mobile connectivity. The aim is to increase network penetration and cover gaps in all 44,000 villages.
- 3) IT Training for Jobs: This initiative seeks to train 10 million people in towns and villages for IT sector jobs in five years. It also aims to train 0.3 million agents to run viable businesses delivering IT services. Additionally, the project involves training of 0.5 million rural IT workforce in five years and setting up of BPOs in each North-eastern state.
- 4) Manufacturing of electronics: The government is focusing on zero imports of electronics. In order to achieve this, the government aims to put up smart energy meters, micro ATMs, mobile, consumer and medical electronics.
- 5) Provide public access to internet: The government aims to provide internet services to 2.5 lakh villages which comprises of one in every panchayat by March 2017 and 1.5 lakh post offices in the next two years. These post offices will become Multi-Service centres for the people.
- 6) E-Governance: The government aims to improve processes and delivery of services through e-Governance with UIDAI, payment gateway, EDI and mobile platforms. School certificates, voter ID cards will be provided online. This aims for a faster examination of data.
- 7) E-Kranti: This service aims to deliver electronic services to people which deals with health, education, farmers, justice, security and financial inclusion.
- 8) Global Information: Hosting data online and engaging social media platforms for governance is the aim of the government. Information is also easily available for the citizens.
- 9) My Gov.in is a website launched by the government for a 2-way communication between citizens and the government. People can send in their suggestions and comment on various issues raised by the government, like net neutrality.
- 10) Early harvest programs: Government plans to set up Wi-Fi facilities in all universities across the country. Email will be made the primary mode of communication. Aadhar Enabled Biometric Attendance System will be deployed in all central government offices where recording of attendance will be made online.

IS INDIA DIGITALLY READY:

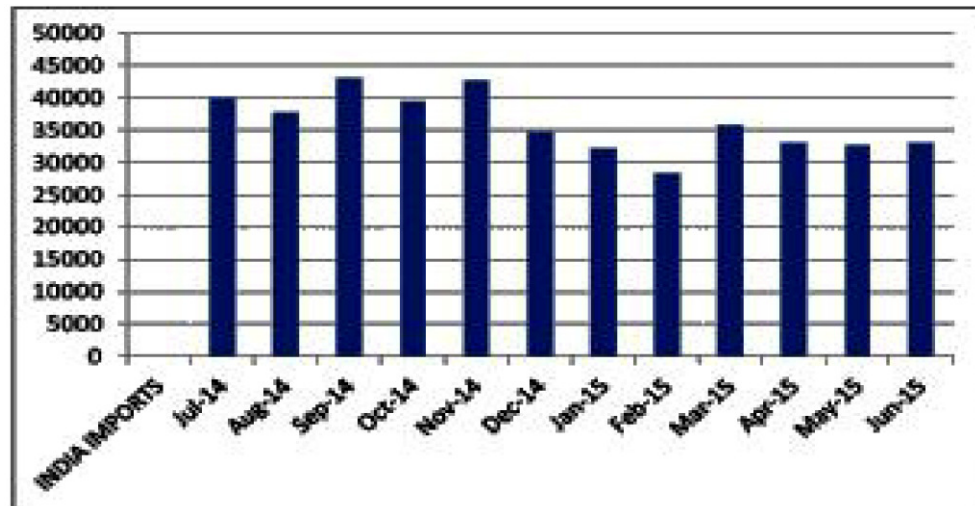
There is no doubt in it. India is ready for this. Immediately with the introduction of this campaign, many organizations came forward to lend their hands for achieving India a digitally equipped country. Organizations like BSNL, Reliance Ltd. are coming forward to spread digitalization among rural areas. And over 42000 villages all over India will be having

seamless mobile connectivity by 2018. The Internet Saathi initiative aims to cover 4,500 villages over the next 18 months, starting with Gujarat, Rajasthan and Jharkhand. India is aiming to achieve universal digital literacy across the country. The prime importance is to make sure every individual can be able to leverage the potential of Digital India. The focus is at least one person in a household should transform into an e-literate. This can be achieved by BBNL which is planning to connect 2, 50,000 panchayats under the scheme. This will ensure the digitization and connectivity of local institutions like panchayats offices, schools, other government offices and libraries etc. India is reforming its government through technology in the name of E-Governance with the advancement of technology and digitalization. Under the e-governance programme, out of 252 schemes planned, 222 services have been provided in short span of time. The nine pillars of Digital India programme clearly confirms that India as a nation is at its nascent stage. One can easily assure that India will be digitally ready in the next three years.

IMPACT:

India's economy has witnessed a significant economic growth in the recent past by growing 7.3 per cent in 2015 as against 6.9 per cent in 2014. The steps taken by the government in recent times have shown positive results as India's gross domestic product (GDP) at factor cost at constant (2011-12) prices 2014-15 is Rs 106.4 trillion (US\$ 1.596 trillion), as against Rs 99.21 trillion (US\$ 1.488 trillion) in 2013-14, registering a growth rate of 7.3 per cent. This clearly shows that the Digital India initiative introduced by Indian government has contributed a lot to boost the economy of the country. The Digital India project itself will create employment opportunities for 17 million people directly or indirectly which will help in fighting against unemployment problems in India. Government has planned to give IT training to 100 million students in smaller towns and villages as employment opportunity in IT sector is very high in India. In the next 5 years, India will emerge to be a leader in using IT in sectors like health, defence, education, agriculture and banking. Also the service sectors will be digitally empowered. In the field of education, it also assures broadband connectivity in all panchayats, schools, libraries and other public places. Apart from Broadband connectivity, every village is provided with universal phone connectivity across the country. Mobile and internet banking can improve the financial inclusion in the country and can create win-win situation for all parties in the value-chain by creating an interoperable ecosystem and revenue sharing business models. Telecom operators get additional revenue streams while the banks can reach new customer groups incurring lowest possible costs. The digital inclusion among the country ensures the manufacturing sector to revive the electronics manufacturing.

With the Make in India campaign and Digital India, the nation is planning to achieve net zero imports by 2020. This ensures the exports will be equal to the imports and this helps in the economic development of the nation. With the introduction of mobile connectivity in all villages, unique single portal can be maintained for all government related services. This ensures that all databases and information should be in electronic form and not manual. Next to crude oil, Electronics hardware comprises major parts of imports in India. Since India is a service based country and till now we have focused only on software development, with the advent of Digital India, with its stress on making India a manufacturing hub will change the trend.

Figure-2: India's Import of Software and Hardware (In Million USD)

World's leading research firm McKinsey has commented that the adoption of new technologies and innovative ideas across sectors by the Digital India programme will help India boost its GDP by \$550 billion to \$1 trillion by 2025. Thus, the estimated impact of Digital India by 2019 would be cross cutting, ranging from broadband connectivity in all Panchayats, Wi-Fi in schools and universities and Public Wi-Fi hotspots. The programme will generate huge number of IT, Telecom and Electronics jobs, both directly and indirectly. Success of this programme will make India Digitally empowered and the leader in usage of IT in delivery of services related to various domains such as health, education, agriculture, banking, etc. The Digital India program is just the beginning of a digital revolution, once implemented properly it will open various new opportunities for the citizens.

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https://en.wikipedia.org/wiki/Digital_India

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Advertising Strategies

Miss Elakshi G. Tawade

Abstract:

An advertising strategy is generally tailored to a target audience perceived to be most likely out of the population to purchase the product. Advertising strategies include elements such as geographic location, perceived demographics of the audience, price points, special offers, and what advertising media, such as websites, or television will be used to present the product. It can also be worthwhile to keep an eye on when your competitors launch their own big promotions. If you have an advertising budget set aside, you may be able to keep pace. Brand well, and stick to your image. Build loyalty through resonance. An advertising strategy is essential for creating brand recognition, increasing sales, and helping make consumers and the public aware of a product, brand, or service.

Key words: Target customers, Geographic location, Price, Special offers, Media of advertising, Promotion by competitors, Brand, Increasing sales.

Introduction:

Advertising strategies are campaigns designed by companies in order to encourage people to purchase a particular good or service. Advertising, at its most basic level, is a form of communication, one that is persuasive in nature. Companies have a vested interest in promoting their goods and services through coordinated efforts. Advertising strategies can be promoted through traditional media, including newspapers, magazines, and television, and through new, electronic media, such as the Internet.

Any advertising strategy has two component. The first part is assessment, where a company seeks to determine the conditions of the market, both for the present and the future. The second part is action, the opportunities and problems revealed by market research, and how to best reach customers through strategies, either traditional, low cost, special, or Internet-based, or even some combination.

Objective:

Companies have many objectives when advertising their products and services. These objectives vary according to their industries, available distribution channels and overall marketing strategies. Most advertising strategies have three goals for businesses: to promote awareness of the business, especially its goods and services, to stimulate sales and attract competitor's customers, and to establish a company's image. The key with all advertising is attracting the right buyers. Some of the objectives are:

Increasing Sales and Profits:

One of the major objectives of advertising is to increase sales and profits. Some companies, like Internet businesses, only use advertising to apprise people about their products and services. These companies don't have sales departments. Hence, they can only sell products and earn profits if they are actively advertising.

Encourage Trial and Usage:

Companies often use advertising to encourage trial and usage of new products. These companies run their advertising to introduce their products to the public. They inform people where to buy the products, and also offer special incentives to first-time buyers. Their sales

and profits increase when customers start making regular purchases of their brands.

Reminder Advertising:

Some businesses use advertising to help customers recall "satisfaction" they had with products in the past. This is often called reminder advertising. Companies that use reminder advertising are often marketing older, more established products. They advertise these products less frequently just to remind customers they are still selling the products.

Follow-Up:

It is not enough to just advertise to achieve key objectives. Companies must deliver what they promise in the ads. They must also provide excellent customer service, answering questions about products and providing fair refund policies. Companies should also develop computer databases on customers, when possible, so they can periodically send them coupons or special promotions.

Best Advertising Strategies:**1. Target your audience**

You should be able to create an accurate target customer profile based on the data you've collected. With this information in hand, and what you know about your current clientele, you can begin to target similar demographics and psychographics with your campaigns to attract more customers. Whether you're advertising online or off, make sure your copy and imagery reflects the kind of customers you want to work with. This is key to target well.

2. Measure and track your advertising

Online advertising platforms like Google AdWords and Facebook provide you with extensive stats related to your ads, and will help you determine what is working and what isn't. This doesn't mean that you won't need to test and experiment, as it can take time for you to create an ad that resonates with your target customers, but it does mean that you can make faster decisions about what to try next. If you're advertising offline, and you have to set up a specific email address or phone number to gain a clearer understanding of how your leads are finding you and what's working, then that effort is worth the hassle.

3. Know when to advertise

At first glance, advertising year-round and spreading out your budget equally month-to-month may appear to be a wise and commonsense approach. If you sell seasonal products, you should be advertising in your highest-performing seasons. You may even want to start a little bit early and hold some of your advertising until a little after. Finally, it can also be worthwhile to keep an eye on when your competitors launch their own big promotions. If you have an advertising budget set aside, you may be able to keep pace.

4. Brand well

Over time, your customers will come to identify with and respond to your ad layouts. The temptation may be to change your branding every time you create a new ad, but that could be confusing and ineffective over the long haul. Your goal should be to show up in expected places, with familiar-looking ads that consistently resonate with your target customers. Brand well, and stick to your image. Build loyalty through resonance.

5. Use your resources well

Take advantage of services like Google AdWords and Bing Ads, so you appear higher in SERP results without having to optimize posts for your chosen keywords. If you have the budget to advertise, but not the time to create content, this is a good use of resources. If you only have a small budget to allocate to advertising, it may not make sense to take out an

expensive magazine ad. A Facebook ad campaign would be much more practical, since you can control your daily spend. Make an honest assessment of the resources available to you, and leverage them in a way that helps you grow your business.

6. Show up in the right places.

It's dangerous to make too many assumptions about your target customer. So, survey them. Get a sense of where they like to hang out online, what books and magazines they read, what podcast and radio shows they listen to and so on. When your advertising is matched with the right understanding of your customers, you'll begin to attract more worthwhile leads to your business.

Final thoughts

There are plenty of opportunities to monetize through advertising. The key is in knowing who your target customers are, where they like to hang out and thus where to find more people like them and allocating your resources to those specific channels.

Conclusion:

Advertising strategies are very useful to achieve goal and aims of the organisation and products. With the best strategies the company can get more benefits and profits by selling their products.

This project is very helpful especially to those companies who have started their small scale business.

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www.Smallbusiness.chron.com

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Non- Sportsman and Fencing Players on Self Confidence

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Abstract

The present study has been conducted to investigate the Non- Sportsman College students and Fencing Players on Self confidence in Indian context. Study includes the National level fencing Players and Non- Sportsman College students in Aurangabad respectively whom were in the age of 18 to 22 years. To assess the Confidence of the subject the Self Confidence Inventory. Proposed Statistical Procedure is Descriptive statistics i.e. Mean, S.D, will be computed and 't' test. Conclusion in this study. On the basis of data and discussion of results, the hypotheses were tested and verified. Higher Self confidence on Fencing Players than Non- Sportsman College.

Key word: Fencing Players, Self confidence, Non- Sportsman College Student's.

Introduction:

Self confidence is fundamental to psychological wellbeing. It is regarded as a key indicator of emotional stability and adjustment to life demands. High self-esteem is associated with a number of positive characteristics such as independence, leadership, adaptability and resilience to stress and health-related behaviours. On the other hand, low Self confidence is associated with mental illness such as depression and anxiety. The drive to maintain or develop positive Self confidence is a powerful motivator and we are constantly striving for a positive presentation both to ourselves and to others.

Self-confidence is an attitude which allows individuals to have positive yet realistic views of themselves and their situations. Self-confident people trust their own abilities, have a general sense of control in their lives, and believe that, within reason, they will be able to do what they wish, plan, and expect. Self confidence is central to good psychological adjustment, personal happiness and effective functioning in children and adults. The term self confidence is used to refer to individual's judgment about themselves. Children with over all high self concepts are confident about their abilities to accomplish their goals, academic competence and relationship with parents and peers. Children with low self confidence tend to be apprehensive about voicing unpopular or un-usual ideas and avoid attracting attention. The future of students depends mostly on their self-confidence. Self-Confidence is the essential factor of personality. On the strength of self-confidence the students can solve the difficulties in individual, social, intellectual, educational fields.

Fencing is one of the most mental sports. It has been linked to badminton in terms of its speed, time periods, head to head play and demands for balance, quickness, fakes, mental acuity and mental agility. In short, fencing is chess on your feet, using a weapon. the mental demands of competitive fencing require strong control over mind, body and emotions , and any fencer wishing to succeed under fire needs calmness , poise and mental toughness

The present study has been conducted to investigate the Non- Sportsman College students and Fencing Players on Self confidence in this study of Maharashtra, India

Significance of the study

- This study may provide quantitative data on effect of Non- Sportsman College students and Fencing Players on Self Confidence.
- The study may highlight the importance of the Non- Sportsman College students and Fencing Players as field of inquiry for profound our understanding of the nature, predication of Self confidence.
- The study may bring an impetus for future experimental studies regarding the effect on prediction of behavior on the bases of Non- Sportsman College students and Fencing Players.

METHODOLOGY:**a. Objectives:-**

- The purpose of this study is to determine whether Non- Sportsman College students and Fencing Players on Self Confidence.
- To explore whether Self confidence affect Non- Sportsman College students and Fencing Players.
- To suggest the importance of individual's Non- Sportsman College students and Fencing Players is predictive of their compatibility with others.

b. Hypotheses:-

* Fencing Players would be higher Self confidence than Non- Sportsman College students

c. Sample:-

Locus of the present investigation will be confined to the Non- Sportsman College students and Fencing Players initially will be taken from the population finally Non-Sportsman College students 25 and Fencing Players 25 subjects will select for this study from Aurangabad District. The stratified randomize sample taken into consideration for the study consisted of 50 subjects'. The efforts will be made to have the sample as representative as possible in terms of area of living.

d. Measurement Tool:-**1. Description of the Self- Information Schedule:**

This schedule was saturated by to collect the following facts about the student. Personal Information:- Name, Sex, Age, Caste, Education

2. Self Confidence Inventory _PD

Constructed by D.D. Pandey in this test good validity and Test-Retest Validity .8822 and Split half reliability .08924

e. Design: -**Single Factor Design 1/1****f. Variables under Study:-****I) Independent variable**

1. Non- Sportsman College students
2. Fencing Players

II) Dependent variable

Self Confidence

g. Proposed Statistical Procedure:-

- I) Descriptive statistics i.e. Mean, S.D, will be computed.
- II) 't' test

h. Result Analysis:-

Hypothesis * Fencing Players would be higher Self confidence than Non- Sportsman College students

Table 2. Means Fencing Players and Non- Sportsman College students on Self confidence

	N	Mean
Fencing Players	50	25.7
Non- Sportsman College students	50	18.9

Fig .1: Bar diagram showing Mean values for Fencing Players and Non- Sportsman College students on Self confidence

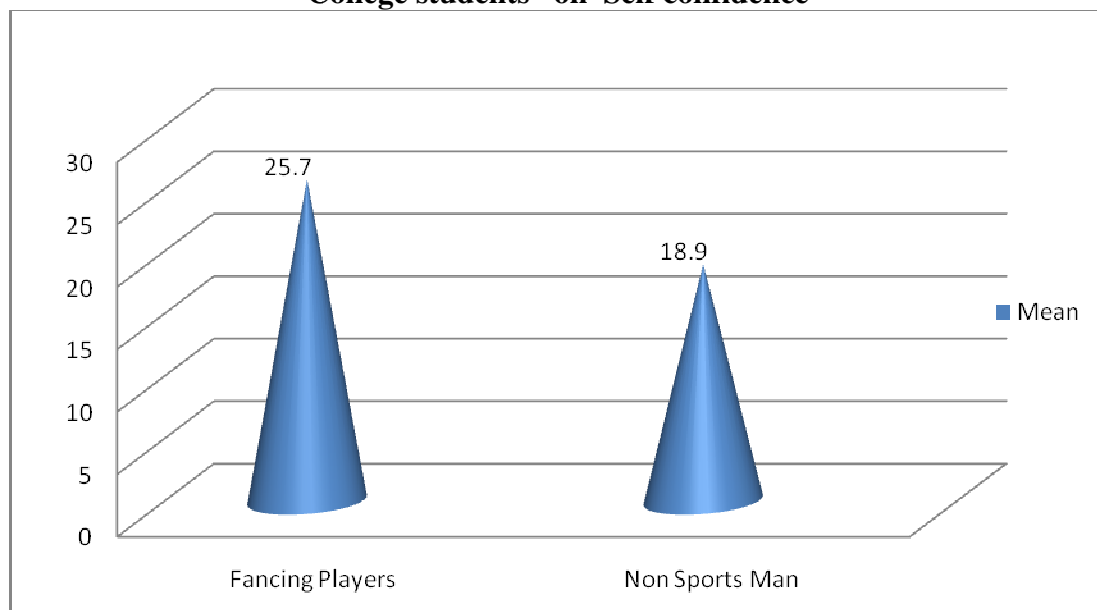


Table 1 and Figure 1. present the mean on the Self confidence for Fencing Players and Non-Sportsman College students It can be observed from the table that the score of the Fencing Players would be higher Self confidence than Non- Sportsman College students.

Table 3. 't' value for Fencing Players and Non- Sportsman College students on Self confidence

	N	Mean	S.D	't' value
Fencing Players	50	25.7	3.27	11.29**
Non- Sportsman College students	50	18.9	2.37	

$(df= (N1 +N2-2) 50+50-2 = 98 \quad df = 98$ table values is 0.01 =2.63 & 0.05 level =1.98 both level is Significant)

Table 3. Presents the t value for the Fencing Players and Non- Sportsman College students on Self confidence. Significant effect was found for Fencing Players and Non- Sportsman College students ($t= 11.29 \quad v > 0.001 \quad \& \quad 0.005$ Level) on Self confidence.

Thus the result is support to Hypothesis Fencing Players would be higher Self confidence than Non- Sportsman College students

Conclusions:

On the basis of data and discussion of results, the hypothesis was tested and verified following conclusions were drawn.

- Tend to show Fencing Players would be higher Self confidence than Non- Sportsman College students

j. Limitations and suggestions of the present research:-

Some limitations inherent in this study are;

- The population was limited areas restricted to Aurangabad district only. It can be spread into other areas also.
- The sample of the study was small. The study can also be done by taking large sample size.
- The tools used in this investigation were self – reporting instrument, it is therefore noted that the accuracy of data reported is limited to the abilities and willingness of the respondents to give truthful responses.
- Area of living i.e. environment as well as rural and urban factors and socio-economic status, cultural factors of the subjects were not considered as a determinant of Self confidence It can also be considered as predictors of Self confidence.

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The Role of Shri Kshetra Dharmasthala Rural Development Project (SKDRDP) in Women Empowerment through the SHGs: A Case Study of Karkala Taluk, Karnataka State

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Abstract:

Today, in India the problem of rural poverty is increasing very rapidly. There are a very few way to eradicate rural poverty in India. Mainly providing economic support to the rural people, particularly to the rural women, has been proved very fruitful to reduce the poverty in rural India. Providing economic support or loans to the rural women helps them to empower, not only economically but also socially, further this strengthens the whole society in general. Hence, the present study is placed in this context to examine the role of Shri Kshetra Dharmasthala Rural Development Project (SKDRDP) in rural empowerment through the woman Self Help Groups in particular of Karkala Taluk , Karnataka State and also to suggest suitable measures for the effective improvement of functioning of SKDRDP in improving the socio-economic conditions of the rural people. For the said purpose the primary data has been collected from field survey in Karkala Taluk of Karnataka state. This paper is an attempt to understand the various schemes launched by SKDRDP empower the rural people and to evaluate the awareness of the same on the part of rural people. Various questionnaires were duly analyzed on the basis of available data before arriving at a conclusion.

Key words: Rural Empowerment, Self – Help Groups, Rural Development, Rural Poverty and Development Programmes.

Introduction:

The concept of microfinance is considered as significant and emerging trend in the present scenario for the empowerment of women .Microfinance through “SHG” has been recognized internationally as the modern tool to combat poverty and for rural development. SHG's are acting as an effective tool for reducing poverty, uplifting and empowering women and creating awareness and motivating them which will lead to sustainable development of the village, country and nation. Community developments take place along with individual development. Seventy five percent of the world's poor live in rural area, and the majority of them are women. Women play a significant role in the development of the economy and hence they need to be empowered .SHG are becoming one of the important means for the empowerment of poor women in almost all the developing countries including India. Empowerment is seen as a process by which that one without power gains greater control over their lives. The NGOs who are in the field of socio- economic development of the marginalized sections in the society since last four to five decades, had initially organized Credit Unions and Mahila Samajams for better participation of people in development initiatives and also for thrift and credit facilities. Since the emergence of SHG system, as per the initiatives of National Bank for Agriculture and Rural Development (NABARD), and directives from Reserve Bank of India (RBI), from the beginning of 1990s, most of these Mahila Samajams and Credit Unions have been converted into SHGs, linked them to

financial institutions for better credit facilities. Women empowerment is critical to the socio economic progress of the rural and urban community. The intervention of microfinance has brought women into the main stream of national development which has brought tremendous changes in the life of women at the grass root level. The self help groups are the instrument in empowering rural women so that they can easily access to banking, insurance, and entrepreneurial approaches. The scheme of microfinance through SHG has transferred the real economic power in the hands of women and has considerably reduced their dependence on men. The development of any nation is possible only when women are considered as equal partner with men. Rapid progress in self help group formation through microfinance has now turned into an empowerment movement among women across the country.

Though the Government has planned certain schemes but the implementation of the same is in high question. The awareness of the people for basic amenities is still a cause of concern due to high level of illiteracy among the rural people. SKDRDP is a NGO which is working for the cause of the people. Shree Keshtra Dharmasthala Rural Development Programme is an innovative programme, which is meant for the development of the rural people in various spheres of their life. SKDRDP is a service oriented institution who works under Shree Kshetra Dharmasthala Trust. The schemes of this organization are spread for all sections of people working, from years to provide an effective and efficient life to the rural people. The organizations attempt is not only recognized at national level, but various countries have appreciated the same and various awards and rewards have been presented to the firms due to its enduring effort in global area.

Review of literature:

Puhazhendhi and Satyasai (2001) in their paper titled as “The performance of SHG's with special reference to social and economic empowerment”. The performance of SHG's among different regions, the southern region could edge out other regions. The SHG's programme has been found more popular in the southern region and its progress in other regions is quite low, thus signifying an uneven achievement among the regions. They have focused on older group should relatively more positive features like better performance than younger groups.

Manimekalai and Rajeshwari (2001) in their paper titled as “The provision of microfinance by the NGO's to women SHG's” have focused SHGs are helpful to achieve a measure of economic and social empowerment. SHGs have developed a sense of leadership, organizational skill, management of various activities of a business.

Dr. Dhiraj Jain & Ms. Pushpa Nai July (2013) In their article titled “SHG helping empower rural women – a study” revealed that woman are taking interest in the SHGs programs and coming forward and are becoming self dependent and self employed which has ensures their well being and growth they have also learned to take decision. Most of them did agree that the time association with SHGs increased the sense of social security and created social awareness among the women members.

Objectives:

1. To compare the level of empowerment of SHG members promoted by SKDRDP.
2. To study the level of knowledge and perception of rural population towards empowerment programmes initiated by SKDRDP.
3. To assess and compare the impact of SKDRDP in enhancement of SHG members income.

Source and Data Collection:

The required and relevant data are collected from primary sources through structured questionnaire to the individual beneficiaries from SKDRDP; questionnaires was designed for assessing the knowledge and awareness about SKDRDP, and other necessary information collected from secondary data through books, journals and annual reports of SKDRDP etc.

Scope of the Study:

For the purpose of present study, 30 respondents were selected in Karkala Taluk using simple random sampling method.

Data Analysis:

The data was analyzed by tabulating the data collected through various questionnaires and were analyzed in later point of time to arrive at a conclusion.

Table 1: Demographic Profile

Particulars	Responses	No of Respondents	Percentage
Age	20-25	6	20.0
	26-30	5	17.0
	31-35	9	30.0
	36&Above	10	33.0
Total		30	100
Education Status	Illiterate	10	33.0
	Primary	7	23.0
	Middle	9	30.0
	Secondary & Above	4	14.0
Total		30	100
Poverty Status	BPL	18	60.0
	APL	12	40.0
Total		30	100
Total Family Members	1-3	4	13.0
	3-5	11	37.0
	5 and Above	15	50.0
Total		30	100
Annual Income of Family	Below 50,000	7	23.0
	50,000 – 1,00,000	13	43.0
	1,00,000 – 1,50,000	7	24.0
	Above 1,50,000	3	10.0
Total		30	100

From the table we can observe that majority of the respondents are in the age group of 36 & above. This is due to the fact that in the initial stage of their life, people are not that much interested to follow SKDRDP schemes and in that time the seriousness level is also missing. As far as education level is considered we can see that majority (33%) of the respondents are illiterate and due to which there dependence on financial incentive provided by SKDRDP is more and further respondents who are educated couldn't able to find adequate

opportunity for job and hence they are dependent on the schemes of the SKDRDP for having an qualitative life.

Table 2: Purpose of joining SHG\NHG

Particulars	No. of respondents	
	SKDRDP	Percentage
For getting Loan	07	23.0
For accumulate saving	16	53.0
For family commitment	03	10.0
For expansion of business	01	3.0
Settlement of old debts	02	7.0
For social Status	01	4.0
Total	30	100

From the table we can observe that majority (53%) of the respondents have joined SKDRDP SHG for accumulating their small savings and very less respondents have joined SKDRDP SHG for expansion of business.

Table 3: Awareness of the Rural Empowerment Schemes of SKDRDP

Awareness of the Rural Empowerment Schemes of SKDRDP	High Level	Moderate Level	Low Level
Women Empowerment Schemes	17	09	04
Community Development schemes	14	11	05
Environmental protection programmes	11	08	11
Technology and market linkage programmes	10	06	14
Skill development & Educational programmes	09	12	09
Rural Employment training programmes	08	16	06
Social Security schemes	07	12	11
Health awareness programmes	07	10	13
Financial assistance programmes	15	09	06

The above table exhibits that there has been increased awareness about women empowerment in rural areas. It is due to the fact that financial and economical conditions of the rural people in general and women in particular are much worsened. At the same time we can find and understand that the various programmes organized by SKDRDP are the most credible way for channelizing the fund. It enhanced the saving of the people and provides them an opportunity to divert their savings in different productive purpose. Apart from undertaking various social and economic integration, the SKDRDP are taking proper care for the development of the infrastructure of the rural people. The further states that community development schemes are undertaken by the SKDRDP are involved in various environmental development programmes through which they create awareness among the people and stimulate them to participate actively in various developmental programmes. Technological related programmes are conducted frequently by the SKDRDP so as to imbibe the necessary awareness among the members about the recent technological changes and help to learn and

apply the same in their work life. Now a day it is the interpersonal skills which matters a lot and hence the SKDRDP are actively involved in the work of providing them an extra step towards reaching the success by way of conduction various training related programmes.

Findings:

Based on the analysis and discussion in the study of performance evaluation of SKDRDP and rural empowerment in Karnataka state, the following findings have been drawn:

1. The SKDRDP members and their federation were playing an active role in the formation of groups, selection of beneficiaries, monitoring the loan utilization and repayment.
2. SKDRDP have played a major and active role in improving the social and economic conditions of individual member in particular and society as whole.
3. In the state of Karnataka SKDRDP provide a way for reduction of the poverty which improves making the capacity of its members on many levels. It is grounded in participatory decision, which creates a sense of ownership among members.
4. The study shows that there is increase in income and assets and reduction in the level of poverty as a result of intervention through SHG based microfinance like SKDRDP.
5. Financial incentives provided by the SKDRDP are easily available and maintain transparency in the same is given due importance.
6. Technological and various skill development activately conducted by the SKDRDP should be much appreciated.

Suggestions:

1. Infrastructural programmes conducted by SKDRDP are not properly applied, because it requires huge funding and government agency should be searched for the same.
2. SKDRDP should raise the loan size in order to cater the requirements of women entrepreneurs.
3. Woman entrepreneurs need to acquire new skills or to improve their traditional skills to adjust to new structure.
4. Technology programmes conducted by the SKDRDP are still unable to provide enhanced technological support to the farmers. A lot needs to be done for improvement of the same.

Conclusion:

In India the role of NGOs in the rural development has attracted attention from all over the realism of social sciences. Social security schemes and women empowerment schemes are something which are positive step in ensuring the upliftment of the rural people and providing them proper support to enhance their productivity in the same Application of the technology in uplifting the society is really appreciated. Hence we can conclude that the steps taken by the SKDRDP is a initiative which needs to be extend for huge period of time to ensure sweet results. The major findings in the study justify the greater role played by the SKDRDP in increasing empowerment of women, by making them financially strong, as well as it helped them to save some amount of money and invest it in further development.

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Global Opportunities in the Context of Digital Era for Sustainable Indian Economy

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Abstract:

While there are numerous valuable methods for portraying and examining the Digital Era, clarifications of its reality are deficient. The Digital Era is portrayed by innovation which builds the speed and broadness of information turnover inside the economy and society. Developmental hypothesis, as a clarification of the framework we live in, states that manageability depends on learning turnover. In parts of the framework which are generally steady, learning turnover is low, and new variety, when created, is once in a while held. In other, less steady parts of the framework, quicker information turnover is profitable as new learning is delivered all the more as often as possible taking into account adjustment to the changing encompassing condition. Blending and coordinating rates of information turnover makes for an element yet regularly enduring world. Understanding the Digital Era as far as development will help guarantee we fabricate manageable financial connections both with innovation and with the propelled learning that innovation helps us make.

Keywords: Developmental, hypothesis, innovation, financial

Introduction

Since the start of Internet business in the mid-1990s, we have seen the to start with blast and bust cycles of the Internet economy. Is the Internet economy going anyplace? Is the web based business unrest over? The appropriate responses are yes and no, individually. The present redress has constrained a more mindful approach that spotlights on attainable plans of action and strong execution. The Internet and web based business are setting down deep roots. Online business will keep on enhancing operational efficiencies and bring new open doors for development and upper hand.

A feasible plan of action in the advanced economy must take after the basic financial standards and have the capacity to benefit from the problematic qualities of the Internet trade. An investigative strategy to help business official and business visionaries in assessing and building a practical plan of action in the computerized economy. This strategy depends on the idea of problematic development, economies of scale and scope, and the hypotheses of exchanging expenses and exchange cost financial aspects. It considers different cost models from both request and supply-side viewpoints. The part differentiates the business change process and esteem creation procedures in the physical and advanced economies, and talks about a few web based business income models and estimating issues in the computerized economy.

Understanding the effect of the computerized unrest requires an exact evaluation of how monetary improvements and arrangements are being affected by innovative patterns, and specifically by the spread of data and correspondence advancements (ICTs). ICTs are far reaching empowering advancements, whose spread and effect has been compared to that of power in industrialized economies (David, 1991). Their dispersion is changing mechanical economies into economies straightforwardly in light of the era, appropriation, and utilization of learning and data, with new techniques for generation and sorts of utilization. All things

considered, their effect on the economy and society is not yet completely comprehended, nor an extensive structure for their investigation created.

The ascent of the computerized period profoundly affects all parts of our life, financial, social and in addition other. For specialists, the advanced time opened various new fields, expanded information accessibility, and encouraged collaboration, prompted to various innovative improvements that enhance the quality and increment the simplicity of the examination and had various other positive effects. However, advanced time likewise changed the flow of how frameworks advance, collaborate and thusly opened various difficulties. Inside the fields of financial matters and business, the development of the new computerized time is connected to the foundation of the new economy, innovation based development and the ceaseless scan for the ideal plan of action. Such plans of action ought to be versatile to the new rapidly developing and changing conditions in the business sectors, and in addition take into consideration soundness and animate information creation, exchange and advancement. In the meantime, challenges identified with reasonable work in the digitized economy and moral issues identified with the utilization and use of enormous information, collective stages and online investment ought not to be overlooked. For governments, the computerized period expands the capacity to bolster the economy with assessment based apparatuses and measures fundamental their choices on strategy making, however this requires information accessibility and learning to process them. We welcome you to impart your outcomes and contemplations to us and subsequently add to an abnormal state scholarly open deliberation.

The end-to-end way to deal with modernizing IT is more powerful to create and supporting suitable advanced organizations (display). To seek after this approach, officials must separate the change procedure into three basic strides: characterizing the objective state for their IT designs, choosing which components of the IT scene (frameworks, individuals, and procedures) need to change, and deciding the arrangement and extent of progress. We've seen a few organizations handle each of these means in confinement, regularly with regards to a specialty unit ask for another innovation empowered component. Be that as it may, moderately few organizations are thinking about these three stages in deliberate mold, over all specialty units and capacities, and with contribution from both IT experts and business pioneers.

Digital era

The Digital Era has changed the path a large portion of us live and work by making a society and economy that is always sensitive to learning, regardless of whether that information is content-loaded and in this manner logically true, or rather is without content and thusly dependent on feelings, or in reality any blend in the middle. The structure of the time implies individuals, particularly those in created nations, progressively have a place with social and financial groups, geographic or virtual, which are both more dynamic and complex than previously. After some time, the Digital Era will have a similar impact on all individuals from society and all economies. As of now nations, for example, India, China, and the Philippines contend effectively for 'learning work'. India, for instance, increasingly contends at a monetary level, not on the premise of cost, but rather on the premise of development; on the social front, cell phones are more prominent than land-lines.

The advanced period will put requests on undertakings that will run counter to the vast majority of the surely knew working ideal models of the past. Multi-year arranging cycles are being supplanted with element techniques. Item cycles, both as far as improvement, and in addition as far as attractiveness, have abbreviated significantly. Contenders are developing at

a quick rate and from unexpected quarters as boundaries to passage fall. Most enterprises are witnessing these things at this moment.

Indian Economy

The question is whether India's resurgence can be managed into the future, and the appropriate response will not be important only for the possibilities of India's 1.3 billion individuals, additionally for the adjustment of force in Asia and past. Some worldwide organizations appear to be bullish: General Motors and Foxconn have reported significant venture drives in India; Apple as of late declared arrangements to open its first retail outlet in the nation.

Be that as it may, numerous keen Indians are distrustful. They reject more grounded development, bring down swelling, and a littler government deficiency as the fortunate outcome of the fall in unrefined petroleum costs. They take note of that India's banks are tottered with terrible obligations, and that Prime Minister Narendra Modi's change program is slowing down. They joke that India's prospects look brighter the more remote away you are.

To comprehend the correct harmony amongst positive thinking and alert, start with the impact from less expensive oil. As a major net merchant of vitality, India has seen its import charge fall by maybe \$7.5 billion month to month as worldwide oil costs have tumbled from \$100 per barrel to the low thirties. The bonus has prepared for all the more spending on locally created products and ventures, subsequently empowering development. Be that as it may, this stroke of fortunes has been adjusted by misfortune somewhere else.

In the event that the administration gets less credit than it merits from India's incredulous political classes, why may this be? Some portion of the appropriate response lies in legislative issues: the Hindu patriotism of Modi's bolster base is naturally disliked with India's cosmopolitan first class. Another piece of the appropriate response is close to home: Modi is excessively pompous, making it impossible to trade off, excessively vain, making it impossible to designate, and is given to peacocking in indulgent outfits that affront the puritan sensibilities of Mahatma Gandhi's political relatives. In any case, a third wellspring of the doubt lies in approach disappointments—disappointments that relate not to macroeconomic administration but rather to microeconomic great sense.

Sustenance

E-Government in Digital Era: Concept, Practice, and Development

A financial framework entirely dependent on the self-provisioning of the group. Riches in a subsistence economy is measured regarding normal assets. A subsistence economy depends on chasing and development for sustenance and encompassing trees for building cover contingent upon the indigenous habitat's reestablishment and multiplication for survival.

Conclusion

Driving the change of an association into a Digital Enterprise is a critical exertion. It will require that you address for all intents and purposes each part of your working plan of action: hierarchical structure, business forms, operational capacities and, obviously, innovation technique. The development to advanced, at its heart, is changing the way individuals and organizations collaborate with government. E-Government offers an enormous potential in looking for creative approach to achieve the perfect of legislature of individuals, by individuals and for individuals. The issues of open organization raised by E-government, for example, Regulatory interface, Digital Administration, and Virtual Association, should be broke down methodically and additionally contemplate particularly in

the computerized period of 2000s. Open Organization in 21st century will be a electronic, computerized and virtual world for the researchers and experts in this field.

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Application of Decision Tree Analysis in Business Intelligence

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Abstract:

E-Government is a concept evolved from digital era. Which is internet enabled application developed to have effective and easy interaction between government and outside groups like Citizens, Public agencies, Private sectors, Business etc. This includes digitizing regulation of, procurement from, and services to, business to improve quality, convenience and cost. In India Business sector has covered almost 26% of GDP and which gives employment to 22% of the total Indian work force. Hence development of Indian economy is only possible if business sectors grow and improve. Decision making process is consultative affair done by professionals to drive smooth and better functioning of any organization. A Decision Support System (DSS) is interactive, flexible, and adaptable computer based system, specially developed to support business or organizational decision making activities. These systems involve information and decision technology. DSS has generated Business Intelligence, which is used to support wide range of business decision ranging from operational to strategic. Business intelligence needs suitable analytical tools to assist in gather, store access and analyze information to aid in decision making. Hence Decision tree, flow chart graph is one of the tools of decision making can help to do so.

Key words: Decision making, Business Intelligence, Decision Tree, Indian Economy.

Introduction:

Today, economic growth is everybody's concern. Growth and development of business and industrial sector plays vital role in social and economic development of country. In digital era, introduction of E-government made an important change in the whole society structure, values, culture and the ways of conducting business by utilizing the potential of Information and Communication Technology (ICT) as a tool in the daily work. Business has much to contribute to sustainable development, which also include to engage in areas with which it previously did not concern. Business intelligence technologies provide historical, present and predictive views of business operation. Business intelligence is a system which can help decision making process at all level of management.

Objective:

To study use of Decision tree in business intelligence to improve decision making process at all levels of management.

E-Government in Digital Era:

Over a worldwide government is facing challenge of transformation and need to adapt system which will help to deliver efficient and cost effective information, services and knowledge through information communication technology (ICT). E-Government can be defined as use of most innovative digital technologies such as web based internet application internally as well as externally to interact citizens, firms, organizations, businesses with more convenient access to government information and services and to provide greater

opportunities to participate in democratic institutions and process. One of the most important aspect of E-government is to bring citizens and businesses closer to their government. Information communication technology (ICT) in government agencies facilitates an efficient, speedy and transparent diffusion of information to the public and other agencies for performance of government administration activities. The importance of ICT in governance has been acknowledged the world over. E-government highlights various elements of good governance such as transparency, accountability, participation, social integration, public financial management reform and development.

Role of Business in Indian Economy:

Industrialization (development of business) is necessary for fast growth and development of an economy. This also guides to adopt essential modification required to fight inequality, poverty & unemployment. Indian economy is sixth largest economy in the world measured by nominal GDP. The country is classified as newly industrialized country with an average growth rate of approximately 7% over the last two decades. Maharashtra is richest state. In India at most 26% of GDP is occupied by Business sector and it employs 22% of the total Indian workforce. Hence no doubt businesses have large influence on the economy and general life. And business management plays leading role in shaping future development of business as well as the economy and society. Thus Business plays a vital role in the development and growth of a country and also has to do to contribute to sustainable development. Today, all over it is accepted that the world is tripolar with Government, Business and civil society. Now of course the challenge is how these three components interact productively to find solutions to the challenges of sustainable development.

What is Business Intelligence?

As per Webster's dictionary intelligence means "The ability to understand the interrelationships of presented facts in such a way as to guide action towards desired objectives". The term Business Intelligence is evolved from the Decision Support System (DSS) which began in 1960s and developed throughout mid of 1980s. DSS is originated in computer aided models which are designed to help in decision making and planning. In the beginning of 1980s from DSS executive information systems, data ware houses and business intelligence came into focus. In 1989 Howard Dresner proposed "Business Intelligence" as a umbrella term to explain concept and methods to improve business decision making by using fact-based support system. Hence Business Intelligence represents the tools and systems which play vital role in strategic planning process within corporation. These Business Intelligence systems allow company to collect, save, access and analyze corporate data to assist in decision making. Thus Business Intelligence is a concept that typically includes unification and delivery of significant information in business organization. Hence companies takes help of Business Intelligence to find relevant events and identify or monitor business trends so that their changing scenario and environment can be easily and quickly accepted. If we apply effective Business Intelligence training in our organization, then we can definitely improve decision making process at all levels of managements and also improve our strategic and skillful management process. Amongst its various uses, Business Intelligence tools empower organizations to attain insight into new markets, assess demand and sustainability of products and services for different market segments and measure the impact of marketing

efforts. Today, it is difficult to find out a successful enterprise that has not used Business Intelligence technology for its business.

Decision Making and Business:

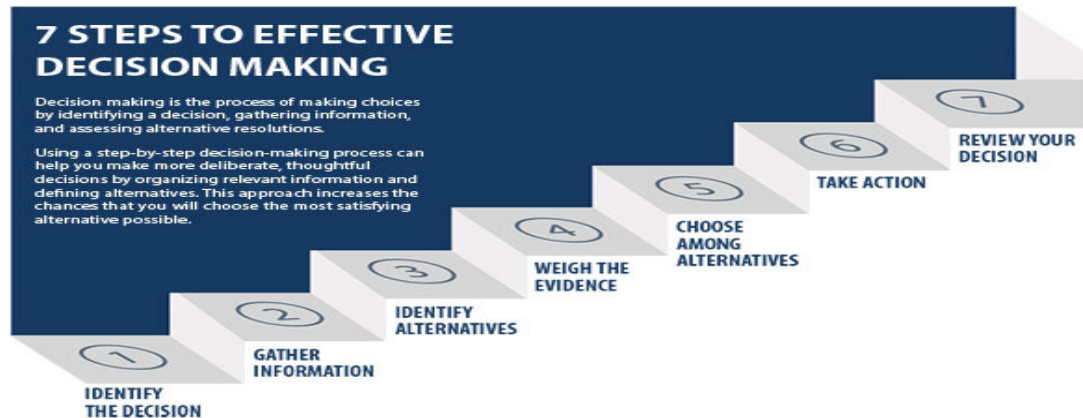
As a human being every day we need to make many decisions. Some decisions are relatively not much important like which channel to watch on television?, which clothes to wear? what to eat in breakfast? etc. But some decisions are very important in life like which car to purchase?, in which company to invest?, where to buy a property? It is obvious that we need more time and efforts to make important decisions. But we are not aware of how we make decisions or which tool can help us to make best decisions. Thus many times unknowingly people use a decision making process to make best decisions. Preparing list of pros and cons of is one of the simplest and most common decision making process. Many existing processes within organization supports decision making. For example tender process, where bids received and evaluated on factors such as cost, quality and track record of company. A decision can be defined as a course of action purposely chosen from a set of alternatives to achieve organizational or managerial objectives. Thus in simple words decision making is selecting best choice from various alternatives (options). Very few organizations have realized importance of learning process which prepare them to make best decision in variety of circumstances. Best key examples of these are military and medical profession where responsibilities are dealing with life and death decisions. Many people at responsible positions such as leaders and managers realized the need of such processes to make good decisions in the field they are working in. SWOT analysis is also one of the examples which is useful in helping to shape decisions. There are few decision making process available to organizations which can help them to understand more about the way to make best decisions. Decision making process is continuous and necessary element of managing any organization or business. Further, decision making process can be considered as check and balance system which keeps organization growing vertical as well as in linear direction.

Importance of decision making in Business:

1. Better utilization of resources: Decision making helps the organization to use available resources to fulfill objectives of organization. The available resources are 6 Ms those are men, money, material, machine, method and market.
2. Facing problems and challenges : Decision making helps the organization to tackle and solve new problems as well as to accept new challenges.
3. Business growth : Quick and correct decision making helps to solve new problems and challenges which helps to achieve objectives of organizations. This obviously results into business growth.
4. Achieving Objectives: Logical decision making helps to take decisions after evaluating and analyzing all alternatives which helps to achieve all objectives of organization.
5. Increasing Efficiency: Rational decision gives high return at low cost. Thus it helps to increase efficiency of organization.
6. Facilitate innovation: Rational decision always develop new process, ideas, product. This results into innovation.
7. Motivate employees: when rational decisions implemented the organization gains high profit which financially and non financially helps employees of the organization. It results in motivation of employees.

Decision Making Process:

Decision making follows following sequential as specified in following diagram:



This is the situation in every decision making to solve management and administrative problems in business. Though the entire process is time consuming, the outcome of such process in a business is magnanimous.

Decision Tree:

Decision tree is an excellent and effective tool of decision making. Decision tree is a simple way to guide one's path to decision. It is flow chart graph or analysis diagram, which help decision maker to explore all alternatives or options and it allow to analyze all possible consequences of a decision. It also help to provide a framework to quantify the values of outcomes and the probabilities of achieving them. Thus it helps to make best decision on the basis of existing information and best estimates.

In drawing decision tree, following basic rules must be followed:

1. Identify all decisions (and their alternatives/options) to be made and the order in which they must be made.
2. Identify the events (states of nature) which can occur after each decision.
3. Then tree can be plotted showing the sequence of options and states of nature (events). The tree is constructed starting from left and moving towards right. The square box '□' denoting decision node at which available strategies are considered. The circle 'O' represents chance node, the various state of nature emerges out from this chance node.
4. Find probability estimate of the all possible outcome and actions.
5. Calculate expected value (EMV) of all possible actions.
6. Select the action having most attractive expected value.

Decision Trees cannot only be used on mathematical decisions, they are also useful for applied knowledge, where we have to follow the different options and choose the one which is the best for the given situation, so using expert knowledge you can reach the best solution. Decision trees can be used to summarize the structure discovered in data. Sometimes decision trees are used to understand the data and not to predict. Due to it's self explanatory construction the decision trees are started to be used at quietly large scale together with other models like logistic regression, linear regression by practitioners who are not experts in machine learning or statistical inference. In the past decades many organizations are developed their own databases to improve their customer services. Decision trees can be also useful to extract important information from databases and they have been already used in many applications of business and management. Decision trees are one of the most largely

used techniques in classification. There are many user friendly software developed for decision tree like, iBoske, Lucidchart, Silverdecisions, Simple Decision Tree etc.

Conclusion:

The basic objective of this paper is to get an overall idea of importance of decision making in business and business intelligence. How decision tree, one of the tools of decision making will be useful for the same.

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Digital India and its Impact

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ABSTRACT

It is a well-known fact that digital India is the outcome of many innovations and technological advancements. These transform the lives of people in many ways and will empower the society in a better manner. The 'Digital India' programme, an initiative of honourable Prime Minister Mr. Narendra Modi, will emerge new progressions in every sector and generates innovative endeavours for geNext. The motive behind the concept is to build participative, transparent and responsive system. The Digital India drive is a dream project of the Indian Government to remodel India into a knowledgeable economy and digitally empowered society, with good governance for citizens by bringing synchronization and co-ordination in public accountability, digitally connecting and delivering the government programs and services to mobilize the capability of information technology across government departments. Today, every nation wants to be fully digitalized and this programme strives to provide equal benefit to the user and service provider. Hence, an attempt has been made in this paper to understand Digital India – as a campaign where technologies and connectivity will come together to make an impact on all aspects of governance and improve the quality of life of citizens.

Key Words: Digital India, Digital Technology, e-Kranti, e-Governance

INTRODUCTION

The digital world that we live in today is that where every civilian has a bright prospect to transform the lives in many ways that were hard to envision just a couple of years ago. It is the outcome of several innovations and technology advances. Today, every nation wants to be fully digitalized that will empower society in a better manner. The 'Digital India' programme, an initiative of honourable Prime Minister Mr. Narendra Modi, will emerge new progressions in every sector and generates innovative endeavours for geNext. The motive behind the concept is to build participative, transparent and responsive system. All educational institutions and government services will soon be able to provide I-ways round the clock. Digital India will provide all services electronically and promote digital literacy. Digital Technologies which includes the concept of cloud computing and mobile applications have emerged as the catalysts for express economic growth and citizen empowerment. Companies all over the world desire to invest in Digital India- the 21st century India, as a growth opportunity. Hence, an attempt has been made in this paper to understand Digital India – as a campaign where technologies and connectivity will come together to make an impact on all aspects of governance and improve the quality of life of citizens. Global investors like Sundar Pichai, Satya Nadella, Elon Musk have supported Modi's Digital India initiative.

OBJECTIVES

1. To know how the technologies and connectivity will come together to make an impact on all aspects of governance and improve the quality of life of citizens.
2. To find out how the government services can work effectively with practical solutions and innovative ideas to accomplish the vision of a digital India-a reality.

DATA COLLECTION

The secondary data has been collected. For this purpose, various magazines and journals have been used as it is a conceptual paper. Thus, the focus is to know more about the concept, its application and the impact on economy via other parameters. Therefore, qualitative and quantitative data have been used.

DIGITAL INDIA

The programme contains tasks that target to make sure that govt. services are available to people digitally and people get advantage of the newest information and connections technological innovation. Gandhiji felt that 'India resides in its villages,' and technology will help the villages to grow and prosper. Digital libraries, online magazines, e-books can be made available for free which will further help in knowledge sharing. PM Modi rightly said in his speech in San Jose, "*I see technology as a means to empower and as a tool that bridges the distance between hope and opportunity. Social media is reducing social barriers. It connects people on the strength of human values, not identities.*" Technology is a bridge indeed, a bridge that connects the hope that India's villages will be educated and aware to the opportunity of internet and access to information from across the world. 'Digital India' is not just an initiative but a need for this country, where majority of population still does not have access to the world of internet. The Digital India initiative seeks to lay emphasis on e-governance and transform India into a digitally empowered society. It is to ensure that government services are available to citizens electronically. Digital India also aims to transform ease of doing business in the country. The Department of Electronics and Information Technology (deitY) anticipates that this program will have a huge impact on the Ministry of Communication and IT. The program is projected at Rs 1, 13,000 crore which will prepare the country for knowledge-based transformation.

It will focus on providing high speed internet services to its citizens and make services available in real time for both online and mobile platform. Modi's government is focussing on providing broadband services in all villages of the country, tele-medicine and mobile healthcare services and making the governance more participative.

Figure-1: Digital India**MAJOR PROJECTS UNDER THE INITIATIVE**

Digital India comprises of various initiatives under the single programme each targeted to prepare India for becoming a knowledge economy and for bringing good governance to citizens through synchronized and co-ordinated engagement of the entire Government. Nine projects have been undertaken. These are as follows:

1. **Highways to have broadband services:** Government aims to lay national optical fibre network in all 2.5 lakh gram panchayats. Broadband for the rural will be laid by December 2016 and broadband for all urban will mandate communication infrastructure in new urban development and buildings. By March 2017, the government aims to provide nationwide information infrastructure.
2. **Easy access to mobile connectivity:** The government is taking steps to ensure that by 2018 all villages are covered through mobile connectivity. The aim is to increase network penetration and cover gaps in all 44,000 villages.
3. **IT Training for Jobs:** This initiative seeks to train 10 million people in towns and villages for IT sector jobs in five years. It also aims to train 0.3 million agents to run viable businesses delivering IT services. Additionally, the project involves training of 0.5 million rural IT workforce in five years and setting up of BPOs in each North-eastern state.

4. **Manufacturing of electronics:** The government is focusing on zero imports of electronics. In order to achieve this, the government aims to put up smart energy meters, micro ATMs, mobile, consumer and medical electronics.

5. **Provide public access to internet:** The government aims to provide internet services to 2.5 lakh villages which comprises of one in every panchayat by March 2017 and 1.5 lakh post offices in the next two years. These post offices will become Multi-Service centres for the people.

6. **E-Governance:** The government aims to improve processes and delivery of services through e-Governance with UIDAI, payment gateway, EDI and mobile platforms. School certificates, voter ID cards will be provided online. This aims for a faster examination of data.

7. **E-Kranti:** This service aims to deliver electronic services to people which deals with health, education, farmers, justice, security and financial inclusion.

8. **Global Information:** Hosting data online and engaging social media platforms for governance is the aim of the government. Information is also easily available for the citizens.

9. MyGov.in is a website launched by the government for a 2-way communication between citizens and the government. People can send in their suggestions and comment on various issues raised by the government, like net neutrality.

10. **Early harvest programs:** Government plans to set up Wi-Fi facilities in all universities across the country. Email will be made the primary mode of communication. Aadhar Enabled Biometric Attendance System will be deployed in all central government offices where recording of attendance will be made online.

IS INDIA DIGITALLY READY

There is no doubt in it. India is ready for this. Immediately with the introduction of this campaign, many organizations came forward to lend their hands for achieving India a digitally equipped country. Organizations like BSNL, Reliance Ltd. are coming forward to spread digitalization among rural areas. And over 42000 villages all over India will be having seamless mobile connectivity by 2018. The Internet Saathi initiative aims to cover 4,500 villages over the next 18 months, starting with Gujarat, Rajasthan and Jharkhand. India is aiming to achieve universal digital literacy across the country. The prime importance is to make sure every individual can be able to leverage the potential of Digital India. The focus is at least one person in a household should transform into an e-literate. This can be achieved by BBNL which is planning to connect 2, 50,000 panchayats under the scheme. This will ensure the digitization and connectivity of local institutions like panchayats offices, schools, other government offices and libraries etc. India is reforming its government through technology in the name of E-Governance with the advancement of technology and digitalization. Under the e-governance programme, out of 252 schemes planned, 222 services have been provided in short span of time. The nine pillars of Digital India programme clearly confirms that India as a nation is at its nascent stage. One can easily assure that India will be digitally ready in the next three years.

IMPACT

India's economy has witnessed a significant economic growth in the recent past by growing 7.3 per cent in 2015 as against 6.9 per cent in 2014. The steps taken by the government in recent times have shown positive results as India's gross domestic product (GDP) at factor cost at constant (2011-12) prices 2014-15 is Rs 106.4 trillion (US\$ 1.596 trillion), as against Rs 99.21 trillion (US\$ 1.488 trillion) in 2013-14, registering a growth rate of 7.3 per cent. This clearly shows that the Digital India initiative introduced by Indian government has contributed a lot to boost the economy of the country. The Digital India project itself will create employment opportunities for 17 million people directly or indirectly

which will help in fighting against unemployment problems in India. Government has planned to give IT training to 100 million students in smaller towns and villages as employment opportunity in IT sector is very high in India. In the next 5 years, India will emerge to be a leader in using IT in sectors like health, defence, education, agriculture and banking. Also the service sectors will be digitally empowered. In the field of education, it also assures broadband connectivity in all panchayats, schools, libraries and other public places. Apart from Broadband connectivity, every village is provided with universal phone connectivity across the country. Mobile and internet banking can improve the financial inclusion in the country and can create win-win situation for all parties in the value-chain by creating an interoperable ecosystem and revenue sharing business models. Telecom operators get additional revenue streams while the banks can reach new customer groups incurring lowest possible costs. The digital inclusion among the country ensures the manufacturing sector to revive the electronics manufacturing.

With the Make in India campaign and Digital India, the nation is planning to achieve net zero imports by 2020. This ensures the exports will be equal to the imports and this helps in the economic development of the nation. With the introduction of mobile connectivity in all villages, unique single portal can be maintained for all government related services. This ensures that all databases and information should be in electronic form and not manual. Next to crude oil, Electronics **hardware** comprises major parts of imports in India. Since India is a service based country and till now we have focused only on software development, with the advent of Digital India, with its stress on making India a manufacturing hub will change the trend.

Figure-2: India's Import of Software and Hardware In Million USD

World's leading research firm McKinsey has commented that the adoption of new technologies and innovative ideas across sectors by the Digital India programme will help India boost its GDP by \$550 billion to \$1 trillion by 2025.

Thus, the estimated impact of Digital India by 2019 would be cross cutting, ranging from broadband connectivity in all Panchayats, Wi-Fi in schools and universities and Public Wi-Fi hotspots. The programme will generate huge number of IT, Telecom and Electronics jobs, both directly and indirectly. Success of this programme will make India Digitally empowered and the leader in usage of IT in delivery of services related to various domains such as health, education, agriculture, banking, etc.

The Digital India program is just the beginning of a digital revolution, once implemented properly it will open various new opportunities for the citizens.

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https://en.wikipedia.org/wiki/Digital_India

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Teacher's Attitude Towards Teaching and their Level of Inspiration

Nadar Arasi Alex: Thane, Maharashtra

ABSTRACT

Teaching is referred to either as occupation in profession of community know as teacher or an activity of group activities undertaken to help individual to learn or acquire some knowledge skills, attitude or interests etc. It is a quite complex social, cultural and ethical process designed in a social and cultural context. Research is invariably conducted by means of a sample drawn from the target population on the basis of which generalization are drawn and made applicable to the population as a whole. The target population in the present study covered five secondary school of Thane District selected randomly for drawing out the sample of the study.

KEYWORDS: TEACHER ATTITUDE, TEACHING APTITUDE.

INTRODUCTION

Teaching is one of the common profession in society. The teacher is a great force in building future citizens and inspiring the young generation. He alone has the privilege to train up a child in the way, he will not depart from it. Children are the hopes of tomorrow. They are the citizens and leaders for the progress of future of nation. Its system, its quality and ideals will depend upon how and by whom they are educated. In present study was confined to a sample of 50 terseness of Secondary school were selected randomly for drawing out the sample of 50 teachers of secondary school, working in the Thane District. For this purpose six teachers from seven schools and eight teachers form one school were selected.

OBJECTIVES OF THE STUDY

- To compare the attitude of male and female teachers towards teaching.
- To compare the attitude of the trained and untrained teachers towards teaching.
- To compare the attitude of high and low income group teachers towards teaching.

HYPOTHESES

- There is no significant difference between male and female teachers attitude towards teaching.
- There is no significant difference between trained and untrained teachers attitude towards teaching.
- There is no significant difference between teachers of high income and low income towards teaching.

DEFINITION OF THE KEY TERMS

Attitude: Attitude as a feeling of disposition in favour of to be against an object, idea, persona or group. In this connection, one may study attitude, which may be a matter of approval and disapproval. Attitude towards teaching may be positive or favourable attitude, negative or unfavorable attitude. A positive attitude towards teaching is the one in which the teacher favors or likes the of teaching and the task is easier and interesting for him. A negative attitude towards teaching is one, which evokes the feeling of disfavour and disapproval of the teacher towards teaching and for him the teaching work is hard and tedious.

Level of Inspiration: Level of inspiration is an important aspect of personality which deserves consideration with regard to academic attainment of a student.

TOOL FOR COLLECTING DATA: tool is appropriate in a given situation of gathering device for a particular purpose. Each data gathering device has both merits and hazards of limitations. Best (1986)

For the presents study the investigator used questionnaires because they were most suitable and convenient tools for data collection in any research proposal.

Questionnaire for Teachers Attitude to check these aspects:

- Status of Teaching
- Teaching skill
- Teachers Expectations

Questionnaire for level of inspiration to check these aspects has been constructed and standardized by Sujata Mishra, Department of Education Kurukshetra University.

- Social Expectation
- Economic and Cultural Background
- Values Interest
- Professional Attitude

COLLECTION OF DATA:

The investigator visited the schools with tools meant for teacher. They were given to the selected sample of teacher. They were assured that their responses would be kept confidential. They were also instructed that the things which was not applicable in their case might be committed and there was not time limit for the questionnaire.

Scoring procedure:

For scoring of teachers attitude towards teaching and their level of aspiration five points scales was used.

The five points were:

- a) Strongly Agree
- b) Agree
- c) Undecided
- d) Disagree
- e) Strongly Disagree

TABLE-1
SIGNIFICANCE DIFFERENCE BETWEEN MALE AND FEMALE SENIOR
SECONDARY TEACHERS ATTITUDE TOWARDS TEACHING.

Teachers	N	M	S.D.	S.E.D.	T-ratio	Level of Significant
Male	30	73	8.13	1.8	4.44	Significant at 0.5 level & 0.01 level
Female	20	65	6.49			

Interpretation: Table No-1 shows that the value of t-ratio is 4.44. It is significant at .01 level of significance. The table value at .01 level is 2.01 and at .05 level the table value is 2.68. So the null hypothesis is rejected. Thus, there is significant difference between the attitude of male and female teachers towards teaching.

Table-2
SIGNIFICANCE DIFFERENCE OF ATTITUDE SCORES OF TRAINED AND UNTRAINED TEACHERS TOWARDS TEACHING.

Teachers	N	M	S.D.	S.E.D.	T-ratio	Level of Significant
Trained	25	67	10.42	2.75	2.90	Significant at 0.5 level and .01 level
Untrained	59	59	11.30			

Interpretation: Table No-2 shows that the value of t-ratio is 2.90. It is significant at .05 level of significance. The table value at .01 level is 2.01 and at .05 level the table value is 2.68. So the null hypothesis is rejected. Thus, there is significant difference between the attitude of trained and untrained teachers towards teaching.

FINDINGS OF THE STUDY:

The present main findings of the study based on analysis and interpretation and suggestion for further research.

- Researcher found there was significant difference between attitude of male and female teachers towards teaching.
- Researcher found there was significant difference between attitude of trained and untrained teachers toward teaching.
- Researcher found there was no significant difference between male and female teachers towards their level of inspiration.

EDUCATIONAL IMPLICATION OF THE STUDY:

The present study has its educational implications for the governing authorities, managements and organizers of educational institutions. The teachers who set the favourable conditions will try to create the interest of the students towards studies and will find out the method to create attraction towards the schools. So the educational planners and organizers should keep this point in view while appointing teachers. So it is duty of the educational planners and organizers to provide the adequate facilities to teachers so that their attitude towards teaching becomes favourable.

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A Study of Job Satisfaction of Teacher Educators with Professional Values

Sadhana Yadav: Thane Maharashtra

Abstract

In today's world job satisfaction is a must of the part of every profession and teachers are the builders of nation and the responsibility of teacher educators who educate these teachers is much higher. The teacher educators derive satisfaction in their jobs, they will not be effective both from the point of view of their growth and values contribution in terms of future preparation of teachers. The level of job satisfaction of teacher educators working in different type of secondary teacher training institutes in Thane? Whether the job satisfaction of teacher educators differ with respect of their professional values. The present study was in the line of job satisfaction of teacher educators associated with professional values.

KEYWORDS: Job satisfaction, School teacher, Professional values.

INTRODUCTION

The progress of any country is dependent on its educational system and the education system will be able to discharge its set functions only when accomplished by right kind of teaching staff. The teachers therefore have the most powerful influence in any system of education. Teaching is the only field where we are handling the students who will become the citizens of next generation. Teachers are responsible to provide needed skills and positive attitude for the future citizens for which they are called as nation builders. In a world based on science and technology, it is education that determines the level of prosperity, welfare and security of the people. On the quality and number of persons coming out off our schools and colleges will depend our success in the great enterprise of national reconstruction the principal objective of which is to raise of our people". Hence, it is very crucial to prepare teachers for all levels of education and his sole responsibility is in the hands of teacher educators working in different teacher training institutes. As generally said that teachers are the builders of nation, the responsibility of teacher educators who educate these teachers is much higher. Unless the teacher educators derive satisfaction in their jobs, they will not be effective both from the point of view of their growth and professional contribution in terms of future preparation of teachers. This will only happen when teacher educators have high job satisfaction. The present study was in the line of job satisfaction of teacher educators and factors affecting it.

Objectives of the Study

- To develop a job satisfaction scale for teacher educators and to
- Standardize it.
- To measure the job satisfaction of secondary teacher educators working in the secondary teacher education institutes in Thane.
- To study the relative importance of professional value affecting the Job Satisfaction of teacher educators working in the secondary teacher education institutes Thane.

Hypothesis

- There will be no significant difference between the mean job satisfaction score of secondary teacher educators with more and less teaching experience.
- There will be no significant difference between the mean job satisfaction score of secondary teacher educators with more and less qualification.

Operational Definition of the Terms

The operational term clarifies the purpose for which they are used in the present study.

Job Satisfaction: It is the score secured by the teacher educator in the job satisfaction scale prepared by the researcher.

Individual Development: It is the score secured by the teacher educator in the level of individual development scale prepared by the research.

Responsibility: It is the score secured by the teacher educator in the level of responsibility scale prepared by the researcher.

Recognition: It is the score secured by the teacher educator in the level of recognition scale prepared by the researcher.

Research Methodology**Sample of the Study**

The population of the present study comprise of all the teacher educators working in secondary teacher education institution in Thane. 200 teacher's educators from these 50 institutions constituted as the sample of the present study.

Tools of the Study

The researcher development following tools for the present study.

Job Satisfaction Scale: The Job satisfaction scale was in the form of an open-ended questionnaire. Common instructions were given by the researcher to the sample population before filling the form. For an example, is she/he feels the working in present job, she/he would tick mark in the space provided under any one of the five levels of the satisfaction. Likewise one has to tick mark other eighty (80) items. Two versions of scales were used for data collection one in English language and other one in Hindi language.

Data collection

Data were collected from the sample teacher educators with the help of Job Satisfaction Scale, Information Schedule, and other mentioned scale by the researcher. All the tools were combined together in a form of booklet. Each tool in the booklet is self instructed and have information regarding how to the fill the form. Once the data was duly filled by the teacher educators booklets are collected on the spot by researcher or by the help of the any volunteer among the teacher educators. The data were collected by the researcher going personally or by sending mail to the randomly selected institution from the random stratified sampling technique. It is assumed that teacher educators were filled the booklets with best accuracy to the best of their level.

Major Finding of the Study

The major findings of the study are as follows.

1. The job satisfaction of secondary teacher educators working in Thane was found to be highly moderate with mean score of 300 out of 500 with low deviation.
2. The job satisfaction of more experienced secondary teacher educators was found to be significantly more than the job satisfaction of less experienced secondary teacher educators.

3. The job satisfaction of secondary teacher educators working in Thane was found to be independent of their educational qualification
4. Low and positive correlation was found between the job satisfaction of secondary teacher educators and their professional variables viz. Working condition, individual development, level of responsibility, and level of recognition.

Recommendations for Further Researches

- Recommendations are made in this section for researchers who are interested in the area of job satisfaction. Based on the findings, discussion, and conclusions of this study, the following areas of research are recommended for future study:
- Studies may be conducted regarding the impact of job satisfaction on teaching attitude and motivation.
- Case studies on the teacher educators who are highly satisfied and highly dissatisfied in their job may be done.
- Studies may be conducted regarding the impact of the leadership style of principal and the management on the job satisfaction of teacher educators.

Conclusion

It can be concluded that the findings of the present study may help in developing a sound theory on the concept of job satisfaction.

The present study, considering the job satisfaction of the secondary teacher educators and relating it with the professional values of the secondary teacher educators, an estimation of the status of teacher education could be done in different type of teacher training institutions in the state of Thane.

Job satisfaction good quality teacher educators need to have high job satisfaction which is not there among the teacher educators working in the teacher training institutes in the state.

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Physical Education and Yoga

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ABSTRACT:

It is well acknowledged that health is a multidimensional concept and is shaped by biological, physical, psychological, social, economic, cultural and political factors. Access to basic needs like food, safe water supply, housing, sanitation and health services influences the health status of a population and these are reflected through mortality, morbidity and nutritional indicators. An analysis of the mortality and nutritional indicators from the pre-school, primary, secondary and senior secondary levels show that under-nutrition and communicable diseases are the major health problems faced by majority of the children in this country. Therefore health is a critical input for the overall development of the child since it influences significantly enrolment, retention and completion of school. This subject area adopts a holistic definition of health within which physical education and yoga contribute to the physical, social, emotional and mental aspects of a child's development. The basic understanding is that health of children contributes to their healthy living in the future and also provides the base for performance in the chosen area of work.

INTRODUCTION:

Physical education is a course that focuses on developing physical fitness in the youth. Same as Music, Gym and Math, this is a required course in primary and secondary school. Most of the time, it is also required in college. Physical fitness is comprised of the following:

Cardiovascular fitness - This is the ability of your heart and lungs to deliver the oxygen your body needs for its daily tasks. This is the fitness component that is addressed by such aerobic activities as brisk walking, jogging, running, dancing and swimming.

Strength - This is the amount physical power that a muscle or group of muscles can use against a weight or resistance. This is addressed by such activities as weight lifting and body weight training.

Endurance - This is the ability of a muscle or group of muscles to repeat movements or hold a position over a certain period of time. Long-distance running is an activity that helps to develop endurance.

Flexibility - This refers to the body's range of movement. Pilates, yoga and gymnastics help promote this particular fitness component.

Body composition - This refers to the ratio of the body's fat component vs. its lean mass. Exercises that address cardiovascular fitness, strength, endurance and flexibility also promote the reduction of fat and the build-up of muscle.

Students of Music, Gym and Math often have to be challenged, in order to be interested. To break the monotony of the traditional Physical Education courses, many schools have updated their programs. These are some of the trends that are pervading the Physical Education programs across the country: The inclusion of activities that the students can use for life, like brisk walking, Frisbee and bowling. The principle behind this is that if students learn to like these

activities early, they can easily adopt these into their current lifestyle and even carry them into adulthood.

The inclusion of non-traditional sports - This makes Physical Education a cultural immersion at the same time. It teaches cultural sensitivity and can be a lot of fun.

Patterning the Physical Education program after health club programs - The advantage of this is that the student is exposed to a whole variety of activities that can only make Physical Education more fun for her. Here, the student may do Tae-bo one day and do yoga the next. The combination of cardio and strength training activities also promote overall fitness.

Adopting a sports league model - In this scenario, the Physical Education class is run like a sports league. Students take turns playing the roles of referees, players, scorers and coaches. This aims to develop the students into better-rounded, balanced individuals.

Including martial arts and self-defense - Not only do these activities capture the interest of the students - they also promote their safety and well-being. This is a practical improvement on the usual Physical Education program.

Inclusions of health and nutrition topics - Most Physical Education programs in the US include health and nutrition topics such as the following: hygiene, stress and anger management, self-esteem and bullying. Some states even require that Physical Education teachers are also certified as Health teachers.

Exposure to technological enhancements - Students are taught how to use modern gym equipment as well as other fitness-related devices such as pedometers and heart-rate monitors.

Although the primary goal of Physical Education is still to promote the physical fitness and well-being of each student, all these trends and advancements have changed the face of Physical Education forever. Music, Gym and Math will never be the same!

Yoga is a way of a better living. It ensures great or efficiency in work, and a better control over mind and emotions. Through yoga one can achieve both physical and mental harmony.

Health is the greatest blessing of all. Health is not just the absence of disease. To enable the individuals to lead a life of complete physical, mental and social well-being and not merely the absence of disease or infirmity.

Physical Education may provide the right direction and needed actions to improve the health of members of any community, society, nation and the world as a whole. An educational system encompassing the mental, emotional, social and physical dimensions of health becomes imperative to bring about all around development in children.

Yoga is the movement of the body through different positions, postures, and poses.

"Yoga is skill in actions." -Lord Krishna.

"Yoga is the way or method through which internal and external facilities of man meets in totality and changes occur and by which may achieve God or feel his existence and may become the part of Him." -Sri Aurobindo

PHYSICAL EDUCATION :

Kids, as well as adults, benefit from regular exercise. Health benefits from regular exercise include: stronger muscles and bones, increased coordination and energy, and decreased risk of developing chronic diseases such as type 2 diabetes. For most kids, exercise means being physically active during play, recess, and physical education class, also known as P.E. Physical education contributes to each child's total growth and development.

Physical education is a course taught in school that focuses on developing physical fitness and the ability to perform and enjoy day-to-day physical activities with ease. Kids also develop skills necessary to participate in a wide range of activities, such as soccer, basketball, or swimming. Regular physical education classes prepare kids to be physically and mentally active, fit, and healthy into adulthood. An effective physical education program should

include engaging lessons, trained P.E. teachers, adequate instructional periods, and student evaluation.

Physical education helps students develop physical skills and confidence. For example, elementary and middle school curriculum includes activities that help kids obtain and improve skills, such as running, catching, throwing, and striking, applicable to sports such as baseball, volleyball, or karate. Balancing skills could be applied to dance or gymnastics.

High school curriculum should focus on lifetime sports skills like tennis or aerobic dance, with a secondary emphasis on team sports.

Physical education develops fitness and fosters the desire for lifelong participation in physical activity. High school curriculum prepares students to become highly proficient in one or more sport and/or fitness activity of their choice.

Physical education classes teach the health benefits of regular exercise and healthy food choices along with the risks of inactivity and poor diet. Students of all ages might be asked to dedicate themselves to making a few small improvements in diet and exercise for a period of six weeks. They would be expected to journal about how they feel during the process and reflect on how these changes affect performance and mood.

Physical education also helps students develop social skills. For example, team sports help them learn to respect others, contribute to a team goal, and socialize as a productive member of a team.

YOGA:

Derived from the Sanskrit word *yuj*, *Yoga* means union of the individual consciousness or soul with the Universal Consciousness or Spirit. Yoga is a 5000-year-old Indian body of knowledge. Though many think of yoga only as a physical exercise where people twist, turn, stretch, and breathe in the most complex ways, these are actually only the most superficial aspect of this profound science of unfolding the infinite potentials of the human mind and soul. The science of Yoga imbibes the complete essence of the Way of Life.

As Gurudev Sri Sri Ravi Shankar says, “**Yoga is not just exercise and asanas.** It is the emotional integration and spiritual elevation with a touch of mystic element, which gives you a glimpse of something beyond all imagination.”

Yoga is more than 10,000 years old. The earliest mention of the contemplative tradition is found in the oldest surviving literature Rig Veda, in Nasadiya Sukta. It dates back to the Indus-Saraswati civilization. The Pashupati seal from the same civilization shows a figure sitting in a yogic posture, further corroborating its prevalence in those ancient times. However, the earliest mention of the practices that later became part of yoga are found in the oldest Upanishad, Brihadaranyaka. The practice of Pranayama finds a mention in one of its hymns and Pratyahara in Chandogya Upanishad. The first appearance of the word “*yoga*” with the same meaning as we know today, perhaps happens for the first time in Kato Upanishad, a mukhya or important Upanishad, embedded in the last eight sections of the Katha school of Yajurveda. Yoga here is seen as a process of inner journey or ascent of consciousness.

The famous dialogue, Yoga Yajnavalkya, (found in Brihadaranyaka Upanishad), between Sage Yajnavalkya and the learned Brahmavadin Gargi mentions asanas, numerous breathing exercises for cleansing the body and meditation. Gargi has also spoken about Yogasanas in Chandogya Upanishad.

Vratya, a group of ascetics mentioned in the Atharvaveda, emphasized on bodily postures, which may have evolved into **Yogasanas**. Even Samhitas mention munis, kesins

and vratyas, various ancient seers and sages who practiced rigorous physical deportments to meditate or do tapasya.

Yoga as a concept slowly emerged and has an elaborate mention in Bhagavad Gita and in Shanti Parva of Mahabharata.

There are more than 20 Upanishads and **Yoga Vasishtha**, which predate Mahabharata and Bhagavad Gita, where Yoga is stated to be the union of mind with the Supreme Consciousness.

Yoga is discussed in the ancient foundational Sutra of Hindu philosophy and is perhaps most elaborately mentioned in **PatanjaliYogasutra**. Patanjali defines yoga in his second sutra as:

Patanjali's writing also became the basis for Ashtanga Yoga. Many practices like five vows in Jainism and Yogachara of Buddhism have their root in **PatanjaliYogasutras**. The Medieval Ages saw the development of Hatha Yoga.

BENEFITS OF PHYSICAL EDUCATION:

Physical activity can benefit participants in many ways. These benefits are not however, natural by-products of random participation. Physical education programs must be designed specifically to reach selected objectives. Some of the beneficial outcomes which can be achieved though participation in the appropriate kinds and amounts of physical activity are:

Reduced risk of heart disease:

Physical education can counteract major risk factors of coronary heart disease: obesity, inactivity and high blood pressure.

Improved physical fitness:

A good program improves children's muscular strength, flexibility, muscular endurance, body composition (fat-to-muscle ratio) and cardiovascular endurance.

Stronger bones:

Regular physical activity increases bone density to create a sturdy skeleton.

Weight regulation:

A good program can help children regulate their weight by burning calories, toning their bodies and improving their overall body composition.

Health promotion:

Appropriate physical activity prevents the onset of some diseases and postpones the debilitating effects of the aging process.

Improved judgment:

Quality physical education can influence moral development. Students have the opportunity to assume leadership, cooperate with others and accept responsibility for their own behavior.

Self discipline:

A good program teaches children to follow rules and established procedures and to be responsible for the own health-related fitness.

Skill development:

Physical education develops skills which allow enjoyable and rewarding participation in physical activities. New skills become easier to learn.

Experience setting goals:

Physical education gives children the time and encouragement they need to set and strive for personal, achievable goals.

Improved self-confidence and self-esteem:

Physical education instills a strong sense of self-worth in children. They can become more confident, assertive, emotionally stable, independent and self-controlled.

Stress reduction:

Physical activity is an outlet for releasing tension and anxiety.

Strengthened peer relationships:

Physical education can be a major force in helping children socialize with others more successfully. Being able to participate in games and sports is an important part of fitting in, especially for those in late childhood and early adolescence.

Reduced risk of depression:

Physical education is effective in the promotion of mental health.

More active lifestyles:

Physical education promotes a more positive attitude towards physical activity.

BENEFITS OF YOGA:

Weight loss, a strong and flexible body, glowing beautiful skin, peaceful mind, good health – whatever you may be looking for, yoga has it on offer. However, very often, yoga is only partially understood as being limited to asanas (yoga poses). As such, its benefits are only perceived to be at the body level and we fail to realize the immense *benefits yoga* offers in uniting the body, mind and breath. When you are in harmony, the journey through life is calmer, happier and more fulfilling.

- All-round fitness
- Weight loss
- Stress relief
- Inner peace
- Improved immunity
- Living with greater awareness
- Better relationships
- Increased energy
- Better flexibility & posture
- Better intuition

With all this and much more to offer, the *benefits of yoga* are felt in a profound yet subtle manner. Here, we can have a look at the top 10 *benefits*:

1. Yoga for all-round fitness -

As Sri Sri Ravi Shankar puts it, “Health is not a mere absence of disease. It is a dynamic expression of life – in terms of how joyful, loving and enthusiastic you are.” This is where yoga helps: postures, pranayama (*breathing techniques*) and meditation are a holistic fitness package. The benefits accrued by being a regular practitioner are numerous. Some very discernible ones are:

- Improves health
- Gives mental strength
- Improves physical strength
- Protection from injury
- Detoxifies the body

2. Yoga for weight loss.

Desire of many ! *Yoga helps* here too. Sun Salutations and Kapalabhati pranayama help lose weight with yoga. Moreover, with regular practice of yoga, we tend to become more

sensitive to the kind of food our body asks for and the time we take. This can also help keep a check on our weight.

3. Yoga for stress relief. A few minutes of yoga during the day can be a great way to get rid of stress that accumulates daily - in both the body and mind. Yoga postures, pranayama and meditation are effective techniques to release stress. You can experience the calming effects of yoga in the Sri Sri Yoga Level 2 program.

4. Yoga for inner peace. We all love to visit peaceful, serene spots, rich in natural beauty. Little do we realize that peace can be found right within us and we can take a mini-vacation to experience this any time of the day! Benefit from a small holiday every day with yoga and meditation. Yoga is also one of the best ways to calm a disturbed mind.

5. Yoga to improve immunity. Our system is a seamless blend of the body, mind and spirit. An irregularity in the body affects the mind and similarly unpleasantness or restlessness in the mind can manifest as an ailment in the body. Yoga poses massage organs and strengthens muscles; breathing techniques and meditation release stress and improve immunity.

6. Yoga to live with greater awareness. The mind is constantly involved in activity – swinging from the past to the future – but never staying in the present. By simply being aware of this tendency of the mind, we can actually save ourselves from getting stressed or worked up and relax the mind. Yoga and pranayama help create that awareness and bring the mind back to the present moment, where it can stay happy and focused.

7. Yoga for better relationships. Yoga can even help improve your relationship with your spouse, parents, friends or loved ones! A mind that is relaxed, happy and contented is better able to deal with sensitive relationship matters. Yoga and meditation keeps the mind happy and peaceful; and watch how your relations with those around you blossom !

8. Yoga to increase energy. Do you feel completely drained by the end of the day? Shuttling through chores, and multitasking continuously can be quite exhausting. A few minutes of yoga everyday provides the much-needed fillip that boosts our energy and keeps us fresh. A 10-minute online-guided meditation is all you need to charge up your batteries, in the middle of a hectic day.

9. Yoga for better flexibility & posture. *Yoga* must become part of your daily routine to *get* a body that is strong, supple and flexible. Regular yoga practice, stretches and tones the body muscles and also makes them strong. It also helps improve your body posture when you stand, sit, sleep or walk. This would, in turn, help *relieve you of body pain* due to incorrect posture.

10. Yoga to improve intuition. *Yoga and meditation* have the power to improve your intuitive ability so that you spontaneously realize what needs to be done, when and how, to yield positive results. It does work! You only need to experience it yourself.

Remember, yoga is a continuous process. So keep practicing! The deeper you go into your *yoga practice*, the more profound will be its benefits.

NEED OF PHYSICAL EDUCATION

"The higher your energy level. the more efficient your body. The more efficient your body, the better you feel and the more you will use your talent to produce outstanding results."

Anthony Robbins

A quality physical education program will help children....

- Improve self-esteem, self-confidence, and interpersonal skills.

- Gain a sense of belonging through teamwork.
- Prepare to embrace cooperation and competition.
- Handle adversity through winning and losing.
- Develop social skills.
- Learn discipline.
- Improve problem solving skills and increase creativity.
- Develop an understanding of the role of physical activity in promoting health.
- Reduce their tendency to risk behaviors such as use of drugs, alcohol, and tobacco, missing or dropping out of school, and getting pregnant.
- Enhance social and cognitive development and academic achievement.

"The human body was designed to walk, run, or stop; it wasn't built for coasting."

Cullen Hightower

"Movement is the medicine for creating change in a person's physical, emotional, and mental states."

Carol Welch

NEED OF YOGA

Many of the common health and social problems cannot be solved through germ theories, antibiotics, vaccines or surgeries. The fascinating diagnostic tools has started pointing to the role of mind on matter. Biochemical, psychological, neuro-physiological and immunological researchers are recognizing the role of lifestyle, stress, suppressed emotions and so on as the cause of many of the challenges faced today. Hence health professionals are forced to accept the paradigm shift in the approach of understanding human health problems.

As everyone knows, yoga involves different patterns of exercises and postures, practicing them appropriately helps to improve muscle strength, stamina, immune stability, perpetual sharpness, intelligence, memory, emotional stability and altogether maintain a positive physical & mental health.

The term yoga means the art of joining. Yoga is that which unites. In traditional terminology, "it is the union of the individual self with the pervasive, eternal and blissful state of reality". As Swami Vivekananda puts it, "It is a means of compressing one's evolution into a single life or a few months or even a few hours of one's bodily existence". In action, yoga is a special skill which makes the mind reach it subtler state.

Yoga can be broadly classified into four streams. As Swami Vivekananda puts them as Work, Worship, Philosophy and Psychic Control.

1. The path of work involves doing action with an attitude of detachment to fruits of action.
This brings steadiness of mind
2. The control of emotions is the key to the path of worship. It helps to control the emotional instabilities by properly harnessing the energy involved in it.
3. The path of philosophy is for attaining the intellectual sharpness and happiness.
4. The path of Psychic Control enables us to culture our minds for achieving success in almost all endeavors of our lives. It gives a practical and easy approach to reach higher states of consciousness.

Thus these four streams of yoga helps man to develop his personality at four different levels- physical, mental, intellectual, emotional, and simultaneously brings about spiritual progress.

CONCLUSION:

The purpose of Yoga is to create harmony in the physical, vital, mental, psychological and spiritual aspects of the human being. During the whole day you may be only in one of these three postures and hence a skilful adjustment in them will effect the required harmony. "Yogasthah Kuru Karmani- Be established in Yoga and do all your duties." "YogahkarmasuKausalam-Yoga is skill in action." Skill here means to be in tune with the nature of the Supreme Reality. Be a Yogin always, is the loving instruction of Lord Krishna. Convert life into Yoga, so that you may ensure success in all the fields of activity. By regular practice, by using your presence of mind, skill and wisdom, you can become Yogins and enjoy happiness and peace, whatever be the circumstances and conditions in which you are placed.

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* * *

Will Customer Segmentation Target the Customers?

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INTRODUCTION

Customer segmentation is the process of dividing a broad consumer or business market, normally consisting of existing and potential customers, into sub-groups of consumers (known as *segments*) based on some type of shared characteristics. In dividing or segmenting markets, researchers typically look for shared characteristics such as common needs, common interests, similar lifestyles or even similar demographic profiles. The overall aim of segmentation is to identify *high yield segments* – that is, those segments that are likely to be the most profitable or that have growth potential – so that these can be selected for special attention. Many different ways to segment a market have been identified. Business-to-business (B2B) sellers might segment the market into different types of businesses or countries. While business to consumer (B2C) sellers might segment the market into demographic segments, lifestyle segments, behavioral segments or any other meaningful segment.

Customer segmentation assumes that different market segments require different marketing programs – that is, different offers, prices, promotion, distribution or some combination of marketing variables. Market segmentation is not only designed to identify the most profitable segments, but also to develop profiles of key segments in order to better understand their needs and purchase motivations. Insights from segmentation analysis are subsequently used to support marketing strategy development and planning. Many marketers use the S-T-P approach; Segmentation → Targeting → Positioning to provide the framework for marketing planning objectives. That is, a market is segmented, one or more segments are selected for targeting, and products or services are positioned in a way that resonates with the selected target market or markets.

REVIEW of LITERATURE

The business historian, Richard S. Tedlow, identifies four stages in the evolution of market segmentation: Wendell R. Smith is generally credited with being the first to introduce the concept of market segmentation into the marketing literature in 1956 with the publication of his article, "Product Differentiation and Market Segmentation as Alternative Marketing Strategies." Smith's article makes it clear that he had observed "many examples of segmentation" emerging and to a certain extent saw this as a natural force in the market that would "not be denied." As Schwarzkopf points out, Smith was codifying implicit knowledge that had been used in advertising and brand management since the 1920s. Between 1902 and 1910, George B. Waldron, working at Mahin's Advertising Agency in the United States used tax registers, city directories and census data to show advertisers the proportion of educated vs illiterate consumers and the earning capacity of different occupations etc. in a very early example of simple market segmentation. In 1924 Paul Cherington developed the 'ABCD' household typology; the first socio-demographic segmentation tool. With access to group level data only, brand marketers approached the task from a tactical viewpoint. Thus, segmentation was essentially a brand-driven process.

Effect of Customer segmentation strategy

A key consideration for marketers is whether to segment or not to segment. Depending on company philosophy, resources, product type or market characteristics, a businesses may

develop an undifferentiated approach or *differentiated approach*. In an undifferentiated approach (also known as *mass marketing*), the marketer ignores segmentation and develops a product that meets the needs of the largest number of buyers. In a differentiated approach the firm targets one or more market segments, and develops separate offers for each segment. In consumer marketing, it is difficult to find examples of undifferentiated approaches. Even goods such as salt and sugar, which were once treated as commodities, are now highly differentiated. Consumers can purchase a variety of salt products; cooking salt, table salt, sea-salt, rock salt, kosher salt, mineral salt, herbal or vegetable salts, iodized salt, salt substitutes and if that is not enough choice, at the brand level, gourmet cooks are likely to make a major distinction between Maldon salt and other competing brands. The following table outlines the main strategic approaches.

Main Strategic Approaches to Segmentation Number of segments	Segmentation strategy	Comments
Zero	Undifferentiated strategy	Mass marketing: no segmentation
One	Focus strategy	Niche marketing: focus efforts on a small, tightly defined target market
Two or more	Differentiated strategy	Multiple niches: focus efforts on 2 or more, tightly defined targets
Thousands	Hypersegmentation	One-to-one marketing: customise the offer for each individual customer

A number of factors are likely to affect a company's segmentation strategy:

Company resources: When resources are restricted, a concentrated strategy may be more effective.

Product variability: For highly uniform products (such as sugar or steel) an undifferentiated marketing may be more appropriate. For products that can be differentiated, (such as cars) then either a differentiated or concentrated approach is indicated.

Product life cycle: For new products, one version may be used at the launch stage, but this may be expanded to a more segmented approach over time. As more competitors enter the market, it may be necessary to differentiate.

Market characteristics: When all buyers have similar tastes, or are unwilling to pay a premium for different quality, then undifferentiated marketing is indicated.

Competitive activity: When competitors apply differentiated or concentrated market segmentation, using undifferentiated marketing may prove to be fatal. A company should consider whether it can use a different market segmentation approach.

Segmentation process: S-T-P

The process of segmenting the customer is deceptively simple. Seven basic steps describe the entire process including segmentation, targeting and positioning. In practice, however, the task can be very laborious since it involves poring over loads of data, and requires a great deal of skill in analysis, interpretation and some judgement. Although a great deal of analysis needs to be undertaken, and many decisions need to be made, marketers tend

to use the so-called S-T-P process, that is **Segmentation**→ **Targeting** → **Positioning**, as a broad framework for simplifying the process and outlined here:

Segmentation

1. Identify market (also known as the universe) to be segmented.
2. Identify, select and apply base or bases to be used in the segmentation
3. Develop segment profiles

Targeting

4. Evaluate each segment's attractiveness
5. Select segment or segments to be targeted

Positioning

6. Identify optimal positioning for each segment
7. Develop the marketing program for each segment

Segmentation base	Brief explanation of base (and example)	Typical segments
Demographic	Quantifiable population characteristics. (e.g. age, gender, income, education, socio-economic status, family size or situation).	e.g. Young, Upwardly-mobile, Prosperous, Professionals (YUPPY); Double Income No Kids (DINKS); Greying, Leisured And Moneyed (GLAMS); Empty-nester, Full-nester
Geographic	Physical location or region (e.g. country, state, region, city, suburb, postcode).	e.g. Remote, outback, Urbanites, Inner-city dwellers
Geo-demographic or geoclusters	Combination of geographic & demographic variables.	e.g. Rural farmers, Urban professionals, 'sea-changers', 'tree-changers'
Psychographics	Lifestyle, social or personality characteristics. (typically includes basic demographic descriptors)	e.g. Socially Aware; Traditionalists, Conservatives, Active 'club-going' young professionals
Behavioural	Purchasing, consumption or usage behaviour. (e.g. Needs-based, benefit-sought, usage occasion, purchase frequency, customer loyalty, buyer readiness).	e.g. Tech-savvy (aka tech-heads); Heavy users, Enthusiasts; Early adopters, Opinion Leaders, Luxury-seekers, Price-conscious, Quality-conscious, Time-poor

Source: Based on Wikiversity, Marketing [E-Book], c. 2015

Geographic segmentation

Geographic segmentation divides customer according to geographic criteria. In practice, markets can be segmented as broadly as continents and as narrowly as neighborhoods or postal codes. Typical geographic variables include :**Country** e.g. USA, UK, China, Japan, South Korea, Malaysia, Singapore, Australia, New Zealand **Region** e.g. North, North-west, Mid-west, South, Central **Population density**: e.g. central business district (CBD), urban, suburban, rural, regional **City or town size**: e.g. under 1,000; 1,000–5,000;

5,000–10,000 ... 1,000,000–3,000,000 and over 3,000,000 **Climatic zone:** e.g. Mediterranean, Temperate, Sub-Tropical, Tropical, Polar,

Demographic segmentation

Segmentation according to demography is based on consumer- demographic variables such as age, income, family size, socio-economic status, etc. Demographic segmentation assumes that consumers with similar demographic profiles will exhibit similar purchasing patterns, motivations, interests and lifestyles and that these characteristics will translate into similar product/brand preferences. In practice, demographic segmentation can potentially employ any variable that is used by the nation's census collectors. Typical demographic variables and their descriptors are as follows: **Age:** e.g. Under 5, 5–8 years, 9–12 years, 13–17 years, 18–24, 25–29, 30–39, 40–49, 50–59, 60 **Gender:** Male, Female **Occupation:** Professional, self-employed, semi-professional, clerical/ admin, sales, trades, mining, primary producer, student, home duties, unemployed, retired **Social class** (or socio-economic status): A, B, C, D, E, or I, II, III, IV or V (normally divided into quintiles) **Marital Status:** Single, married, divorced, widowed **Family Life-stage:** Young single; Young married with no children; Young family with children under 5 years; Older married with children; Older married with no children living at home, Older living alone **Family size/ number of dependants:** 0, 1–2, 3–4, 5+ **Income:** Under \$10,000; 10,000–20,000; 20,001–30,000; 30,001–40,000, 40,001–50,000 etc. **Educational attainment:** Primary school; Some secondary, Completed secondary, Some university, Degree; Post graduate or higher degree **Home ownership:** Renting, Own home with mortgage, Home owned outright **Ethnicity:** Asian, African, Aboriginal, Polynesian, Melanesian, Latin-American, African-American, American Indian etc. **Religion:** Catholic, Protestant, Muslim, Jewish, Buddhist, Hindu, Other

Psychographic segmentation

Psychographic segmentation, which is sometimes called lifestyle segmentation, is measured by studying the activities, interests, and opinions of customers. It considers how people spend their leisure, and which external influences they are most responsive to and influenced by. Psychographics is a very widely used basis for segmentation, because it enables marketers to identify tightly defined market segments and better understand consumer motivations for product or brand choice.

Behavioral segmentation

Behavioral segmentation divides consumers into groups according to their observed behaviors. Many marketers believe that behavioral variables are superior to demographics and geographics for building market segments. Typical behavioral variables and their descriptors include: **Purchase/Usage Occasion:** e.g. regular occasion, special occasion, festive occasion, gift-giving **Benefit-Sought:** e.g. economy, quality, service level, convenience, access **User Status:** e.g. First-time user, Regular user, Non-user **Usage Rate/ Purchase Frequency:** e.g. Light user, heavy user, moderate user **Loyalty Status:** e.g. Loyal, switcher, non-loyal, lapsed **Buyer Readiness:** e.g. Unaware, aware, intention to buy **Attitude to Product or Service:** e.g. Enthusiast, Indifferent, Hostile; Price Conscious, Quality Conscious **Adopter Status:** e.g. Early adopter, late adopter, laggard

Attitudinal segments

Attitudinal segmentation provides insight into the mindset of customers, especially the attitudes and beliefs that drive consumer decision-making and behavior. An example of attitudinal segmentation comes from the UK's Department of Environment which segmented

the British population into six segments, based on attitudes that drive behavior relating to environmental protection:

Generational segments

A generation is defined as "a cohort of people born within a similar span of time (15 years at the upper end) who share a comparable age and life stage and who were shaped by a particular span of time. Generational segmentation refers to the process of dividing and analysing a population into cohorts based on their birth date. Generational segmentation assumes that people's values and attitudes are shaped by the key events that occurred during their lives and that these attitudes translate into product and brand preferences.

Cultural segmentation

Cultural segmentation is used to classify markets according to cultural origin. Culture is a major dimension of consumer behavior and can be used to enhance customer insight and as a component of predictive models. Cultural segmentation enables appropriate communications to be crafted to particular cultural communities. Cultural segmentation can be applied to existing customer data to measure market penetration in key cultural segments by product, brand, channel as well as monetary value. These benchmarks form an important evidence-base to guide strategic direction and tactical campaign activity, allowing engagement trends to be monitored over time. Cultural segmentation can also be mapped according to state, region, suburb and neighborhood. This provides a geographical market view of population proportions and may be of benefit in selecting appropriately located premises, determining territory boundaries and local marketing activities.

SUMMARY and CONCLUSION.

In targeting, a group of consumers is selected to become the focus of the marketing program. Another major decision in developing the segmentation strategy is the selection of market segments that will become the focus of special attention, known as *target markets*. The marketer faces a number of important decisions: What criteria should be used to evaluate markets? How many markets to enter (one, two or more)? Which market segments are the most valuable? When a marketer enters more than one market, the segments are often labelled the *primary target market*, *secondary target market*. The primary market is the target market selected as the main focus of marketing activities. The secondary target market is likely to be a segment that is not as large as the primary market, but has growth potential. Alternatively, the secondary target group might consist of a small number of purchasers that account for a relatively high proportion of sales volume perhaps due to purchase value or purchase frequency. In terms of evaluating markets, three core considerations are essential. Segment size and growth, Segment structural attractiveness, Company objectives and resources.

Criteria for evaluating segment attractiveness

There are no formulas for evaluating the attractiveness of market segments and a good deal of judgement must be exercised. Nevertheless, a number of considerations can be used to assist in evaluating market segments for overall attractiveness.

Segment size and growth How large is the market? Is the market segment substantial enough to be profitable? (Segment size can be measured in number of customers, but superior measures are likely to include sales value or volume) Is the market segment growing or contracting? What are the indications that growth will be sustained in the long term? Is any observed growth sustainable? Is the segment stable over time?

Segment structural attractiveness To what extent are competitors targeting this market segment? Do buyers have bargaining power in the market? Are substitute products

available? Can we carve out a viable position to differentiate from any competitors? How responsive are members of the market segment to the marketing program? Is this market segment reachable and accessible?

Company objectives and resources Is this market segment aligned with our company's operating philosophy? Do we have the resources necessary to enter this market segment? Do we have prior experience with this market segment or similar market segments? Do we have the skills and/or know-how to enter this market segment successfully?

Businesses can be segmented using type of industry, company size, geographic location, sales turnover or any other meaningful variable. Segmenting business markets is more straightforward than segmenting consumer markets. Businesses may be segmented according to industry, business size, business location, turnover, number of employees, company technology, purchasing approach or any other relevant variables. Firmographics is the business community's answer to demographic segmentation. It is commonly used in business-to-business markets (it's estimated that 81% of B2B marketers use this technique). Under this approach the target market is segmented based on features such as company size (either in terms of revenue or number of employees), industry sector or location (country and/or region). In sales territory management, using more than one criterion to characterize the organization's accounts, such as segmenting sales accounts by government, business, customer, etc. and account size or duration, in effort to increase time efficiency and sales volume. The basic approach to retention-based segmentation is that a company tags each of its active customers on four axes:

Risk of customer cancellation of company service One of the most common indicators of high-risk customers is a drop off in usage of the company's service. For example, in the credit card industry this could be signaled through a customer's decline in spending on his or her card.

Risk of customer switching to a competitor Many times customers move purchase preferences to a competitor brand. This may happen for many reasons those of which can be more difficult to measure. It is many times beneficial for the former company to gain meaningful insights, through data analysis, as to why this change of preference has occurred. Such insights can lead to effective strategies for winning back the customer or on how not to lose the target customer in the first place.

Customer retention worthiness This determination boils down to whether the post-retention profit generated from the customer is predicted to be greater than the cost incurred to retain the customer, and includes evaluation of customer lifecycles.

Tactics to use for retention of customer This analysis of customer lifecycles is usually included in the growth plan of a business to determine which tactics to implement to retain or let go of customers. Tactics commonly used range from providing special customer discounts to sending customers communications that reinforce the value proposition of the given service.

Suggestions for better segmentation:

The choice of an appropriate statistical method for the segmentation, depends on a number of factors including, the broad approach (a-priori or post-hoc), the availability of data, time constraints, the marketer's skill level and resources. According to the Market Research Association (MRA), a priori research occurs when "a theoretical framework is developed before the research is conducted". In other words, the marketer has an idea about whether to segment the market geographically, demographically, psychographically or behaviorally

before undertaking any research. For example, a marketer might want to learn more about the motivations and demographics of light and moderate users in an effort to understand what tactics could be used to increase usage rates. In this case, the target variable is known – the marketer has already segmented using a behavioral variable – **user status**. The next step would be to collect and analyse attitudinal data for light and moderate users. Typical analysis includes simple cross-tabulations, frequency distributions and occasionally logistic regression or CHAID analysis.

The main disadvantage of a-priori segmentation is that it does not explore other opportunities to identify market segments that could be more meaningful. In contrast, post-hoc segmentation makes no assumptions about the optimal theoretical framework. Instead, the analyst's role is to determine the segments that are the most meaningful for a given marketing problem or situation. In this approach, the empirical data drives the segmentation selection. Analysts typically employ some type of clustering analysis or structural equation modeling to identify segments within the data. The figure alongside illustrates how segments might be formed using clustering, however note that this diagram only uses two variables, while in practice clustering employs a large number of variables. Post-hoc segmentation relies on access to rich data sets, usually with a very large number of cases.

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A Pilot Study on Operational Risk in Eventbased Projects in Mumbai

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Abstract

Risk is calculated before the event it can be during the planning stage. In this paper the focus is on the operational risk its quality on the event based projects. The literature review is considered related to the operational risk and projects. The research of the paper is on the perception, information, level of risk and quality. The small sample size of the respondent is considered for the study. The risk in the event based projects depends on the several factors. Few selected factors are considered for the study.

Introduction

Risk management is in general one of the aspect of the whole project. The study of risk management is vast. The event based projects are time bound. The risk in the event based projects depends on several factors. The analysis of the factors depends on the availability of that information.

Literature Review

- 1) **WHY THE CURRENT PRACTICE OF OPERATIONAL RISK MANAGEMENT IN INSURANCE IS FUNDAMENTALLY FLAWED - EVIDENCE FROM THE FIELD, DR MADHU ACHARYYA, THE BUSINESS SCHOOL, BOURNEMOUTH UNIVERSITY, PP 01-21.**

The author in this paper evaluates the current practice of operational risk management in the insurance sector. Although operational risk is nothing new in insurance but due to the regulatory requirements the insurance companies initiated computation of risk capital for their operational loss. Author observes that the current effort on the management of operational risk in insurance is not a naturally evolve phenomena. Author found that operational risk, in its Basel II definition, is unlikely a significant cause of insurers' failure. In addition, the current Basel II definition for operational risk is not suitable for insurance business. Consequently, invention of models and tools in insurance based on this definition is incomplete and appears illusionary. Author findings are based on the analysis of a dozen of interviews with insurance industry professionals. The author has demonstrated the way how operational risk is quantified in practice and found that the result obtained from this computation is of little use in managerial decision making. The author proposed a set of policy recommendations illustrating the characteristics of operational risk in insurance. This study can be used a platform of launching dialogues to initiate new and fresh thinking of operational risk in insurance beyond the current artificial and narrow boundaries.

- 2) **PROJECT RISK MANAGEMENT: CHALLENGES AND GOOD PRACTICES IN ACTIVE PROJECT OWNERSHIP, HANS PETTER KRANE1, JAN ALEXANDER LANGLO. PP 01-05.**

Managing risks is one of the most vital activities in project management in order to ensure project success. The paper investigates the role of project ownership and sees how a project owner actively taking part in a project may influence how the project manages risks. The ambitions of the project manager and the project owner are traditionally to some degree misaligned. While the project manager primarily focuses on operational risks and risks that will influence the success of the project completion, the project owner primarily focuses on

risks that may influence the success of the operational project product. The author in this paper has explore different challenges facing the project owner as he depends on the interaction with the project manager and the project team members in order to make his decisions, and the paper will describe different examples of good practice identified during the research.

The research is based on qualitative investigation of seven different projects, combined with document studies and analysis of risk register data from the same seven projects.

The author concludes that there often is more than one representative for the project owner in a project that close informal interaction and cooperation between project management and project owner representatives are essential for efficient and effective risk management, and that operational risks are the dominating focus in project risk management in spite of project owner involvement.

3) **OPERATIONAL RISK MANAGEMENT IN INDIAN BANKS: IMPACT OF OWNERSHIP AND SIZE ON RANGE OF PRACTICES FOR IMPLEMENTATION OF ADVANCED MEASUREMENT, APPROACH, DR. YOGIETA S. MEHRA**

The study aims to explore the range of practices used by Indian Banks in management of operational risk essential for achievement of Advanced Measurement Approach (hereafter referred to as AMA) for a cross –section of Indian Banks and perform a comparative analysis with AMA compliant banks worldwide. The study also analyses the impact of size and ownership of banks on the range of operational risk management practices used by the banks through execution of survey comprising of a questionnaire. The Reliability Analysis using Cronbach Alpha model was used to test reliability of questionnaire. KMO Measure of Sampling Adequacy and Bartlett's test of sphericity were used to justify the use of factor analysis as a data reduction technique. Thereafter Factor analysis was performed to extract the most important

variables which differentiate performance of one bank from other. The study provides a conclusive evidence of heightened awareness and due importance given to operational risk by Indian banks. Size was observed to be a deterrent to collection of external loss data, deeper level of involvement of operational risk functionaries, data collection and analysis. The practices of average and small sized public sector and old private sector banks were observed to be lagging

behind that of new private sector banks in usage of BEICFs (RCSA, KRIs), usage of scenarios, updating of these indicators and collection and usage of external loss data. Wide gap was observed in the range of practices followed by Indian Banks and the AMA compliant banks worldwide.

Hypothesis

- 1)The perception of risk is related with information of operation.
- 2)The level of risk depends on the quality of operations.

Research Design

Sampling: 10 respondents were considered for study.

Data Collection:

Primary data: Questionnaire method was used to collect primary data.

Secondary data: The data was collected from internet for secondary sources.

Research design: The study was descriptive one.

Findings

- 1) 90% Agreed and 10% Disagreed that perception was dependent on the organisational information.
- 2) 80% Agreed and 20% Disagreed that operational risk analysis is necessary for event based projects.
- 3) 90% Agreed and 10% disagreed that level of risk depends on the quality of operations.
- 4) 60% Agreed and 40% Disagreed that level of risk also depend on the scale of event.
- 5) 20% opted for external factor, 10% opted for internal factors and 70% opted for internal as well as external factors affecting the overall risk.

Conclusion

- 1) The perception of risk is related with information of operation.
- 2) The level of risk depends on the quality of operations.

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Digital Marketing

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Introduction

In an era of computer and mobile where people spend maximum time on electronic gadgets, digital marketing is a common word. So here by we can say Digital marketing is meeting right customer at right place. Digital marketing is the promotion of products or brands via one or more forms of electronic media and differs from traditional marketing in that it involves the use of channels and methods that enable an organization to analyze marketing campaigns and understand what is working and what is not – typically in real time.

Definition

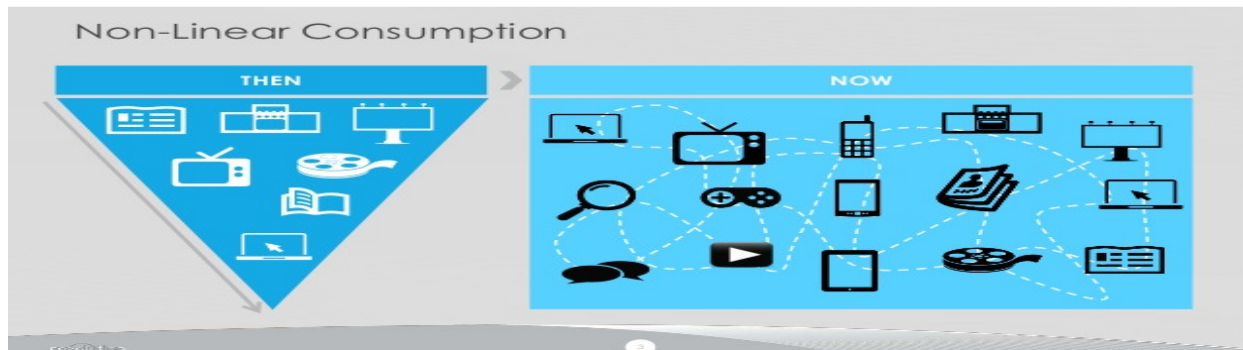
According (Kotler and Armstrong, 2009). ” Digital marketing is a form of direct marketing which links consumers with sellers electronically using interactive technologies like emails, websites, online forums and newsgroups, interactive television, mobile communications.”

Digital Marketing is a new concept of advertising. Here advertising is done via online applications, or online sites. Since globalization, digital marketing has taken a pace. With an increase in mobile friendly generation, digital marketing is also at its peak.

New Non Linear Marketing approach

In an ever more complex retail environment, customer engagement is essential but also challenging. Retailers must shift from a linear marketing approach of one-way communication to a value exchange model in which there is a two-way mutual dialogue and benefit sharing between provider and consumer. Exchanges are more non-linear, free flowing and both one-to-many or one-on-one. The spread of information and awareness can occur across numerous social websites.

In a recent survey, it was observed that due to the internet and e-commerce, shoppers are increasingly looking to purchase internationally. The percentage has risen to over 50% in the last six months for online international shopping. Retailers are increasingly focusing on their online presence, including online shops that operate alongside existing store-based outlets. This leads to the idea of "endless aisle" within the retail space, as retailers can lead consumers to purchasing products online that fit their needs without having to carry the inventory within the physical location of the store. For eg: Meena Bazar.com, netmeds.com, onlinesabjiwala.com. Solely internet-based retailers are also entering the market, and some are establishing corresponding store-based outlets to provide personal services, professional help, and tangible experiences with their products. For eg: lenskart, happilyunmarried.com (most recent one), firstcry.com. Customers are often researching online, and then buying in stores, also browsing in stores, and then searching for other options online. Online customer research into products is particularly popular for higher-priced items as well as consumable goods like groceries and make up. Consumers are increasingly using the internet to look up product information, compare prices and search for deals and promotions. In this digitally connected age, the best video marketing campaigns pursue a non-linear strategy. In fact, audience-viewing habits make the non-linear model almost impossible to ignore.



BRAND AWARENESS-ULTIMATE GOAL OF PROUCER

Effectiveness

Brand awareness has been proven to work with more effectiveness in countries that are high in uncertainty avoidance, also these countries that have uncertainty avoidance; social media marketing works effectively. Yet brands must be careful not to be excessive on the use of this type of marketing, as well as solely relying on it as it may have implications that could negatively harness their image.

Competitive advantage

- a) **Loyal Customers:** One of the strongest competitive advantages a company has is loyal customers. True loyalty often means customers pay more and go out of their way to buy from your company or to buy your products.
- b) **Greater profits:** High brand awareness puts you in a better position to achieve high price points in the marketplace while maintaining or growing demand. With customers willing to pay extra for a name, they trust or value, your gross profit should be strong relative to generic alternatives.
- c) **Expansion Opportunities:** High brand awareness also puts you in the driver's seat for long-term growth. By leveraging the value of your brand, you can expand into new markets, extend your brand with new store concepts or products and increase your revenue streams. Apple has leveraged its brand equity in mobile technology to launch multiple tech devices and new generations of each every few years.

Ease of Access

A key objective is engaging digital marketing customers and allowing them to interact with the brand through servicing and delivery of digital media. Information is easy to access at a fast rate through the use of digital communications.

Latest Developments and strategies

1. **Segmentation:** more focus has been placed on segmentation within digital marketing, in order to target specific markets in both business-to-business and business-to-consumer sectors.
2. **Influencer marketing:** Important nodes are identified within related communities, known as influencers. This is becoming an important concept in digital targeting. It is possible to reach influencers via paid advertising. Consumers actively seeking marketing content while Push digital marketing occurs when marketers send messages without that content being actively sought by the recipients characterize pull digital marketing.
3. **Remarketing:** Remarketing plays a major role in digital marketing. This tactic allows marketers to publish targeted ads in front of an interest category or a defined audience, generally called searchers in web speak, they have either searched for particular products or services or visited a website for some purpose.

Ways to further increase the effectiveness of digital marketing

1. **Offer value:** Every method should provide value for users, being useful and interesting. There needs to be a reason for every email, message that is sent and the goal should be clear and direct.
2. **Test the subject line:** According to Convince Convert, 33% of email recipients open an email based on subject line alone. This signifies the importance of having an effective subject line, one that is not either very general or very specific and promotional. A subject line will also indicate whether your email will end up in spam mail.
3. **Timing / frequency:** It is always important to consider both the timing and the frequency of your emails, in order to ensure that the open rate is affected by the relevance and the context.
4. **Happy to Help:** An effective email is structured in a way that it is guiding customers on the next steps. There is no need to let them wonder what the next step should be, especially if the message requires further explanation.
5. **Make customers feel special:** *An email campaign that makes customers feel included has more chances of success, whether it is about bringing traffic back to the site, click rates, or even sales.*

Types of Digital marketing:

1. Online Advertising: The clear definition of online advertising is “The activity of attracting public attention to a product or a business through electronic media.
“A Digital form of product Via Electronically Routed Through Internet Nationally or Globally as required”.
2. Viral marketing: Viral marketing is any marketing technique that induces websites or users to pass on a marketing message to other sites or users, creating a potentially exponential growth in the message's visibility and effect. A popular example of successful viral marketing is Hotmail, a company now owned by Microsoft that promoted its services and its own advertisers' messages in every user's email notes.
3. Text messaging: 98% of the population has access to a mobile device that can receive SMS text advertising. You do not need any technical or design skills to send an SMS, and a text message marketing campaign costs just pennies per text per recipient. Text advertising is particularly effective because it is a permission-based activity. Customers have to opt into a business's text message advertising service before they can receive a marketing text message.
4. Social Media Marketing: “Social media marketing refers to the process of gaining traffic or attention through social media sites.” In 2014, over 80% of business executives identified social media as an integral part of their business. Business retailers have seen 133% increases in their revenues from social media marketing.
5. PPC ads (pay per click): **PPC** stands for *pay-per-click*, a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked. Essentially, it is a way of buying visits to your site, rather than attempting to “earn” those visits organically. Pay-per-click is calculated by dividing the advertising cost by the number of clicks generated by an advertisement. The basic formula is:
Pay-per-click (\$) = Advertising cost (\$) ÷ Ads clicked (#)
6. SEO (search engine optimization): Search engine optimization is a methodology of strategies, techniques and tactics used to increase the amount of visitors to a website by

obtaining a high-ranking placement in the search results page of a search engine (SERP) -- including Google, Bing, Yahoo and other search engines.

7. Email marketing: In its broadest sense, every **email** sent to a potential or current customer could be considered **email marketing**. It usually involves using **email** to send ads, request business, or solicit sales or donations, and is meant to build loyalty, trust, or brand awareness.
8. Email Newsletters: “Send better email, Sell more stuff.”It is a process when a company sends a commercial message to a group of people by use of **electronic email**. Additional **email** campaigns include sending out announcements on products or services, a **newsletter** regarding your company and/or products, coupons for future purchasing and much more.
9. Content Marketing: is a form of marketing focused on creating, publishing and distributing content for a targeted audience online. It is often used by businesses in order to
 - a) Attract attention and generate leads
 - b) Expand their customer base
 - c) Generate or Increase online sales
 - d) Increase brand awareness or credibility
 - e) Engage an online community of users

Advantages and Limitations of Digital Marketing

Advantages of Digital Marketing

1. Cheaper Cost: Advertisement on the internet is cheaper than (Low cost) the print advertisement. It is a two-way communication between sales person and the potential customer.
2. NO geographical barriers: It helps in spreading the business worldwide, with no geographical barriers, making it accessible from one country to another via Internet.
3. 24*7 shopping Zone: It is a 24X7 (365 days) open store where people are welcome to shop anytime from anywhere. This further directs the potential customer towards the company website.
4. Direct selling to customer no mediator: Internet makes the product reach much more easy; while researching or getting accurate information on a product. It also adds value by adding a point of reference and a touch of individualized customer service.
5. Increased measure to collect data: In case of information sensitive business such as a law firm, newspaper or online magazine, or a newsletter, you can deliver the products directly to the customers online which increases the ability to measure and collect data.
6. Quick Information: One of the most important advantages is the fast availability of the information. The clients/users can easily get information, by navigating the internet, about the products that they wish to purchase.

Limitations of Digital Marketing:

1. Update timing is crucial: Easier to have outdated information on internet, update timing is a critical issue here.
2. More expectation free: Many web visitors expect something for free. Do you have something to offer free?
3. More competition: Many web visitors expect something free. Do you have something to offer free?

4. Lack of trust: One of the major disadvantages may be the lack of trust of the users because of the constant virtual promotions that appear to be frauds. This aspect deteriorates the image and reputation of quality and honest companies.
5. Compulsion of purchasing: Other disadvantage is the cash on delivery system, since it does not guarantee the 100% purchase of the product. This is also the case of thousands of users that dedicate themselves to daily mock big companies by ordering on the internet using false identities.
6. Internet: Slow internet connections can cause difficulties. Due to slow browsing the customer may lose interest in viewing that site or product. It affects the payment gate as well.

Measuring the Effectiveness of Digital Marketing Campaigns

Although the ultimate criteria to evaluate any business initiative should be its return on investment or any other financial metrics in general, the evaluation criteria and metrics for the digital marketing campaigns can be discussed in more details. The criteria and metrics can be classified according to its type and time span. Regarding the type, we can evaluate these campaigns either Quantitatively or Qualitatively.

Quantitatively: Quantitative metrics may include "Sales Volume" and "Revenue Increase/Decrease".

Qualitatively: While qualitative metrics may include the enhanced "Brand awareness, image and health" as well as the "relationship with the customers".



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A Study on the Need for Corporate Social Responsibility in India

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INTRODUCTION:

Corporate social responsibility (CSR), also known as corporate responsibility, corporate citizenship, responsible business, sustainable responsible business (SRB), or corporate social performance, is a form of corporate self-regulation integrated into a business model. CSR policy would function as a built-in, self-regulating mechanism whereby business would monitor and ensure their adherence to law, ethical standards, and international norms. Business would embrace responsibility for the impact of their activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere. Furthermore, business would proactively promote the public interest by encouraging community growth and development, and voluntarily eliminating practices that harm the public sphere, regardless of legality. Essentially, CSR is the deliberate inclusion of public interest into corporate decision making, and the honouring of People and Profit.

Corporate social responsibility (CSR) is a form of corporate self-regulation integrated into a business model. It is also called as corporate conscience, citizenship, social performance, or sustainable responsible business. CSR policy functions as a built-in, self-regulating mechanism whereby business monitors and ensures its active compliance with the spirit of the law, ethical standards, and international norms. The goal of CSR is to embrace responsibility for the company's actions and encourage a positive impact through its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere. Furthermore, CSR-focused businesses would proactively promote the public interest by encouraging community growth and development, and voluntarily eliminating practices that harm the public sphere, regardless of legality. CSR is the deliberate inclusion of public interest into corporate decision-making that is the core business of the company or firm, and the honouring of a triple bottom line: people, planet, profit.

OBJECTIVES OF THE STUDY:

- 1) To analyse and understand the concept of Corporate Social Responsibility and its impact in India.
- 2) To analyse and understand the need and importance for CSR in India.

REVIEW OF LITERATURE:

Many previous studies have focussed on the topic of CSR in India. The review of literature of some of them are as follows:

A comparative study conducted by Khan and Atkinson(1987) on the managerial attitudes to social responsibility in India and Britain shows that most of the Indian executives agreed CSR as relevant to business and felt that business has responsibilities not only to the shareholders and employees but also to customers, suppliers, society and to the state.

Arora and Puranik (2004) reviewed contemporary CSR trends in India concluding that the corporate sector in India. He concluded that the corporate sector in India has benefitted immensely from liberation and privatization process, its transition from philanthropic mindsets to CSR has been lagging behind its impressive financial growth.

D.Y. Chacharkar and A. V. Shukla (2004) in their paper entitled "A study of Corporate Social Responsiveness" tried to highlight theoretically the benefit of CSR through "iceberg effect" diagram. The results showed that just like iceberg, except the recognition and

appreciation, the larger part of CSR initiatives for the company are invisible in the form of publicity, image building, expansion of customer base and profit.

R.S. Raman (2006), in a study on “Corporate Social Reporting in India-a view from the top”, used content analysis technique to examine the chairman’s message section in the Annual Reports of the top 50 companies in India to identify the extent and nature of social reporting. The study concluded that the Indian companies placed emphasis on product improvement and development of human resources.

Corporate Social Responsibility in India

All the Business houses and corporate have been taking up social welfare activities from time to time. While CSR is relevant in business for all societies, it is particularly significant for developing countries like India, where limited resources for meeting the ever growing aspirations and diversity of a pluralistic society, make the process of sustainable development more challenging. CSR interventions-based on commitment, mobilization of employees-voluntarism, innovative approaches, appropriate technology and continuing partnership-have been making lasting differences in the life of the disadvantaged. Further, synergy of corporate action with the government and the civil society are making the CSR interventions more effective and facilitating the corporate carrying on business in the society.

Despite CSR’s capacity of fetching a lot to the corporate desk, a fair number of companies show high dissatisfaction towards this responsibility with some disclosing to have adopted CSR in the first place as marketing tactic and some, considering CSR as a coerced burden whose absence may have brought much more to the companies in the long run. Hence, to understand what importance CSR holds in today’s era and whether its graft is worth the outcome or not, we must look at some of the following points.

Boosts Government Relations

To be in the good books of politicians and government regulators, companies must present a positive public perception on its seriousness about social responsibility. This is not only the best way to make easier contacts with government officials but also to avoid various investigations and probes or even public campaigns

Advanced Public Image

Companies which are perceived as less self-regarding are actually favored by customers. It may be psychological but somehow people find companies with social responsibilities as more approachable. Sending out messages about your corporation’s philanthropic attitude will do good to design the public image as it reflects an empathetic side of the company. Corporations can do that by supporting nonprofit organizations or through donations.

Customer & Employee Engagement

It becomes easier to talk to customers or pursue them when you have a rather good message to share. When customers get interested eventually in your cause, they’re slowly going to believe the ambitions of your company. Obviously this is no maneuvering but with a little effort on social responsibilities, a company reaches more public in new ways than it might do without CSR. Likewise, today’s generation is ambitious and they’re in the constant lookout for being associated with companies that have a good public image and is always in the media for its positive decisions.

Positive Workplace Environment

Corporations that care about the lives outside the barriers of their business kind of inspire and motivate employees to walk into work each day eagerly. This enhances the relationship between the highest management to the lowest paid workers as they go on to

believe that a united approach could do wonders.

Brand Distinction

This is one of the reasons why companies from past incorporated CSR in the first place. But since it is a common phenomenon now, corporations are trying out new ways to build up their goodwill by experimenting on their social responsibilities. They're not only taking it seriously but bringing in a lot of creativity so that they serve their visionary purpose along with creating a distinct image for themselves in the market.

Along with these there are other advantages of establishing CSR like retaining investors who want to constantly know that their funds are being used properly, creating strong partnership between non-profit organizations and companies and dig out the best of their workforce. With so many benefits and a vision to be a company that people look upon must be the ultimate goal of every corporation after all.

BENEFITS OF CSR:

1. Win new business.
2. Increase customer retention.
3. Develop and enhance relationships with customers, suppliers and networks.
4. Attract, retain and maintain a happy workforce and be an employer of choice.
5. Save money on energy and operating costs and managing risk.
6. Differentiate yourself from your competitors.
7. General innovation and learning and enhance your influence.
8. Improve your business reputation and standings.

CONCLUSION:

The concept of corporate social responsibility has gained prominence from all avenues. Organizations must realize that government alone will not be able to get success in its endeavour to uplift the downtrodden of society. The present societal marketing concept of companies is constantly evolving and has given rise to a new concept-Corporate Social Responsibility. Many of the leading corporations across the world had realized the importance of being associated with socially relevant causes as a means of promoting their brands. It stems from the desire to do good and get self satisfaction in return as well as societal obligation of business. CSR can play a valuable role in ensuring that the invisible hand acts, as intended, to produce the social good.

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Latest Development And Challenges In Digital Marketing

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ABSTRACT:

In the past few years, internet gained a lot of importance, becoming the integral part not only of everyone's daily life but also one of the foundation pillars in marketing. From being all about hoardings, T.V. and/or Radio commercials and printed mediums; marketing has attained a level above these afore mentioned mediums – internet, stated else way – it is all digitised now. And due to the ever increasing competitiveness in this flat world, the role of digital marketing is gaining impetus in almost every spheres imaginable. However as many benefits it yields, but it is an undeniable fact that it bears its own set of challenges. The following paper focuses on the latest development & challenges in digital marketing.

INTRODUCTION:

Digital marketing is an umbrella term for the marketing of products or services using digital technologies. It is application of various marketing strategies and techniques through the internet. Often the terms e-marketing, internet marketing, online marketing are interchanged and can be used as synonyms as well. E-marketing has grown in popularity over time, particularly in certain countries. E-marketing is a cost effective tool where customization becomes very easy and affordable along with very less marketing efforts. In USA, online marketing is still prevalent, in Italy is referred as web marketing but in UK and worldwide, digital marketing has become the most common term, especially after the year 2013.

The use of digital marketing in the digital era not only allows for brands to market their products and services but also allows for online customer support through 24/7 services to make customer feel supported and valued. Also social media may prove helpful to the companies as they can get feedback for their products and make the changes accordingly.

OBJECTIVES:

- ✓ To study the need for digital marketing.
- ✓ To know the various ways of digital marketing.
- ✓ To know the ways to further increase the effectiveness of digital marketing.
- ✓ To know the latest development and challenges in digital marketing.
- ✓ To provide suggestions to tackle the problems faced in digital marketing.

RESEARCH METHODOLOGY:

The data has been primarily collected from secondary sources with the aid of books, newspapers and internet.

NEED OF DIGITAL MARKETING:

India is likely to see the golden period of the Internet sector between 2013 to 2018 with incredible growth opportunities and secular growth adoption for E-Commerce, E-Marketing and Social media. Nowadays, people are getting more of involved in using of internet in their daily life and are spending more time on internet compared to other countries. The companies are using digital marketing as a tool of marketing in today's modern era so as to boost their sales through the social media platforms, e-mails, blogs etc.

Social media can be a great help to the business as it has wide area of network spread around the globe and can be used to promote the brands.

WAYS TO INCREASE EFFECTIVENESS OF DIGITAL MARKETING:

- ✓ **IDENTIFY YOUR AUDIENCE:** This is the first and crucial step. You have to know what the interests of your customers are and what they are most likely to type into a search engine when looking for the type of service that you offer. This will allow you to target your marketing strategy directly to the people who are willing to commit to a purchase, sign up or contact you directly.
- ✓ **INTERESTING MAIL TITLES:** Differentiation is one factor that can make an advertisement successful in digital marketing because consumers are drawn to it and are more likely to view the advertisement. Differentiate one advertisement from the other advertisements.
- ✓ **HIRE A GOOD TEAM:** It is hard to achieve your goals when you're working alone. Not only will it take more time out of your schedule, but that's less time dedicated to reaching potential customers. To combat this, one option is to hire a team of professionals. A well-organized professional team can create the perfect marketing campaign.
- ✓ **ALWAYS ANALYZE:** The best thing about digital marketing is that you can take advantage of numerous online tools to get incredibly accurate data about the effects of your campaign. It's easier than ever to check how much time users spend on your website and how many of them actually make a purchase. Using this data, one can accurately adjust its tactics. Every change you make should be followed by a detailed analysis.

VARIOUS WAYS OF DIGITAL MARKETING:

- ✓ **Social Media Marketing:** Social media marketing (SMM) is the process of gaining attention through social media sites. People nowadays are more active on social media as it is huge platform to be in contact with the people irrespective of distance. This is one of the most used ways for promoting or selling the product and make people aware of it.
- ✓ **Blog Marketing:** Blog marketing is any process that publicises or advertises a website, business, brand or service via the medium of blogs. This includes, to raise the visibility of our company, to increase the sale growth and profit, to make a contribution to our industry, to give the public a look at what goes on within a real live publishing company about the feature of their upcoming products.
- ✓ **E-mail Marketing:** E-mail marketing is a way to reach consumers directly via electronic mail.

DEVELOPMENTS IN DIGITAL MARKETING:

- **SOCIAL ADS:** Online advertising has been rapidly on the rise. According to Interpublic Group's Magna Global, in 2015 digital ad spend will have grown 17.2% (to \$160 billion), and 13.5% in 2016, surpassing TV as the biggest advertising platform in 2017.
- **FACEBOOK MESSENGER FOR BUSINESS:** In March of 2015, Facebook revealed Messenger for Business, taking the widely used messenger system that you and I utilize to communicate with our friends, spouses, and family members, and making it available for B2C and even B2B conversations.
- **VIDEOS:** Videos help businesses entertain and engage their audiences through visuals, colors, sounds and/or music. More importantly, videos often humanize a faceless business, in turn building brand loyalty and trust.
- **REAL TIME MARKETING:** Real-time marketing revolves around current and topical events, and it's an effective way to earn a big boost in traffic and visibility. It's easier than ever to find trending topics these days: Google Trends provides you with daily updates on

the most popular searches, Twitter tells you what hashtags are trending at any given moment, and Facebook provides up-to-date information on popular topics.

CHALLENGES FACED BY DIGITAL MARKETING:

- ✓ **PRIVACY AND SECURITY:** Privacy and security is most concerned fact when it comes to digital marketing. In today's date, it is quite easy to hack someone's account and get the information easily and the number of hackers and spammers are increasing day by day and this is when most of the people shy away to disclose the personal details on the cyberspace.
- ✓ **IMPERSONAL SERVICE:** Selling and promoting goods through internet is quite a good strategy of marketing in today's modern era but business are providing customer services online such as complaining and providing feedback through e-mails and posting the information on the websites to answer the questions and this may be perceived by the customers as just too impersonal or uncaring.
- ✓ **IMPROVING BRAND AWARENESS:** Every company wants to uplift their brand name and wants to make aware about it to the maximum number of people possible. However, when it comes to digital marketing of a brand it's a big challenge to the companies selling goods and services primarily by the use of internet. Because unlike traditional advertising of goods and services such as (T.V., radio and other printed mediums) It becomes easier for the companies to draw attention of customers by repeatedly introducing it to the customers but online advertisements can be shut off by the users and are mostly ignored by them. So its quite difficult to draw attention of the customers. This makes the companies challenged towards coming up with new and innovative strategies of marketing.
- ✓ **OTHER CHALLENGES:**
 - > Customer Expectations
 - > Internet connectivity
 - > Updating knowledge according to changing market.

SOLUTIONS TO OVERCOME / TACKLE THE CHALLENGES:

- ✓ The companies should adopt a sound and full-proof policies which protect the customer's privacy. Encryption systems should be seriously considered by the companies operating online.
- ✓ Companies should hire call handling services so that the customers can call and inquire about the problems that need an instant and quick response.
- ✓ The companies operating online should try to bring up new and innovative ideas to promote their brand and make people aware about the same to the maximum extent possible.
- ✓ In order to fulfil the expectations of the customers, feedbacks should be taken about the goods and services offered.
- ✓ Surveys must be conducted on the changing market and accordingly policies and strategies must be discussed.

CONCLUSION:

The growing advancement in technology have made marketing of goods and services to a next level.

In the coming years the use of technology will be increasing and online marketing will be strengthened even further to a greater extent. Companies are marketing their products and services through internet and have been successful also. However, the technology driven

approach of marketing has left many businesses dependent highly on internet. E-marketing has a wide scope when used effectively and innovatively. Despite the global reach, speed and the extent of information that can be gained from e-marketing, there are a number of challenges to this type of marketing that businesses must bear in mind. Thus it can be concluded that e-marketing as a whole has a positive impact on businesses with some dangers to it.

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The Role of Micro Finance

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ABSTRACT:

Microfinance involves extending small loans, savings and other basic financial services to people that don't currently have access to capital. It's a key strategy in helping people living in poverty to become financially independent, which helps them become more resilient and better able to provide for their families in times of economic difficulty. Considering nearly half the world survives on less than \$2 a day, microfinance is a vital solution.

INTRDUCTION:

resources that can help them increase their incomes. It has long been a challenge for interested parties, such as government officials, non-governmental organizations (NGOs) and philanthropists, to improve access by the poor to financial Most of those trapped in poverty do not have enough income to open accounts with traditional banks. As a result, many look for loans from family, friends and even loan sharks exploiting the black market. One way to help the world poorest comes in the form of microfinance, which brings basic banking tools to the world's most needy. Micro finance groups lend to customers who have low incomes and, at least anecdotally, have helped many of those trapped in the most extreme form of poverty better their lives by loaning them amounts of money that many others would consider a paltry sum. They also provide borrowers with access to education, credit and basic savings accounts. Read on to find out how microfinance works and the evidence behind its claims to helping the poorest people lift themselves out of poverty. Microfinance is a source of financial services for entrepreneurs and small businesses lacking access to banking and related services. The two main mechanisms for the delivery of financial services to such clients are: (1) relationship-based banking for individual entrepreneurs and small businesses; and (2) group-based models, where several entrepreneurs come together to apply for loans and other services as a group. In some regions, for example Southern Africa, microfinance is used to describe the supply of financial services to low-income employees, which is closer to the retail finance model prevalent in mainstream banking. Over the past centuries, practical visionaries, from the Franciscan monks who founded the community-oriented pawnshops of the 15th century to the founders of the European credit union movement in the 19th century (such as Friedrich Wilhelm) and the founders of the microcredit movement in the 1970s (such as Mummahad Yen us and Al Whittaker), have tested practices and built institutions designed to bring the kinds of opportunities and risk-management tools that financial services can provide to the doorsteps of poor people. While the success of the Graeme (which now serves over 7 million poor Bangladeshi women) has inspired the world, it has proved difficult to replicate this success. In nations with lower population densities, meeting the operating costs of a retail branch by serving nearby customers has proven considerably more challenging. Hans Dieter Seibel, board member of the European Microfinance Platform, is in favor of the group model. This particular model (used by many

Microfinance institutions) makes financial sense, he says, because it reduces transaction costs. Microfinance programmers also need to be based on local funds

BENEFITS:

Micro financing produces many benefits for poverty stricken, or low- income households. One of the benefits is that it is very accessible. Banks today simply won't extend loans to those with little to no assets, and generally don't engage in small size loans typically associated with micro financing. Through micro financing small loans are produced and accessible. Micro financing is based on the philosophy that even small amounts of credit can help end the cycle of poverty. Another benefit produced from the micro financing initiative is that it presents opportunities, such as extending education and jobs. Families receiving micro financing are less likely to pull their children out of school for economic reasons. As well, in relation to employment, people are more likely to open small businesses that will aid the creation of new jobs. Overall, the benefits outline that the micro financing initiative is set out to improve the standard of living amongst impoverished communities (Rutherford, 2009). By definition, microfinance is the business of giving tiny loans to people who do not have access to formal banking services. The Investopedia website defines microfinance as a type of banking service that is provided to unemployed or low-income individuals or groups who would otherwise have no other means of gaining financial services. "the goal of microfinance is to give-low income people an opportunity to become self-sufficient by providing a means of saving money, borrowing money and insurance," it says. In India, microfinance institutions (MFIs) cannot collect deposits, but sell insurance products, besides offering small loans that are typically paid back in weekly or monthly installments. Such institutions operate in the hinterland where traditional banks balk at serving. Or, so we believed. The scene has changed. MFIs have shifted their focus from rural pockets to urban India. For the first time in its 25-year history, Indian MFIs have more urban clients than rural ones. The latest data, compiled by industry self-regulatory organization Sa- Dan, shows 67% of the 37 million MFI customers live in urban India. The share of rural customers was 69% in fiscal year 2012. That dropped marginally to 67% in 2013. In the following two years, the share of rural customers has declined drastically. In 2014, rural customers constituted 56% of the total. It dropped further to 33% in the following year.

OBJECTIVES:

Microfinance is one of the tools that can reduce the suffering of people and alleviate the tsunami recovery. In addition to relief or compensation, financial services enable the poor among victims to accelerate their recovery and diversify their livelihoods with more productive sources of income. Major objectives of the initiative were Use the existing knowledge and experiences in microfinance to see if it can be adapted to the tsunami recovery and future disasters. Increase public awareness and wider access to information on microfinance writing a comprehensive publication on the subject Promote microfinance at national and community level. The expected outcomes were: A International workshop in New Delhi on the potential of Microfinance for Tsunami Recovery; Publish newsletter and disseminate the experiences; A National Campaign to promote microfinance.

ADVANTAGES:

Banks simply won't extend loans to those with little or no assets, and generally don't engage in the small size of loan typically associate with micro financing.

micro finance tends to target women borrowers, who are statistically less likely to default on their loans than men. So these loans help empower women, and they are often safer investments for those loaning the funds. Family receiving micro financing are less likely to pull their children out of school for economic reasons. Micro financing can lead to improved access to clean water and better sanitation while also providing better access to health care.

DISADVANTAGES:

If you pay any attention to economic development in the third world, you have heard about microfinance. It's the hottest thing going. Development organizations announce their involvement in microfinance with a kind of sacred hum. People are appropriately fascinated by the rise of , a website that enables you to engage in microcredit from the comfort of your computer chair. organizations offer financial services to people too poor to attract the services of traditional banks. They offer small loans—microcredit—and may also offer savings accounts, insurance, and fund transfer services. For example, I wrote a forthcoming article for *Christianity Today Magazine* about a wonderful Filipino group called CCT. The article features a woman named Cindy Caro who first borrowed \$85, which she put into a processed meat business, selling hotdogs, sweetened beef and pork, ham and spiced beef door to door. Now she operates a small store.

SUGGESTION AND CONCLUSION:

Under mention are the few recommendation and suggestion, which I felt during my project on micro finance is: The concept of micro finance is still new in India. Not many people are aware the micro finance Industry so apart from government programmers, we the people should stand and create the awareness about the micro finance. There are many people who are still below the poverty line , so there is a huge demand for MFIs in India with proper rules and regulations. There is huge demand and supply gap, in money demand by the poor and supply by MFIs .so there need to be an activate participations by the Pvt. Sector in this Industry One strict recommendation is that there should not over involvement of the government in MFIs, because it will stymie the growth and prevent the others MFIs to enter. According to me the micro loan should be given to the women only because by this only, MFIs can maintain their repayment ratio high, without any collateral. We firmly believe that an integrated approach to servicing clients can enhance microfinance's effectiveness as a poverty alleviation tool. The benefits of this approach are fold. First, by acting as a platform to deliver important social services a financialservices, MFIs can contribute to greater sustainability at the client level. micro finance with social services such as health, education and natural disaster relief or prevention addresses the other contributing factors to poverty beyond the economic factor. In doing so, we are providing clients with a comprehensive solution to minimize the risks the By addressing the very issues that inhibit a client's chances of succeeding with micro finance, micro finance can increase its overall efficacy. Focusing on client sustainability instead of institutional sustainability is how the field can ensure that we are not just reaching more individuals, but that we are providing them with the services they really need once we them, and that we accompany them throughout their journey to economic freedom. Second, using microfinance as a platform to offer integrated services increases scope for all the organizations involved in trying to service the same base of clientele. With leveraged resources – assets, infrastructure, knowledge, distribution channels, etc. – we can increase the capacity of the service offerings to reach more clients and to reach them more effectively.

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Sustainable Development Goal of India: Qualified Teachers leading to Quality Education

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ABSTRACT

In last few year “Sustainable Development” (SD) has evolved as the latest development motto. Sustainable development calls for concerted efforts towards building an inclusive, sustainable and resilient future for people and planet. Quality education brings people closer to economic opportunities. However, with very serious thoughts going into sustainability issues globally, India has to make sincere attempts at devising policy and institutions in the education sector so that beginners are better equipped to make reasonable choices for a sustainable future. Quality of education is quite difficult to measure and monitor. But obviously it should be inclusive of almost every dimension of education, namely, personality development through cognitive or non-cognitive abilities, skill inculcation, knowledge creation, knowledge transmission and inculcation of values and attitudes besides many other aspects. One has to spend adequately to achieve quality in education. We have evidence to show that good investments in quality related inputs like textbooks and teacher training lead to better outcomes. The present paper gives an overview regarding the role of qualified teacher in quality education in the development of a country in sustainable manner.

Keywords: Quality education, Qualified Teachers, Sustainable development Goals

Introduction

Education is always, in one sense or another, preparing persons for the future. Young people and children must be given through education the tools to deal with the different tasks that they will need to perform in their lives. They must be helped to prepare themselves for their 4 private lives, but equally be prepared to participate in economic life, cultural life and the political life of their societies. Quality education is an education that provides students with the tools to deal with and find solutions to the challenges confronting mankind. In a changing world this means that what was considered quality education yesterday might not meet the standard of what will be understood as quality tomorrow. This is particularly true at present if we take in to consideration the rapid changes created by new technologies. There is a need to discuss this concept continuously and to define and redefine it.

Objective of the Study

- To understand the sustainable development goals of India with respect to quality education
- To understand the role of quality teachers in quality of education

Review of Literature

Sustainable development Goals: Sustainable development is a process which involves human’s intelligence, decision making efficiency, planning and management skills, power of imagination, entrepreneurship, development and production with environmental safety etc. In September 2015, at its Sustainable Development Summit, the United Nations adopted the 2030 Agenda for Sustainable Development comprising 17 Sustainable

Development Goals (SDGs). SDGs (2016- 2030), built on the Millennium Development Goals (MDGs) (2000-2015) covering the three dimensions of development, i.e. social, economic and sustainability and the same was enthusiastically welcomed by India. The SDG No. 4 mandates ensuring inclusive and equitable quality education and promoting lifelong learning opportunities for all. The emphasis along with access is on equity and inclusiveness and sustainability education.

Qualified Teachers: Subject expertise and passion are teachers' great qualities, however, for effective, self-regulated and autonomous learning to occur, the focus of this debate needs to shift from the teacher to the learner. In this whole debate on qualified/unqualified teachers, we seem to have lost sight of what teaching and learning are all about. Learning is complex and knowledge acquisition is right at the bottom of the learning taxonomy. Therefore "good teachers", to be effective in class, need much more than subject expertise and intellect. Great teachers are able to facilitate learning through the use of formative strategies in class and know when to step back, to allow for pupils' reasoning, application and self-discovered, independent learning to occur.

Quality Education: Quality education is the education that best fits the present and future needs of the particular learners in question and the community, given the particular circumstances and prospects. The quality concept also has to embrace the development of the potential of every member of each new generation. Whenever quality in education is discussed it may be important to reflect on what is understood by the term quality. The World Bank has tried to define quality. In the report "Priorities and Strategies for Education" (1995) the World Bank made the following observation concerning quality: "Quality in education is difficult to define and measure. An adequate definition must include student outcomes. Most educators would also include in the definition the nature of the educational experience that help to produce thus outcomes - the learning environment." (World Bank, 1995, p. 46).

Government Initiatives for quality education by proper supply of qualified teachers

The SDG No. 4 calls for an increase in the supply of qualified teachers. A recent study (MoHRD, 2011) estimated around 7.74 lakh untrained teachers in India in 2012, which is more than 10 per cent of the total teachers at the time. As the below table indicates, the percentage of teachers who have received in-service training is abysmal and falling.

As per the Indian Education scenario the main issues with respect to the supply of qualified teachers are meeting the eligibility norms and ensuring that teachers are well-trained and supported, both of which this study assumes to be critical to ensure effective teaching-learning processes resulting quality education.

Rashtriya Uchchatar Shiksha Abhiyan (RUSA) is a Centrally Sponsored Scheme (CSS), launched in 2013 aims at providing strategic funding to eligible state higher educational institutions ensuring adequate availability of quality faculty in all higher educational institutions and capacity building at all levels of employment.

NITI Aayog, in collaboration with the Research and Information System for Developing Countries (RIS) and in partnership with UN, organizes meetings to discuss issues related to education (SDG 4).

A series of programmes have been initiated by the Central and State/UT Governments to foster quality education and improve student learning outcomes. These programmes seek to bring about a broad shift towards education systems that are students-friendly and inclusive, responsive to each students' learning needs. The approaches to fostering quality education at

the elementary stage include the following:

- Increasing teacher availability:
- Training of in-service teachers
- Teacher Qualification and Eligibility Test
- Strengthening academic support structures
- Focused programmes for ensuring learning
- Development of learning indicators
- Continuous and comprehensive evaluation (CCE)

Conclusion

The challenge of sustainable development should be taken up as an opportunity for the development of research and teaching as a necessary element. Education for sustainable development is significant aspect of quality of education and it forms foundation of sustainable development and highlights the difficulties and interrelation of society, environment and economy of the country.

The quality education requires attention towards adequate infrastructure, plugging academic staff vacancies, updating curriculum, providing adequate in-service training programs, and effective grant utilization among other initiatives. Well-qualified teachers who receive on-going training and support will influence the learning outcomes of children.

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Review of Skill India Programme of Indian Government

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Introduction

Skill development is an ability and capacity acquired through deliberate, systematic, and sustained effort to smoothly and adaptively carry out complex activities or job functions involving ideas (cognitive skills), things (technical skills), and/or people (interpersonal skills). As India targets to becoming a global economic powerhouse, it needs to equip its workforce with employable skills and knowledge to make India a developed economy. India is today one of the youngest nations in the world with more than 62% of the population in the working age group (15-59 years), and more than 54% of the total population below 25 years of age. In fact, in next 20 years, the labour force in the industrialised world is expected to decline by 4%, while in India it will increase by 32%. However, current statistics shows that only 2% of the total employees in India have completed skills development training. In today's age of globalisation and technological volatility, skill building is an important instrument to increase the efficacy and quality of labour for improved productivity and economic growth.

Skills and knowledge development are the driving forces behind the financial growth and community development of any country. Skill building is a powerful tool to empower individuals and improve their social acceptance. It must be complemented by economic growth and employment opportunities to meet the rising aspirations of youth. The challenge lie not only in a huge quantitative expansion of facilities for skill training, but also in raising their quality. India can then become the global sourcing hub for skilled employees.

Objective of the study

- To understand various schemes of skill India programme.
- To know the factual data of skill India programme.
- To provide Suggestions for improvement of skill India programme.

Skill India is a campaign launched by Prime Minister Narendra Modi on 15 July 2015 with an aim to train over 40 crore (400 million) people in India in different skills by 2022. UK has entered into a partnership with India under this programme. Virtual partnerships will be initiated at the school level to enable young people of either country to experience the school system of the other country and develop an understanding of the culture, traditions and social and family systems. A commitment to achieve mutual recognition of UK and Indian qualifications was made.

15 Skill Development Schemes that will make India the Skill Capital of the World

The youth of the country holds the key to the future of a global superpower. Central and State Governments implement various Skill Development Schemes. Our Hon'ble Prime Minister Shri Narendra Modi has envisioned India as the Skill Capital of the World and has urged every Indian to join and contribute to the Skill India Mission.

Ministry of Skill Development and Entrepreneurship under the able leadership of Shri Rajiv Pratap Rudy is steering the efforts of all the stakeholders in the skill development ecosystem towards the target of Skilling 400 million people by 2022. 15 major skill development schemes that will make India the Skill Capital of the World.

1 – PRADHAN MANTRI KAUSHAL VIKAS YOJNA (PMKVY):

PMKVY is a unique initiative of Ministry of Skill Development & Entrepreneurship where it focuses on industry relevant training & certifications for Indian youth so that they can have better career opportunities. The implementation body for this scheme is NSDC.

It focuses on carrying skill development in India in three ways:

Short term courses: Training institutes can run short term courses for fresh skilling under this head.

Recognition of Prior Learning: RPL has been made a part of PMKVY certify the existing manpower that is already skilled & are working in the various sectors but has not undergone any formal training & certification.

Special Projects: Any course that is required to be initiated & implemented as per the industry demand but varies from the general norms of short term courses like job roles that are not defined under the available Qualification Packs (QPs).

2 – DEEN DAYAL UPADHYAY GRAMEEN KAUSHALYA YOJANA (DDUGKY)

Out of many skill development schemes of Ministry of Rural Development, DDUGKY is a special placement linked scheme for poor rural youth. Implemented through accredited training providers, the scheme focuses on the placement of at least 75% of the youth.

It focuses on poverty alleviation of rural youth through its market-led placement initiative. It facilitates training of following types:

Trade specific training

Generic training on soft skills, English & IT

3 – SKILL DEVELOPMENT INITIATIVE SCHEME (SDIS)

Implemented by Directorate General Training (DGT) under Ministry of Skill Development and Entrepreneurship, SDIS aims at providing skill training to early school leavers & existing workers. The certifications provided under this scheme are nationally and internationally recognized.

SDIS focuses on providing vocational training on the basis of Modular Employable Skills (MES) to school drop outs, ITI graduates, existing workers etc.

4 – NSDC SELF-SPONSORED TRAINING (NSDC)

More than 270 affiliated training partners of National Skill Development Corporation (NSDC) conduct short term skill development training at their 7000+ training centres. NSDC has the mandate of skilling 150 million people by 2022.

The focus is to provide affordable, job oriented training in courses that are fully aligned with National Skills Qualification Framework (NSQF) in 40 Sectors.

5 – CRAFTSMAN TRAINING SCHEME (CTS)

The Craftsman Training Scheme is implemented by Directorate General Training (DGT) under Ministry of Skill Development and Entrepreneurship. With the help of State Governments & Union Territory Administrators, DGT is implementing vocational training at various ITIs.

It guides ITIs to provide training for tenure of 6 months to 2 years (depending on industry needs) as per the courses aligned with National Council for Vocational Training. This training is for students who have completed their studies till class 8th to 12th (depending on the course).

6 – SEEKHO AUR KAMAO

Out of many skill development schemes, Seekho Aur Kamao is a special scheme for Minorities under which it runs courses as per Modular Employable Skills (MES) as per the guidelines of National Council for Vocational Training (NCVT).

Implemented by Ministry of Minorities affairs, the scheme focuses skilling and upskilling of youth from minorities so that that can earn their livelihood. The age of trainees should be between 14 to 35 years of age.

7 – CENTRALLY SPONSORED SCHEME FOR VOCATIONALISATION OF HIGHER SECONDARY EDUCATION (CSS FOR VHSE)

The scheme has been introduced to inculcate the vocational training & job-relevant skills in school children. The Central Government & State governments are working in collaboration for the implementation of the scheme.

The scheme is implemented across various government schools for class 9th to 12th students. In order to provide industry relevant skills & standardization of skill development schemes, the course & learning material has been aligned to National Skills Qualification Framework (NSQF).

8 – SCHEME OF COMMUNITY DEVELOPMENT THROUGH POLYTECHNICS (SCDP)

As the name suggests, Scheme of Community Development through Polytechnics carries out skill development training for the youth in a particular community especially rural masses and slums dwellers who have not been able to get exposure to quality education.

It targets a special area & community that needs upliftment in socio-economic terms with the help of skill development.

9 – UDAAN

With the aim of bridging the gap between the talent pool available in Jammu and Kashmir and Corporate India and to bring the talented youth of J&K to the mainstream through their skill development, the Government, under the Special Industry Initiative (SII) has started a scheme named Udaan. The scheme is funded by Ministry of Home Affairs and implemented by National Skill Development Corporation (NSDC) under Ministry of Skill Development and Entrepreneurship (MSDE).

Udaan is a part of the overall initiative for addressing the economic issues in J&K that is based on developing the human capital of the region and helping the youth getting gainfully employed.

10 – HIMAYAT

Implemented by Ministry of Rural Development, Himayat is a scheme specially designed for the youth of Jammu & Kashmir and is aimed at skilling 1 lakh youth in 5 years with at least 75% placement. It is initiated by the Ministry of Rural Development.

Himayat works on establishing training centres at block level in J&K that will not only train the local youth but also provide them post placement guidance & assistance from time to time.

11 – EMPLOYMENT LINKED SKILL TRAINING PROGRAM (ELSTP)

This scheme is implemented at the state level for carrying out short term courses for skill development and upskilling of the youth. It aims at the placement of at least placement of 50% trained workforce. Each state calls in EOI for the selection of Training partners at their own level.

This scheme is aimed at skill development and placement of youth at state level itself.

12 – NATIONAL APPRENTICESHIP TRAINING SCHEME (NATS)

NATS came into existence with the initiative of Ministry of Human Resource Development, India. A scheme in which an on the job training for a duration of 1 year is given to the apprentice with the concept of ‘Earning while learning’.

Aiming at technical skilling & certification of people with on the job training module. The applicant student should have a diploma in engineering or graduation in engineering or A + 2 vocational qualification.

13 – EMPLOYMENT THROUGH SKILLS TRAINING AND PLACEMENT (EST&P)

A National Urban Livelihood Mission initiative, EST&P is designed for urban poor. Considering the fact that huge rural population is moving to urban areas, this scheme is being implemented to skill urban poor.

The focus & objective of EST&P remains concentrated on skilling of urban poor so that they can meet their livelihood.

14 – SELF-EMPLOYMENT PROGRAM (SEP)

Self-Employment Program or SEP is an initiative under National Urban Livelihood Mission (NULM) implemented by State Urban Livelihood Mission (SULM).

It works to enhance the livelihood of urban poor by providing the skill training & financial assistance.

15 – SKILL DEVELOPMENT SCHEME OF NBCFDC

A tremendous initiative by National Backward Classes Finance & Development Corporation, SDS aims at creating an ecosystem for people below the poverty line & backward classes by skilling on a large scale in the form of target groups.

Factual situation of skill India programme

India has led to transformational change in India’s vocational training ecosystem. Since the proper launch of program, over 1.04 crore youth have been trained under the Mission.. In the current arrangement, 60% of the trainings are directly under MSDE (Ministry for Skill Development and Entrepreneurship) while 40% are across other Central Ministries. MSDE’s Flagship Scheme, Pradhan Mantri Kaushal Vikas Yojana (PMKVY), which was launched on July 15, 2015 by the Prime Minister, has trained more than 20 lakh people, of which 40 per cent are women candidates, being trained in their choice of skills.

Speed, Scale, Standards and Sustainability are the four core principles of the NSDM (National Scheme Development Mission). The first Governing Council Meeting which was held in the first week of June 2015 was aimed to review the progress undertaken under the Mission on each of these core principles and sought to discuss a concrete agenda for rapidly scaling up skill training efforts, while maintaining high standards.

According to the *Indian Express*(27th June 2016), the government claims to have trained close to 20 lakh people under the scheme in a period of 10 months from July 2015 - April 2016, which works out to an average of more than 6,500 people being trained every single day throughout the country. However, most of these people didn’t get placed in jobs after completing their training.

The government’s own data suggests that only about 80,000 people - or less than 5% of the total trained candidates – were able to secure a placement. To put things in perspective, that’s one in every 20 candidates.

Progress of skill development mission (July'15-April'16)

Number of candidates



Scroll.in

Data: Compiled by Indian Express

Some of the major outcomes and future targets of the mission are as following:

Skill training to be scaled up to cover at least 1.5 crore people during 2016-2017.

The Central Board for Skills Certification to be set up by September 2016 to infuse quality into India's skill development ecosystem.

Unutilized infrastructure in existing engineering colleges to be leveraged for skill training courses.

Profit making Public Sector Units (PSUs) will be mandated to scale up apprenticeships, upto 10% of total manpower, over the course of this year. Private corporations are also expected to follow suit.

500 Pradhan Mantri Kaushal Kendras, which will provide skill training free of cost to be opened this year, to impart training to India's aspiring youth.

50 Overseas Employment Skill Training Centres to be opened this year, in migratory pockets of the country.

500 Rozgar Utsavs will be held across Industrial Training Institutes (ITIs), Central Training Institutes, PMKVY training centres, toolrooms etc., to make skill training aspirational amongst youth.

A national skills competition, known as 'India Skills' will be launched during 2016-2017, to recognize the skills of India's youth. This will be an annual event.

This year, a national level Convocation will be held for candidates who successfully complete ITI courses, to recognize their success.

Over the next one year, the capacity of ITIs to be further enhanced from 18.5 lakhs to 25 lakhs and over 5000 new ITIs will be created.

Traditional skills will be recognized, nurtured and promoted through informal apprenticeships, under various programmes.

Suggestions for improvement of skill India programme

- Need for vocational as well non-vocational people needs to be worked on that may lead to better results for example the nation needs to look on the education policy that needs to be framed with an eye on the need for industry requirements.
- A suggestion specifically for some of the courses offered by various universities need to give a thought for example the courses offered like BBA, BCA need to focus on the exposure to the students with the related industries like IT and Banking.
- Need to review on the MBA courses the nation needs to revise on the curriculum instead just two years class room activities there need to have a diversion in the pattern may be for example one year or less with class room curriculum plus need to attach the students with industry.
- The student enrolled with engineering courses need to at least spend three to six months with the related industry that will not only upgrade them with practical exposure to industrial know how.
- The students for various other segments need to be explored that would definitely have better India in the times to come.

Conclusion

Skill India is a good initiative – providing skills to people, especially because India is one of the few countries all across the world whose working age population will be very high, few years down the line, going by its ever-increasing growth of population, as per the World Bank. It is also high time now measures are taken to improve the physical and mental development of the youths of the country so that unemployment problem also gets reduced. It is time to open up avenues by which the youth accepts responsibility and no one remains idle because an idle youth is a burden to the economy. The economy should concentrate on job creation and social security schemes. With this new approach towards skill development, India can definitely move forward towards its targeted results.

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A Study of Commitment Skills in Organisation Citizenship Behaviour in Employees in Mumbai

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Abstract

Organisational behaviour is important for the growth of the organisation. This paper deals with commitment one of the factor in study of organisation citizenship behaviour. Commitment is one of the values in general terms but is also a skill in study of organisation citizenship behaviour. The literature review covers various studies of Organisation citizenship behaviour. The data shows aspects of commitment among employees. The conclusion of paper is commitment as a skill can make difference in study of organisational citizenship behaviour which is important for overall organisation.

Introduction

Organizational Citizenship Behavior is voluntary behavior of employee. Employee goes beyond her formal job work for the organization. It helps to grow the organization. The organizations are changing hence we require the employees who contribute effectively on the job. Through commitment the employees can contribute better in their job. There are several aspects in the commitment.

Literature Review

1) When teachers go the extra mile: Foci of Organisational identification as determinants of different forms of organisational citizenship behaviour among schoolteachers., Christ, Oliver, Dick, Rolf Van, Wagner, Ulrich, British Journal of Educational Psychology; September 2003, Vol. 73 Issue 3, p329-341.

Psychological variables should play an important role in determining teachers' involvement in behaviours not directly or formally forced by contracts. Organisational identification as proposed from the Social Identity Approach is examined as a possible determinant of organisational citizenship behaviour (OCB) among schoolteachers.

Aim. The aim of the present study was to explore the relationships between different foci of organisational identification and different forms of OCB in schools.

Sample. Data sets of altogether 447 German school teachers who filled in all relevant items in a cross-sectional questionnaire are used for analyses in the present study.

Methods. Standardised questionnaires measuring organisational identification and OCB were administered. Results Exploratory and confirmatory factor analyses revealed the proposed foci of identification (i.e., career identification, team identification, and organisational identification), as well as different forms of OCB (i.e., OCB towards the own qualification, towards the team, and towards the organisation). Structural equation modelling supports the main hypothesis that foci of identification relate differentially to forms of OCB.

Conclusions. The results emphasise the importance of organisational identification as a determinant of OCB in schools. Practical implications are discussed.

2) A Literature Review on Organizational Commitment – A Comprehensive Summary, Sayani Ghosh, Dr. Swamy D. R., Research article, Sayani Ghosh Int. Journal of Engineering Research and Applications, www.ijera.com, ISSN : 2248-9622, Vol. 4, Issue 12 (Part 1), December 2014, pp.04-14.

The paper discusses the evolution of the concept of organizational commitment, and its constructs. The author has analysed the literature findings of organizational commitments over the last five decades. It categorizes the approaches into six broad eras, each era being an extension and modification over the preceding ones. This review paper brings to the fore the theories that have emerged in the body of knowledge regarding commitment in organizations in a chronological order, starting from the side bet theory to the more recent multiple commitment approach. The gaps in the theories proposed have been identified and reviewed critically by the author. It is difficult to conceptualize and measure organizational commitment as it encompasses a vast and highly diverse body of knowledge. Due to this it becomes difficult to interpret and conclude from the existing bodies of literature. The author also highlights the importance of recognizing the individual/employees perspective towards organizational commitment.

3)Components of organizational commitment, A case study consisting line managers from Finnish industrial company, Elina Anttila, University of Tampere, School of Education, Master's thesis, October 2014, 82 p.

The author aim of this study was to find factors affecting employees' organizational commitment within the case organization as well as point out some strengths and weaknesses the company has in this area. The sample of this qualitative study consisted of nine Finnish first level managers from different segments of this company. The author collected data using theme interviews and qualitative attitude approach. The data from theme interviews was analyzed using thematic content analysis while the analysis of the data from qualitative attitude approach followed the principles of that method concentrating on explanations of stance taking. The factors affecting the organizational commitment in this organization can be divided into three categories. The first one consist matters directly linked to the company itself. The second category has factors linked to the work community. The third is formed by factors related to the work characteristics. To improve organizational commitment company should pay attention to its' human resource practices. Author states that employees' organizational commitment is a complex matter. Even though the company has important role in it, the factors regarding the organization are not only ones affecting this. It was strongly indicated that the work community and the characteristics of one's work has major impact on one's organizational commitment. However, organization and the culture create the premises for these to be good.

Hypothesis

- 1)The commitment is an individual behavioural skill.
- 2)Commitment enhances Organisational Citizenship Behaviour.

Research Design

Sampling: 20 respondents were considered for study.

Data Collection:

Primary data: Questionnaire method was used to collect primary data.

Secondary data: The data was collected from internet for secondary sources.

Research design: The study was descriptive one.

Findings

- 1) 60% Agreed and 40% Disagreed that commitment apart from value is also an important skill as an individual.
- 2) 90% Agreed and 10% Disagreed that commitment is a part of Organisational Citizenship behaviour.

- 3) 75% Agreed and 25% Disagreed that they go extra mile in their professional work .
- 4) 80% Agreed and 20% Disagreed that commitment enhances Organisational Citizenship behaviour.
- 5) 30% opted for time, 30% opted for the task itself, 20% opted for the outcome and 10% opted for the other factors as important while considering the commitment at their work place.
- 6) 70% opted for the skill and value both, 20% opted for value and 10% opted for the skill for the commitment.
- 7) 100% of them have agreed that due to commitment on the job their performance has increased.

Conclusion

- 1) The commitment is an individual behavioural skill.
- 2) Commitment enhances Organisational Citizenship Behaviour.

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A Pilot Study on Operational Risk in Eventbased Projects in Mumbai

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Abstract

Risk is calculated before the event it can be during the planning stage. In this paper the focus is on the operational risk its quality on the event based projects. The literature review is considered related to the operational risk and projects. The research of the paper is on the perception, information, level of risk and quality. The small sample size of the respondent is considered for the study. The risk in the event based projects depends on the several factors. Few selected factors are consider for the study.

Introduction

Risk management is in general one of the aspect of the whole project. The study of risk management is vast. The event based projects are time bound. The risk in the event based projects depends on several factors. The analysis of the factors depends on the availability of that information.

Literature Review

- 1) **WHY THE CURRENT PRACTICE OF OPERATIONAL RISK MANAGEMENT IN INSURANCE IS FUNDAMENTALLY FLAWED - EVIDENCE FROM THE FIELD, DR MADHU ACHARYYA, THE BUSINESS SCHOOL, BOURNEMOUTH UNIVERSITY, PP 01-21.**

The author in this paper evaluates the current practice of operational risk management in the insurance sector. Although operational risk is nothing new in insurance but due to the regulatory requirements the insurance companies initiated computation of risk capital for their operational loss. Author observes that the current effort on the management of operational risk in insurance is not a naturally evolve phenomena. Author found that operational risk, in its Basel II definition, is unlikely a significant cause of insurers' failure. In addition, the current Basel II definition for operational risk is not suitable for insurance business. Consequently, invention of models and tools in insurance based on this definition is incomplete and appears illusionary. Author findings are based on the analysis of a dozen of interviews with insurance industry professionals. The author has demonstrated the way how operational risk is quantified in practice and found that the result obtained from this computation is of little use in managerial decision making. The author proposed a set of policy recommendations illustrating the characteristics of operational risk in insurance. This study can be used a platform of launching dialogues to initiate new and fresh thinking of operational risk in insurance beyond the current artificial and narrow boundaries.

- 2) **PROJECT RISK MANAGEMENT: CHALLENGES AND GOOD PRACTICES IN ACTIVE PROJECT OWNERSHIP, HANS PETTER KRANE1, JAN ALEXANDER LANGLO. PP 01-05.**

Managing risks is one of the most vital activities in project management in order to ensure project success. The paper investigates the role of project ownership and sees how a project owner actively taking part in a project may influence how the project manages risks. The ambitions of the project manager and the project owner are traditionally to some degree misaligned. While the project manager primarily focuses on operational risks and risks that will influence the success of the project completion, the project owner primarily focuses on

risks that may influence the success of the operational project product. The author in this paper has explore different challenges facing the project owner as he depends on the interaction with the project manager and the project team members in order to make his decisions, and the paper will describe different examples of good practice identified during the research.

The research is based on qualitative investigation of seven different projects, combined with document studies and analysis of risk register data from the same seven projects.

The author concludes that there often is more than one representative for the project owner in a project that close informal interaction and cooperation between project management and project owner representatives are essential for efficient and effective risk management, and that operational risks are the dominating focus in project risk management in spite of project owner involvement.

3) OPERATIONAL RISK MANAGEMENT IN INDIAN BANKS: IMPACT OF OWNERSHIP AND SIZE ON RANGE OF PRACTICES FOR IMPLEMENTATION OF ADVANCED MEASUREMENT, APPROACH, DR. YOGIETA S. MEHRA

The study aims to explore the range of practices used by Indian Banks in management of operational risk essential for achievement of Advanced Measurement Approach (hereafter referred to as AMA) for a cross –section of Indian Banks and perform a comparative analysis with AMA compliant banks worldwide. The study also analyses the impact of size and ownership of banks on the range of operational risk management practices used by the banks through execution of survey comprising of a questionnaire. The Reliability Analysis using Cronbach Alpha model was used to test reliability of questionnaire. KMO Measure of Sampling Adequacy and Bartlett's test of sphericity were used to justify the use of factor analysis as a data reduction technique. Thereafter Factor analysis was performed to extract the most important

variables which differentiate performance of one bank from other. The study provides a conclusive evidence of heightened awareness and due importance given to operational risk by Indian banks. Size was observed to be a deterrent to collection of external loss data, deeper level of involvement of operational risk functionaries, data collection and analysis. The practices of average and small sized public sector and old private sector banks were observed to be lagging

behind that of new private sector banks in usage of BEICFs (RCSA, KRIs), usage of scenarios, updating of these indicators and collection and usage of external loss data. Wide gap was observed in the range of practices followed by Indian Banks and the AMA compliant banks worldwide.

Hypothesis

- 1)The perception of risk is related with information of operation.
- 2)The level of risk depends on the quality of operations.

Research Design

Sampling: 10 respondents were considered for study.

Data Collection:

Primary data: Questionnaire method was used to collect primary data.

Secondary data: The data was collected from internet for secondary sources.

Research design: The study was descriptive one.

Findings

- 1) 90% Agreed and 10% Disagreed that perception was dependent on the organisational information.
- 2) 80% Agreed and 20% Disagreed that operational risk analysis is necessary for event based projects.
- 3) 90% Agreed and 10% disagreed that level of risk depends on the quality of operations.
- 4) 60% Agreed and 40% Disagreed that level of risk also depend on the scale of event.
- 5) 20% opted for external factor, 10% opted for internal factors and 70% opted for internal as well as external factors affecting the overall risk.

Conclusion

- 1) The perception of risk is related with information of operation.
- 2) The level of risk depends on the quality of operations.

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Kamala Das: As a Confessional Feminist against Oppressive Anguish of Female Life and a Women Searching for True Love and Security

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Introduction:

Kamala Das was a revolutionary confessional writer from Kerala. A few of her poems were published during her early days. They bring out the autobiographical and nostalgic aspects of her poems. Sense of identity, simplicity, experiences of her life, bold recollections, yearning for true love and compassion—all these are the hall marks of the poems of Kamala Das. The bitter sufferings of a woman related to sex and identity are highlighted. She depicts her true personality with frustrations and disillusionments from a feminist point of view.

Anguish of Female Life

Kamala was denied education and was married to a banker at a very young age. She had three children. She suffered from hopelessness, lack of true love and bitter personal experiences. She revolted and retorted from her husband's harassment and became bold to confess. She wanted to be free, courageous, honest, sincere and frigid. By now, her first volume of fifty poems appeared. She was drifted from Bombay to Calcutta. She suffered from emotional disquietude. She was against male domination and chauvinism. She had written a lot of poems and stories pertaining to the physical and mental loneliness, inner turmoil and agony; she experienced mental death. She could not tolerate the thrust of male ego and religious fanaticism. As a woman, she felt she was under house arrest in a stony house like a stony bird.

Man and Woman Relationship

Kamala identifies her self in the Radha-Krishna myth. She is passive and ignores her womanliness. She thinks that every man is lustful and always needs a woman. She elevates her poems to the level of both physical and spiritual love. She searches true love in Lord Krishna. Man is interested in his emotional outlet; but a woman is soft-sift in her passions to be cajoled and admired. Lust is the Science of sex; but love is the aesthetic of it. Hence there should be mutual understanding and adjustment between the both. The principles of flexibility.

Search For True Love :

Kamala Das ironically asks women to surrender to the male ego and also men to female ego. Any extra-marital experience is nothing but lust, which would destroy the mutual love. Release of sex energy is what is considered as freedom by man; adoring the female charm is called the best part of life by women; this varies in degrees from man to woman. Selfishness on the part of man leads to satisfy his ego. Considering each man as a new season, like a coin she change hands. Now she feels she has lost her way of life. She compares the woman her blindness and deafness. Mostly man explores the body of a woman; she feels guilty; she wants to repent. She forgives all. In all these poems, various types of emotions are revealed. From immaturity to physical as well as mental maturity she gets into. She advises at last to have mutual trust, repentance and forgiveness. This ultimately leads to the elevation

of body, mind and soul. Both wine over lust. Finally friendship, mutual love and emotional poise get balanced.

Search for security

Several of Kamala's poems are critically examined. The confessions of woman against oppressive anguish of her life and her search for true love and security are revealed. The freaks, my grandmother's house, a hot noon in Malabar, The Sunshine cat, The Invitation, The Looking Glass, In love, An introduction, The old play house, Luminol and composition are some of them. In each of them the dark cave of her mind is painted. She anatomizes her body with reference to the outward colour and shape. She studies acutely her psyche. She is nostalgic in her approach. Her memories of the past often surface in her mind. Her observation is very acute about the women in the world. Her personal outpouring reveal her humiliations and sufferings.

In all her poems, Kamala Das yearns for true love in all her life. Her yearnings become frustrations and disillusionment. She could discover the male ego of brutal masculinity over the feminine charm and softness. She has emotional dissatisfaction and disgust throughout her life. She finds solace and comfort in the mythical character of Lord Krishna there is spiritual union and gratification in the myth. Poetry flows through the emotional poetic communication in her poems. The confessions are from a very bold nymphomaniac but often lead to sympathetic heart. Her physical union leads to her mental collapse. She discovers herself mutilated. She longs for a mystic death. After wards she needs a halo of a martyr.

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Corporate Social Responsibility

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Introduction

—It is an utopian notion that poverty can be overcome without the active engagement of business — Kofi Annan

Corporate Social Responsibility forms an essential part of large companies. Corporate Social Responsibility emphasizes on what companies plan and implement on a voluntary basis beyond the existing rules by the governing body in the operating country. CSR implies companies are promising positive social development through ethical business conduct, and by taking the local community and stakeholders like customers, investors, employees, suppliers, creditors into consideration. CSR must be recognized as a line management responsibility, and followed up on an ongoing basis by the company's senior management and board so that to ensure the implementation in a time bound frame. A survey suggested that large firms are more aware of the importance and issues of CSR than smaller firms. (Bhattacharya, Sen 2004)

Corporate Social Responsibility- Yes it is important!

1. Corporate social responsibility is performed by companies to help the environment, even though it won't solve all the world problems every firm be it large or small should participate in doing their bit for the environment they are working in by doing their bit the firms can also see a benefit and it also provides sustainability. To get to the root of it, there are some ways by which the CSR helps the firms :

Cost saving: firms can reduce the production cost by less packaging, or using less energy which in turn helps in preserving the energy and environment.

Brand differentiation: building upon the brand loyalty is any firm's long term goal, thus CSR helps them achieve this loyalty among the customers.

Customer engagement: many firms form a cross functional cross sectional global environment teams and encourage their employees to participate in these events.

Taking an example of the Iceberg we can only see the tip, so is CSR, only a part of it is visible. CSR appeals to the customers, stakeholders and investors. It can be seen as a major selling tool if used and practiced well by appealing to customers' consciences and desires.

CSR assists companies to build brand loyalty and develop a personal connection with their end users. Many corporate have tie ups with charity to gain access to their targeted market place and consumers and the contribution in the social service gives the company the power.

A free market system is regarded to market which dominated only by demand and supply, subtracting the rules and regulations imposed by the governing body. It mentions that the emergence of the financial and economic crisis has resulted to discussions over the virtues of the free market system and the role of the government in economic stabilization (Aikins, 2009). To achieve CSR, the corporates must truly understand the importance of it; it should be encouraged within the firms. Since there is less influence of a governing body regulating the firms it is the firm's responsibility to promote sustainability and include it as a part of their work ethics.

2. Green taxes are revenues for the governing bodies which are charged to the corporates. The Department for Energy and Climate Change has given a figure in 2013 stating that green taxes levied to firms accounted for £112. Many firms are adopting CSR to give back to the

environment. Firms following sustainability, it gives them an edge to overcome any future risks associated with regulations. Walmart has developed incentive plans for its buyers to encourage environment safe products. Business leaders, government officials, and academics are focusing attention on the concept of —corporate social responsibility— as over the years it has seen a drastic change in the operation of firms and its benefits. The proportion of people who purchased a product at least once a year in mind the ethical aspect rose from 46 percent in 2011. (Cooperative Bank, n.d.). In my opinion taxes should not subsidised for firms adopting sustainability as these taxes in turn help the environment itself and with the change in the practice and work culture more and more firms will adopt CSR hence the tax will equalise in the long term.

3. Vodafone is the world's leading international telecommunications company that is operating in more than 40 countries. At Vodafone, CSR is taken very seriously and is part of the work culture. Vodafone is devoted to using their funds to make a positive involvement through their sustainability programme. Vodafone believes in investing in community and its biggest example is the Vodafone New Zealand foundation. It consists of three main programmes:

- Strategic grant making
- World of difference
- Fellowship in youth health leadership

Apart from these main programmes Vodafone foundation Canterbury fund was established in 2011 in partnership earthquake appeal trust to support the rebuild of Christchurch. Vodafone encourages its people to volunteer through two employee programmes.

Also it helps the people in need via various campaigns that place time to time by each region per country. The campaigns focus more on the local area and the problems associated in that area. Corporate Social Responsibility taken by firms is indeed a positive step but however in my opinion it is not enough. CSR firms only 2 percent of the firm's profit and it merely fulfils only the basic. A Tobacco company performing CSR isn't really the ideal sustainability method hence the business chosen should be clean and how it us run is also equally of a major importance (Vodafone 2013).

Conclusion:

There are few firms that have constructed their status upon their CSR commitment, such as Whole Foods, Starbucks, and Gap, have done well and well competitive in the market—but for all the efforts and funds they have invested in CSR, there is no evidence that their model will prove the most successful. Keeping that in mind, there are some perceptions that exist that the firm will participate in CSR only when it sees some profit from it. The core idea of any functioning business is to make profit. So this thought process would not be wrong. Some firms are for the idea of sustainability when their interests are aligned with the society. Corporates now exert the power to run with little interference from the governing so the adopting CSR is primarily the firm's strategy and decision. Many see it as a potential profit by engaging the customer and forming a 'good image' and others just belief in the

profit or only when the society or governing body pressurises them. As a citizen it is essential for each firm and individual to understand the importance of preserving the environment for the betterment of our future.

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Corporate Tax Planning- In India

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Abstract:

In this study corporate tax planning by companies is highly important activity as one of the many tools uses to manage companies tax affairs. Tax planning is an important part of a financial plan, as reducing tax liability and maximizing eligibility to contribute to retirement plans are both crucial for success. Tax planning is the analysis of one's financial situation from a tax efficiency point of view. So as to plan company's finances in the most optimized manner. Tax planning works within the framework of law not its not illegal.

Key words: Tax planning, corporate tax rate, Company

Introduction:

The process of taxation dates back to an ancient time. Various kinds of taxes are levied by governments of various countries. In India, taxes on income, wealth, capital gains are some of the most significant taxes paid by customers. Corporate houses too, be it domestic or foreign, are required to pay taxes in order to run their business. One of the may taxes that corporates are required to pay to the Indian government is corporate tax or company tax. Tax planning is the analysis of a financial situation or plan from a tax perspective. The purpose of tax planning is to ensure tax efficiency, with the elements of the financial plan working together in the most tax-efficient manner possible.

Corporate tax planning is a means of reducing tax liabilities on a registered company. Corporate tax planning provides strategies that are significant in minimizing taxes. Corporate planning is a strategic tool used by companies to set long-term plans to meet certain objectives, such as business growth and sales volumes. Corporate plans are similar to strategic plans, but place greater emphasis on using internal resources and streamlining operations to achieve certain end goals.

Corporate tax is a form of tax levied on profits earned by businessmen in a particular period of time. Various rates of corporate taxes are levied for different levels of profits earned by business houses. Corporate tax is generally levied on the revenues of a company after deductions such as depreciation, COGS (Cost of goods sold) and SG&A (Selling general and administrative expenses) have been taken into account.

Corporate tax in India is levied on both domestic as well as foreign companies. Like all individuals earning income are supposed to pay a tax on their income, business houses too are supposed to pay as tax a certain portion of their income earned. This tax is known as corporate tax, corporation tax or company tax.

For the purpose of tax calculation, companies in India have been broadly divided into the following two categories.

1. Domestic Corporate:

Any company that is Indian is called as domestic company or if the company is foreign but the control and management is wholly situated in India then also it is termed as a domestic company. An Indian company means a company registered under the Companies Act 1956

2. Foreign Corporate:

Any foreign company is one that is not of Indian origin and has some part of control and management of affairs located outside India

Corporate Tax Rate:

Depending upon the type of company, domestic or foreign and depending upon the income earned in one financial year, corporate or company tax rates vary for different companies. Currently for the financial year 2015-16, corporate tax in India has been reduced by a certain percentage. In the subsequent sections, corporate tax rates for the current fiscal have been detailed out more clearly.

What is meant by Income of a Company?

In order to compute corporate tax on the income of a company it is necessary to first learn what all factors make up the total income of any company.

2. Profits from business
3. Income from property
4. Capital gains
5. Income from other sources such as foreign dividends, interests etc.

Corporate Tax Rate for Domestic Companies in India:

A domestic company in India refers to any enterprise that has its base location in India and is of Indian origin. Given below is the tax rate applicable to domestic businesses in the country.

- 19.1 A flat rate of 25% corporate tax is levied on the income earned by a domestic corporate.
- 19.2 A surcharge of 5% is levied in case the turnover of a company is more than Rs.1 Crore for a specific financial year.
- 19.3 3% educational cess is levied.
- 19.4 Corporate tax is also levied on the global earnings of the domestic company. This takes into account income earned by the company abroad.
- 19.5 Corporate Tax Rate for Foreign Companies in India:
- 19.6 A foreign company means an enterprise that has operations and origin in any other country except India. The taxation rules are not as simple for foreign enterprises as for domestic businesses. Corporate tax on foreign companies depends a lot on the taxation agreements made between India and other foreign countries. For example, corporate tax on an Australian company in India will depend upon the taxation agreement between the governments of India and Australia.

Objectives of tax planning:

- 14.1 To study reduction of tax liability
- 14.2 To study the concept of tax planning ,tax avoidance and tax evasion
- 14.3 To study the various provisions of Income Tax Act,1961
- 14.4 To study the impact of tax planning on economic stability

Concept of tax planning, and evasion and tax avoidance:**Tax PLANNING:**

Tax planning means judicious use of all the benefits like exemption, reduction, rebates and relief available under the act to minimize the tax liability. In other word it can be said efficient arrangement of financial affairs within four corner of law while availing exemption, deductions, rebates and relief so that tax burden will be minimum.

TAX AVOIDANCE:

Tax avoidance is taking undue advantage of loop holes of law to minimize the tax liability. It takes advantages of some provisions or lack of provisions of law.

TAX EVASION:

It is an attempt to reduce the tax liability by making falsification claim or by hiding some fact or by providing wrong information regarding real income. It illegal and punishable under the law. In many cases the law has been directed to discourage tax evasion and punish the culprit engaged in such activities which causes to substantial loss of revenue to the government.

TAXATION OF CORPORATES:

Meaning and types of company as per Income Tax:

As per sec-2(17) of Income Tax Act Company means

- (1) Any Indian Company or
- (2) Anybody corporate Incorporated by or under the laws of country outside india
- (3) Any institution, association or body which is or was assessable or was assessed as a company for any assessment year under indian Income Tax Act for any assessment year Commencing on or before 1st April 1970, or
- (4) Any institution, association or body, whether Incorporated or not and whether Indian or non- indian which is declared by general or special order of board of company.

TAX INCIDENCE OF A COMPANY :

The taxability of income of a company is depend upon the residential status of such company. A company said to be resident if it fulfills the following conditions:

- (a) An indian company,
- (b) Control and management of its affairs situated wholly in india.

TAX INCIDENCE:

Resident company: All the incomes received or deemed to be received in India, accrues or deemed to accrue in India or outside India is taxable.

Non-resident: All the incomes received or deemed to be received in India or accrues or deemed to accrue in India is Taxable.

CONCLUSION:

Tax is a compulsory payment so no one can escape from it. proper tax planning will evade tax burden. The income tax Act, 1961 provides lots of provisions that can be used by the company to minimize tax. Tax planning is arrangement of the financial activity in such a manner that maximum tax benefits are enjoyed.

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Impact of Indian Philosophy on Indian Education in Today's Global Era and its Good Returns on Society and its Over-all Development

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RESEARCH ABSTRACT :-

Your vision will become clear only when you look into your heart. Who looks outside dreams but who looks inside awakens – Carl Jung. This is the perception of Philosophy. Since Time Immemorial, Philosophers have attempted to study the human behaviour and to evolve a system of judging the right or wrong conduct of human beings. In the earlier period of History, people used to live in groups and the group head decided the principles of right or wrong behaviour. As the civilisation improved, people moved to various localities and different geographical regions and they started giving their own ideas, views, perviews and perceptions. Nobody questioned whether this was really right or wrong. Various customs, traditions, beliefs and habits became prevalent and these theses were called as Philosophies. In due course of time, they started to flow in different forms, visions, missions and languages and even new- new religions came into being. Earlier was Sanatana Dharma (the original Indian Philosophy), then came various other philosophies down the lane. Buddhism, Jainism, Christainty, Islam, Bahai and many other philosophies and religions. It can be put into this text- “ Where science ends, Spirituality starts; Where spirituality ends, various philosophies and religions starts, Where Philosophies and religions ends, politics starts; Where politics ends, humanity starts, Where humanity ends, there are different riverlets, which finally meets into one big ocean of Love.” This is what should be common in all philosophies of all religions which can work for the betterment of society and over-all development.

Key words :- Ideas, views Perceptions, Betterment of society, Love, Over-all development.

Introduction :-

India is a geographical and economic entity, a cultural unity amidst diversity, a bundle of contradictions, held together by strong, but invisible threads, overwhelmed again and again, her spirit was never conquered. – Pandit Jawaharlal Nehru (Discovery of India). India is a land of mutli-cultural, multi-ethnic and multi-religious country. It has many customs and traditions. With such a diversity in customs an traditions, the people in India have developed a sense of Tolerance, respect, forbearance, humility, integrity, sacrifice and self-less service. Indians believe in the concept of “ Sarva Dharma Samabhavana, that is Equal respect for equal religion, whether be it of any religion perspectives. It always helps the over-all development of the society, focuses more on the betterment of the societal welfare and the economic aspects of the country and the nations widens to a broader perspectives. Indians believe in giving and not in taking anything. They are great Dhanis and Charitable person and hence they get a lot by giving a lot to the society. They always try to adopt and adapt towards the situational parameters.

Aims and Objectives :-

- 1) To bring out the various aspects of Various Indian (Sanatana Dharma)Philosophies

- 2) To give a Comprehensive study about Various Sanatana Dharma ideologies.
- 3) To Keep a balance between Indian Philosophy and materialism.
- 4) To really see that the Indian Philosophy works on customs and traditions and is beneficial to everybody throughout the world.
- 5) To prove that Indian philosophies are proven stress- free management techniques.

RESEARCH METHODOLOGY :-

Secondary Data is collected through the Published sources, Journals, Newspapers, Reference Books, and internet sources .

Limitations of the study :-

1. The research study has limitation of time.
2. The study is generalized and indicative.

.Data Analysis and Interpretation :-

Bhagvad gita – chapter 18, verses 66= Sarva dharma parityajaya, Ma mekam, Sharanam Vraja, aham twam Sarva Pape Bhyo, Moksha Ishiyami Ma suchaha. Meaning= Shed all your religions and anxieties to me. Surrender to me and I shall Banish your fears. =That should be the essence of Education and Technology. Bhagvad gita- chapter 15 verses 1= Urdhva Mulam Madhsakham, Aswatham Prahuravayam, Chandagumsi Yashya Parnani, Yastam Vedasa Vedavith. Meaning- The Banyan tree roots have it in upwards and its leaves downwards. They are the Vedas and one who knows it knows the Vedas. Similarly, one who knows the essence of education knows all about the fruits of education and its realities and its moral values. Chivalry of speech has increased, Chivalry of deed has disappeared, Life is laden with false vanities, I have tried to use the student and education perspective with the view purpose of society-building, because through Indian philosophies, they will change the society tomorrows. And so is this summary of status of Indian education with wrong notion and philosophies. This is the life of the student today and that is what the education teaches him. Money has become our God, Pride has become our creed. Selfishness sits supreme in Mind's seat. Egotism has become our Fashion. Greed has become our Beauty. Dharma is not sought. Compassion has sunk low. Moral fervour is lost. Hypocrisy has become the light of life. Love and Kindness lie sick and diseased. Modern education has blinded the man with lust. Life has become a burden. Mind have gone astray. Delay no more for delay is disastrous. Fuse morality with education in sweet harmony. And see what happens. The educational system has to be shaped anew, so that students can fulfil the task of brightening the Motherland Bharat. Western education has spread so deep in our Indian culture, that we are out of view. Western education has spread so deep, that our family bonds are loosened much. Western education has spread so deep that our Indian wealth has frittered away. Western culture and education has spoilt our speech and dress sense and we have lost our Bharatiya kalakritya. Today it is said that it is wrong to talk in Mother tongue and it is cheap to honour the Guru. Who is to be blamed for all this :- Who is the Guru, who is the foe ?, Who is the Guru ? who is the pupil ? Who is the poet ? who is the cast ? Have you have the head to surely know ? If you have not, do not resent the blame to Education and Technology and human beings !!! = (Literature couplet). Through Education, and when once it is structured and enhanced, let it be good for technology an employability of everybody. Education should teach us= SIMPLE LIVING, HIGH THINKING. EDUCATION should produce- students of integrity, character and self-confidence. Education without purification is like a kite whose twine is scrapped. Education without refinement of character is like a rudderless boat, no one knows where it will take us. What is education? What kind of education should we seek ?

What is the true measure of education fosters the well-being at large? What good has the current system of education done ? He indeed is the wise one, who focuses his attention on the important aspects of learning and obtains the right insight into the true nature of education. Education is that which throws wide open the doors of the mind. The men of learning should experience within themselves the sublime beauty and splendour of education, and then they should impart it to others. Students nowadays, strain themselves hard to acquire great degrees. But they should even strive hard to acquire noble qualities. It is by giving up bad qualities, then cultivating good qualities, which purifies oneself. Education should enable a person to nurture proper values and virtues in oneself. The end of education, according to today's perceptions is to gain employability and possess lot of wealth. This is not true education. Students enrol themselves in employment bureaus and if they do not get jobs, they commit suicide. All these are wrong actions and reactions. This has to be restructured and remodelled and given a new parameters to come up with ladders of successive steps like Eagle bird. Today even $4+3+3=10$ is done on calculators by students. Technology has eaten the neuro transmitters of the brain of smart Indian Buddhu mundane students. Poem- Do reading and writing make a student ? Does securing a degree makes a student ? Can education without wisdom become education at all ? If education is for living, do not birds & beasts live ? Education and employment should not be for a mere living. Even birds and beasts live like that only for a living. There should be a difference. Use your education for mankind's welfare. Education should create a sense of gratitude within the students who study various subjects like Commerce, Social Science, psychology, computers, political sciences, Linguistics, humanities, Economics, Environmental studies, Astronomy, Languages and so on, with the list going on and on. In today's education patter, there is no trust and humaneness. When we fall low in education, or in knowledge, our parents feel great grief. When we fall low in morals, and the spiritual values, our motherland bemoans her fate 10 times more sadly. Students should have enthusiasm and skills necessary for undertaking any tasks. Dharma is declining day by day, and all evil qualities are running amok. The students have to rise up like Lion cubs, re-establish peace and restore Dharma in everyone life, be it Individual, social or national life. Remember, if all those we are accepting as leaders today, whom we worship as leaders and elders, some years ago, they too were students. So we would also be leaders one day, and for this we ought to have good education, upgradation and structured it well with Technological advancements and that is why we have come here together for our Knowledge Enhancement with our Technical know-how and other worldly knowledge. Students are the very foundation of the nation. When the foundation is strong, the nation will also be the strongest building. For this, the people of the nation, the government, the teachers, the parents and the students of country. Students nowadays strive to get high ranks and high degrees, but they have lost moral values. We have reached the planets, but we cannot conquer our senses. Master the mind and be a Master mind. We nowadays are not caring for remarks, but we only take credibility in Marks. This is a wrong path from our sides. WE should care for remarks rather than marks and this will make our improvement in educational restructuring and re-modelling and upgradation of technology as a whole. Story in a lighter sense :- Once Indian sincere parents send their only son for education abroad to US for 2 years. He comes after 4 years with wife and a kid. They take him to their Kul-devi and tell him to bow down before the goddess. On this, He waves his hand, shakes his pockets and opens his moth with a dreadful sentence, " Good evening, Madam, How is your day? . Such is the education and technology gone today. The education process is a holy endeavour.

We have many lessons to learn from it. Many duties to fulfill. Students should be the guardians of the nation through their educational values, and technological know-how. Educated persons today are afflicted by selfishness. As the scholarship is accumulated through the valuable education, man is losing compassion quality. He is only giving troubles to other people (Neighbour) by using technology and education in a wrong sense. Education must award self-confidence, which will give self-courage. With regards to education, Einstein retorted, " I am what I am not because of the education, but inspite of it. The Education and Technology may have pros- an cons, but we have to take what is positive and good for our sustainance. Faith in God has declined, Reverence is at a discount, Atheism is rampant, Guru's respect is gone, Devotion for anything is gone, The age old culture of Bharat is ignored, The respect for the good has vanished. This is Today' s education. How can we get the true values back? By the qualities of Humility, Reverence, Compassion, Forbearance, Sacrifice, and sense control which can bring back the Golden era educational values of India and Motherland Bharat. You may not get a Job, but engage yourself in social service. This will save you from the clutches of bondages and stress. Manav seva hi Madhav seva hey- thus even if technology and educational values leave you, but your attitude towards society will make good for you and for your family in the long run. I conclude, If your eye is positive, you will love the world and technology, and if your heart is positive, the world will love you and your family, and you stance will be taken care till eternity. This are all various Indian philosophies with respect to Indian society, educational values and to better it off with its various technologies, methodologies and pedagogies to initiate various development facets for society. So better try to improve educational policies, values and use better Indian philosophies to come up in life and for over-all development of societal welfare.

FINDINGS :- Some of the points to be considered, during the analysis as findings:-

- Holistic approach is developed with in the right mindset of the intellectuals people.
- People understand each other in a better perspective.
- Immense potentialities are tapped.
- Various talents are nourished and livened up.
- Divine virtues are nourished while societies are developed.

SUGGESTIONS & RECOMMENDATIONS :-

- We have to bless ourselves and say that we are champions of renunciation and rectitude, try to work on those parameters.
- There should be Building Bridges and Breaking Barriers for the betterment of the society and its over-all development.
- Unity in Diversity should be followed upto the utmost levels.
- There should be a high level of Tolerance and Forbearance to be done for the upliftment of the society.
- Self-introspection and self-management techniques should be done to be followed upto the most priority basis for the growth of society improvement.

Some of the (**BOTTLENECKS**) - obstacles is as follows :-

- We are always trying to accumulate things, rather than giving.
- We are hoarding things for ourselves.
- We are only thinking about ourselves and not other people.
- We are trying to be inhumane to other people needs and this is retarding our growth.
- We In conclusion, we only get what we reap. Therefore, through Proper Apt Philosophical Indian methods, we will get what we want, so :-

Om Saha naa Vavatu, : Let us exist together.
 Saha nau bhunaktu, : Let us share the result of the work together.
 Saha veerayam Kara vaavahai, : Let us work together.
 Thejaswinaa vadhe thamasthu, : Let us all get enlightened
 Ma avid wishaa vahai. : Let us not have hatred towards anybody.
 Samastha Loka Sukhino Bhavanthu : Let the whole world attained happiness to
 the fullest, Summing up the essence of
 18 puranas in one phrase :-

“Paropakarah Punyaya, Papaya Parapeedanam.”= (HELP EVER, HURT NEVER). In other words, FORGIVE AND FORGET.....

SCOPE OF THIS PAPER :- Let this be the pledge for everybody:- WHEN YOU LIVE TOGETHER, YOU WILL LIVE IN UNITY AND DIVERSITY, - WHEN YOU WILL NOT LIVE TOGETHER IN LOVE AND IN DISUNITY , YOU WILL LOSE THAT DIVERSITY AND SIMPLICITY OF LIVING IN NON- GRANDIOSITY !!!!!.....

Believe in Narendra Modi ji's clarion call- Inspire, Transpire, Inform, Reform and Talk it any form. Iqbal says, & I quote, :- Jab Manzile Maqsood nahin le paata hoin, Kooshish ko Naheeen raha Pe le aatha hoon. I am the maker of my own destiny. Veni, Vedi, Vinci (I came, I saw & I conquered). So Believe in Indian Philosophies and move ahead and use it for the betterment for the society.

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Impact of Digital Marketing on Customer Purchase Decision in India

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Abstract:

The aim is to identify the implication of digital marketing in consumer purchase decision and to find out that the consumers are aware of digital marketing and the digital process influence in their purchase decision. The finding revealed that customers are aware of digital marketing and they prefer to buy electronic and shopping goods through digital process and positive impact on consumer behavior. The analysis of consumer purchase in a particular geographical area and this is very difficult to judge the purchase decision of all customers of different religions. The India moving towards digital era in next coming year. If advertising rise in coming year on digital push and benefit for consumer purchase of goods and services. The digital channel also play important role in increasing of sales of any firm's product in India.

Keyword: Customer purchase behavior, Digital marketing, Digital Process.

Introduction:

American marketing association marketing is the performance of business activities that direct the flow at goods and services from producer to consumer or user. The function of marketing starts with identification of needs and want of consumer and reaches the goal by satisfying these needs and wants in better way than competitors.

Digital marketing using electronic media such as the web, e-mail, interactive, T.V., IPTV, wireless media in conjunction with digital data about customer characteristic and behavior, Digital marketing term was first used in the 1990. In the 21st century. The term digital market become more sophisticated and popular in the India or developed countries. Digital marketing makes use of electronic device such as computers, tables, Smartphone, cell phones to engage with consumers purchase decisions.

Digital marketing of the channel in order to reached the desired target market via some of the following channels, social media, website, mobile marketing, telemarketing, online search engine advertisement-marketing.

Impact of digital marketing:

E-marketing, Social media marketing and mobile marketing. The E-marketer can attract customer located all over the globe and compete in the world market. The small E-marketer can get order from customer across the globe. The E-marketer is important for customer shopping convenience through Flipchart, Snipe deal, Amazon etc. The physical store also provides home delivery but all customers not visit the store for selection of goods. The customer can place order 24*7 anytime through on-line customer can get the goods at lower price from seller. Because seller given some facilities like discount offer, free sample, after-sale-service etchant consumer is totally satisfied after purchase goods. The customer using social media network such as Wasp, Twitter, Face book, Google plus and used modern technology have widespread the penetration of mobile. It allows people to connect the internet and place the order at any time and any place. The educated customer can easily operated the

mobile and change the buying behavior in the world.

Consumer behavior:

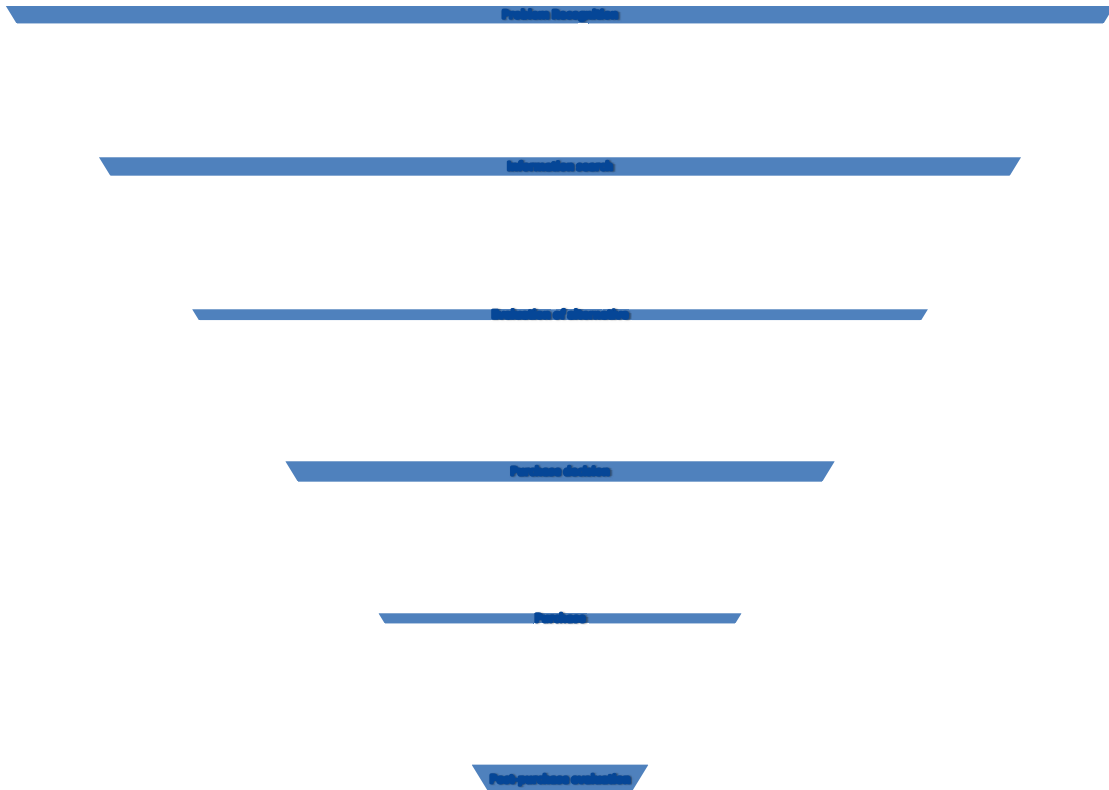
The most of the time some factor influence in consumer behavior in the way of product, price, place of the customer, Gender, Education, Personal status in the society, Income level etc. The consumer purchase goods on decision basis. The first Identified the product as per desired than find out the information to buy the product from different sources like calling, sms, consult other people etc. chose the alternative suitable brand for buying product. The customer may evaluate each brand. If evaluate product the customer may develop on attitude towards the product like personality, positive and negative attitude. If consumer change the purchase decision effect on the company. The turnover easy is up or down depending upon situation.

The modern and traditional information related with consumer:

In modern day the most valuable use of internet technology have transformed the way society communication bath in their daily and professional life. The traditional communication is also play vital role for customer and seller. The new communication with the help of digital channel already available comm. Tools are now fetching to be called as traditional comm. Tool.

Traditional comm. Tools are printed (journal, news paper) visual (television, cinema etc.)And audio (radio) comm. Tools.

The consumer buying process:-



The above chart consumer purchase process is very important the problem recognition about the product. Which product buying qualitative or quantitative product than search information of goods price, feature and sale service. If any problem in goods evaluate alternate than afterward change the consumer decision and purchase of goods etc.

As per the information 90% of online shopper is planning to buy more products online which reflect in the positive experience of the user in term of top product category purchase online.

- Accessories -----84%
- Electronic-----71%
- Beauty and personal care-----64%
- Books-----62%
- Household products-----61%

This is more profitable because of repeat purchase. In term of converting more user to buying online.

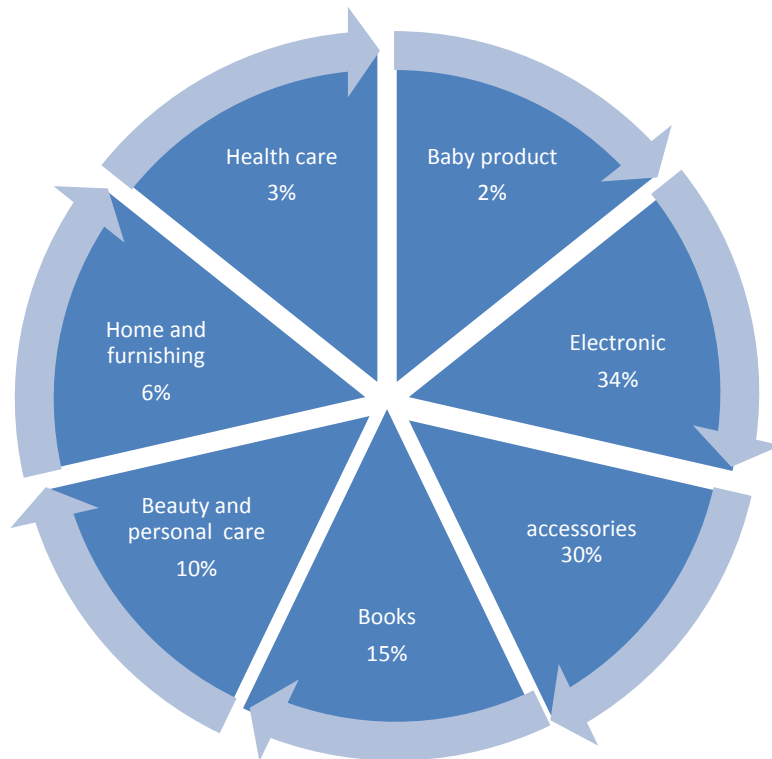
The age group internet user 18 to 50 from Delhi, Mumbai, Kolkata, Bangalore, Ahmadabad,

Hyderabad and Puente after few years the customer easily purchases the all type of product from online channels.

The survey show rapid growth in online shopping 51% in 2016 their purchases on the web according to an annual survey of more than 5000 online shopper by united parcel service in India.

48% in 2015 and 47% in 2014.

Top Product Categories



The above chart shows that in term of product categories, consumer interest for accessories (30%) second biggest product category after consumer electronic(34%). massive growth in niche product categories in 2011-2012 in comparison to electronic , baby product ,home & furnished, and health care saw over and 2*growth and were also the fastest growing product category in terms of query volume.

Objective:

The main objectives are as under.

- 1) To understand the awareness of digital marketing in Indian customer.
- 2) The influence of digital marketing in purchase decision.
- 3) The different kind of product bought by utilizing digital channel.
- 4) How it will be success in near future.

Finding:

It is describing that the major consumer buying the goods from digital way and the due to demonetization. The digital marketing boost up in India and the consumer satisfied for purchase goods / product through online. Don't find customer for your product find product for yours customer through sms, mobile marketing etc.

Suggestion:

The government should be provide the free facilities for purchase system if the demonetization recovery in the market. The future batter than past. The after ban notes Repayment is also best for consumer purchase decision. The after some year cash less India and consumer buying system only through online. The government is providing some discount to consumer. If those persons is know about how to purchase online that time government will be given some simple system for customer.

Arun Jetly said that the boost cashless India government after incentive to go digital in the debit / credit people will get a 5% discount on digital market.

If buying diesel, petrol provide some discount to customer.

Conclusion:-

A digital future is option via a disruptive marketing approach would yield better realization for customer purchase decision. If the company will have to adopted the new digital technology in their market efforts to improve realization yield for their product and consumer. The people aware of digital channel in spite of their education qualification customer use to prefer digital channel to buy sought of product, no much role of monthly income people to choose the online product. Mostly people prefer shopping and electronic goods through digital channels among people. It effective advertisement for convenience goods for consumer then consumer satisfied and increase sales in the market. The observes data purchasing decision is very less is earlier year but if digital came in India the people aware about it and near future digital is impact on consumer purchase decision is very accurate and better result.

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Referendum and Language (Eastern State of India) Social Development

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ABSTRACT

“We have history, but don’t have geography” said by sylhety scholar. The Southern Assam is nothing but unwritten history of India. Where recently our government is gifting nation so called *Digital India*. Local people or migrated people still facing D-Voter issues, Language conflicts etc. No doubt that we are staying in developing country, but still have to develop thoughts, education, infrastructure. In this research paper I have tried to get your attention towards *Laahe Laahe* city (Silchar) of Assam.

On paper government had given place and passed act to settle here, live life and survive here in India. But because of religion, languages they were separated and still facing the same. This research paper has covered 1946 and 1960’s southern part Assam.

KEYWORDS: Referendum, language issues, Social and Economic Development

OBJECTIVE:

1. To understand Indian Philosophy and Social Development

INTRODUCTION

In 1874, Sylhet was annexed to the newly formed province of Assam without a referendum. In 1947, Sylhet was truncated and its larger part was included in the newly formed East Pakistan through a referendum. Both the events, particular the Sylhet referendum, were a events of trauma of such formidable magnitude as could provide and strong and enough grounds to the Sylhet people to become demoralised and psychotic. The people of Sylhet were proud of rich culture and literary heritage. The 16th century Chaitanya renaissance of Bengal, which gave the Bengalis their new racial and religious-culture identity, had its roots in sylhet.

Sylhet emerged as, and remained to be for long, a Hindu kingdom during the medieval period after the fall of the Senas of Bengal. Sylhet illumined Bengal, nay, the whole of India with her luminous human resources in the medieval age. But Sylhet never enjoyed any rewards for that. Whether she was doubly punished. The south Asian historian have been using and focused on non-traditional sources like memories, culture, folk history and most important is fiction history to give light on the people thrown into 1947 partition. But still, the Present and New history falls to provide Partition of India due to its near exclusive focus on Punjab and Bengal. Though Assam was famous in British India but not for its tea cultivation, but because of demand by Jinnah’s 6 province Pakistan.

Sylhet Referendum

The sylhet referendum was held on July 6and 7,1947, according to Mountbatten’s plan of June 3, 1947.Except few Hindu major place of Assam such as Karimganj thana,Hailakandi,Ratabari and Patherkandi, to join East Pakistan There were two ballot boxes

with two different symbols : one of a thatched hut representing India, and the other of an axe, symbolising Pakistan. According to the figures of the 1941 census report, the district of Sylhet had a total population of 31,16,602, of which the number of Muslim population was 18,92,117, constituting thereby nearly 60% of the total population. Sylhet was thus Muslim majority district. There can be no denying the fact that Jinnha's two- nation theory provided the ideological stimulus. Picture or scenario pre independence was different. It can be seen that the low educated or uneducated people wanted to live near his or her house but slowly Educated English people begun to move Surma Valley from Brahmaputra Valley. Many recognised schools and colleges from the districts of Sylhet and Cachar were under the Calcutta University and it was almost equal number of other province in 1935 (Calcutta university calendar,p.827-28,1935). It was crucial time to start or establish schools or colleges in 1935, most of the schools or colleges were established by Zamindars.

Again in 1874, Shillong was made the capital of the new province and this was the opportunity for job seeker and they moved there to find job. Colonial masters for their own interest, brought people here in Shillong from wherever they were available. For many common people it was great achievement and opportunity to travel Capital, involvement of different modes of transport, journey was made by boat, foot but soon in 20th century scenario was changed for best opportunity. Not only men, many ladies too reached Shillong. Transport had been started from Cherapunji up to Shillong.

Road from Sylhet to Shilong was constructed or build later. This road was build through the Khasis Hills. In 1833, Cachar became a part of Sylhet and Silchar as its head quarter established in the same year in Barak valley. Sylhet was ruled by Mughal kings before it was annexed by British Empire in india. The British had entered here in Assam with political agenda from Sylhet and Khashi Hills. The people of Sylhet were at that time were apprehensive of the atmosphere in which they were pushed. Assam was unformed division where the colonial powers were trying to implement their rules and regulations. Acoording to History it was lawless territory and the Assamese people had great experience or had seen effects of British rule in Bengal since 1766. When it was formed it had less population with big territory. In 1874, Lord Northbrooke, Governor-general of India, came to Sylhet and Visited Assam too. Later on, design of new province drawn up, more and more administration was consolidated, system of communication was improved, Education reached to the common people. In 1954, commission was set up to draw boundaries of state which was not accepted by people. Many freedom fighter and congress leader thought partition of these two valleys which was possible, but few people were thinking that it could be performed during independence period of India. June 3rd, 1947, there was announcement from Lord Mountbatten about Sylhet referendum but Congress party or its leaders not support nor opposed. Later on Sylhet came its own original place from where it got birth through the referendum in 1947. In the 19th century people had accepted it, but in the 3rd decade of 20th century people started giving their opinion and demanding for transferring it in Bengal.

Mustaqim Ahmad Chaudhari, a writer from Sylhet, writing on the Socio-Economic transformation during colonial rule (Sylhet, History and Heritage, p 376-77) “ Those who were averse to sending their children to government schools or the government Madrasas, sent their children to Deoband affiliated Madrasas. In politics, the Deobandis were not inclines to the Muslim League.

'We are with culture but without geography', Nabanipa Bhattacharjee, Dept. of Sociology, Shri Vyankateshwar college, New Delhi, writes that the partition of Indian states

not only created new border line but also gave birth to different issues like Identity crisis, cultural identity etc. it was divided into 3part or sections, starts with colonial history to referendum took place and partition, contemporary accounts of communities, and last one Sylheti identity.

Language issue

In 1947, it was crucial moment in the socio-political history of India due to fragmentation of Bengal and Assam. The partition of Bengal and Assam from 1932-47 gives a review of constitutional and party politics as well as of popular attitudes. Language problem is one of the major issues for Assamese Society. It emerges with the exchange of commodity which integrates nation and creates nation-state as the most profitable and normal arena for the capitalist relations. Before going into the depth of study of Assam, we would try to examine the language problem into the context of: 1) the different Stages of Historical event through which the national problem has solved. 2) Multinational characters of the Indian-Union and 3) the uneven development of regions.

India is a multinational state and has various cultures and languages. The multinationality problem in India is further complicated due to numbers of casts and numbers of religious community which indirectly 'Divide and Rule' policy. The Assam state is situated in the North-East part of the country, also known for its plain and hills state. As it already mentioned in introduction that it comprises the seven districts- Goalpara, Kamrup, Darrang, Lakhimpur, Nowgong, Sibsagar and Cachar. Garo hills, North Cachar hills, Mizo hills, Jayantia hills and Khasi hills these are the Assam's five districts hills. Since independence several changes took place in Political map of Assam. Hence Present day's Assam is shifted to Brahmaputra Valley and Cachar district.

When company was establishing its authority in different administration of Government, was bringing in large Bengali speaking areas and it can be said that it was the beginning of the language problem in Assam. Earlier it was closed Society, suddenly was exposed by immigration of labour with new skills and ideas. "This immigration has done much towards opening out and colonising fertile and sparsely-people districts of Assam while relieving other province of portion of their surplus population." After establishing Tea Company, there was requirement of a regular supplier of labour and labour were called from Bihar, Chhotanagpur, Uttar Pradesh and Madras. Peasant from East Bengal migrated here; around 80 to 90 percent were the Muslims. They came here with their children around three lakhs in 1921 and five lakhs in 1931 according to official estimates and it was continued from 1901-1947.

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Sustainable Development

Minoti Bhatija

Abstract

The debate between the development and economic needs and that of the environment is enduring one, since if the environment is destroyed for any purpose without a compelling development cause it will most probably run foul of the executive and judicial safeguards. In response to this difficulty, policy makers and judicial bodies across the world have produced the concept of sustainable development. Accordingly, the court has to follow the of sustainable development and find a balance between the developmental needs and environmental degradation.

The environment problems can and do undermine the goals of development in many ways. Take for example, pollution free water and air is itself a part of improvement in the welfare that development attempts to bring. If the benefits from the rising incomes are offset by costs imposed on health and the quality of life by pollution, this cannot be called development. Also environmental damage can undermine future productivity and thus it affects the sustainability. It must be remembered that environment is not a separate sector, distinct from industry, agriculture and energy. Hence, environment protection must become an integral part of the decision-making at all levels.

FULL PAPER

The principle of sustainable development is perhaps the most important principle which has emerged from international activity on the environment. Sustainable development means different things to different people.

To live “Sustainably” mean finding ways of development which will everyone’s quality of life without damaging the environment and without creating problems for future generations, or transferring such problems to people in other parts of the world. Thus, essentially, the concept of sustainable development has two aspects: - Economic development and the use of natural resources of the world in order to achieve such development in a manner that is sustainable. Brundtland Report, “Sustainable development is the development that meets the needs of the present without compromising the ability of the future generation to meet their own needs”. This also something referred to as the Intergeneration Equity Principle. In other words, this concept refers to development which is in harmony with environmental considerations.

In 1971 the World Conservation Union defined “Sustainability” as “a characteristic or state that can be maintained indefinitely” and “development” as “the increasing capacity to meet human needs and improve the quality of human life”. In other words, there must be a proper balance between “development” on the one hand and “environment” on the other so that both can co-exist without one adversely affecting the other.

The concept has its genesis in the mid-twentieth century when the world realised that the stress which development was putting on the environment was unacceptable. Every facet of the environment was, being destroyed – sometimes beyond repair – and a need was felt to evolve a new system of development whereby ecology will not be compromised. It is with this background that the concept of sustainable development emerged and evolved.

The expression “sustainable development” was first used in 1972 at the Cocoyoc Declaration on Environment and Development and has thence been used profusely –

Sometimes meaningfully and sometimes otherwise – whenever environmental issues are talked about or discussed. The concept received a universal backing at the Stockholm Conference 1972, and thereafter has been the most important theme of all conferences and declarations on environment.

Essentially, sustainable development is a multi-dimensional concept with three interacting angles: ecology; economics and ethics.

The global commitment to sustainable development was reiterated at the World Summit on Sustainable Development held at Johannesburg, South Africa, from 2nd to 4th September, 2002, where it was decided to strengthen the three interdependent pillars of sustainable development : economic development, social development and environment development.

The underlying idea of this concept is that natural resources like the sea-bed are not the fruits of the labour put in by the present generation, and that therefore, they should be used and exploited , always keeping in mind the needs of the future generations.

Several natural resources in this world are non-renewable, as for instance, fossil fuels and minerals. Once a particular quantity of such resources is used, the total quantity stands reduced forever. However, this does not mean that such resources should not be used at all. All that sustainable development requires is that we used these resources with extreme caution respecting the “rights of future generation”. “Protection of the environment” and

“development” are thus two sides of the same coin and one is inseparable from the other. Over emphasis on either will leave mother earth in a state of imbalance.

McGoldrick, in his famous book – Sustainable Development and Human Rights: An Integrated Conception, has depicted sustainable development as a three – pillared structure of table which looks like this:

Sustainable development		
International Human Rights Law	International Environmental Law	International Economic Law
Pillar No.1		

According to McGoldrick, Pillar No. 1 International Environmental Law is the central pillar, giving maximum support to the structure. However, our country requires support from all three pillars, each of supplements the other two.

SILIENT PRINCIPLES OF SUSTAINABLE DEVELOPMENT:-

The balance between environmental protection and activities could only be maintained by strictly following the principles of “sustainable development” this is a development strategy that caters to the needs of the present without negotiating the ability of upcoming generations to satisfy their needs. It is a guarantee to the present and a bequeath to the future. All environment related development activities should benefit more people while maintaining the environmental balance. The adherence to sustainable development principle is a sine qua non for the maintenance of the symbiotic balance between the right to environment and development.

Sustainable development is an ever-expanding concept and today, the concept covers a variety of notions which fall under its wide Umbrella. The U.N. Division for Sustainable Development has listed more than forty areas which fall under the scope of Sustainable development as for instance, the following:-

1. Atmospheric chemistry
2. Bio diversity
3. Renewable energy
4. Forests
5. Health
6. Industry
7. Mountains
8. Poverty
9. Sanitation
10. Sustainable agriculture
11. Sustainable tourism, etc.

As stated above, the concept of “Sustainable development” is not one which is easy to define. What is certain, however is that it has grown in size since it was born. The Supreme Court explained the concept in *Narmada Bachao Andolan V. Union Of India* [(2000) 10 SCC 664] wherein it observed that, “sustainable development means what type or extent of development can take place which can be sustained by nature or ecology with or without mitigation”

The concept of “Sustainable development” has grown since its inception at the international fora and it has acquired different dimensions in terms of economic growth, development and environment protection. However, some of the salient principles of sustainable development given by Brundtland Report and other international documents such as Rio Declaration and Agenda 21 are as under:-

1. Inter – Generational Equity,
2. Use and Conservation of Natural Resources,
3. Environment Protection,
4. The Precautionary Principle
5. The polluter pays Principle
6. Obligation to Assist and Co-operate
7. Eradication of Poverty, and
8. Financial Assistance to the Developing Countries.

1. Inter-Generational Equity:-

The central theme of the theory of inter-generational equity is the right of each generation of human being to benefit from the past generations. Inter-Generational equity and quality of biological resources, and of renewable resources such as forests, water and soils.

The principle of inter-generational equity is of recent origin. The 1972 Stockholm Declaration Provided the environment is viewed more as a resource basis for the survival of the present and future generation and to improve the environment for the present and future generation.

In *K. Guruprasad Rao V. State of Karnataka*, the appellant, an advocate filed a PIL praying for the cancellation of the mining lease granted to respondent and stopping mining within the radius of 1 km from the Jambunatheswara temple (Karnataka). The court explained the ambit and scope of inter-generational equity and sustainable development. Sustainable development includes preservation and protection of historical archaeological monumental wealth for future generation. Right to development includes the whole spectrum of civil, cultural, economic, political, and social process for the improvement of people’s well being and realization of the their full potential.

2. Use and Conservation of natural Resources:-

In order to meet the needs on sustainable basis, it is absolutely necessary to use the earth's natural resources carefully and the natural resource base must be conserved and enhanced. It is part of our moral obligation to other living beings and future generations. The resources must be conserved and enhanced to meet the needs of the growing populations.

3. Environment Protection:-

The protection of the environment is an essential part of sustainable development. Without adequate environment protection, development is undermined, without development, resources will be inadequate for needed investments, and environmental protection will fail. The strong environment policies complement and reinforce sustainable development. It is often the poorest who suffer the most from the consequences of pollution and environment degradation. For example unlike the rich, the poor also draw a large part of their livelihood from unmarketed environmental resources such as forests. The unscrupulous exploitation of forests may be detrimental to both environment and development.

4. The Precautionary Principle:-

The main purpose of the precautionary principle is to ensure that a substance or activity posing a threat to the environment is prevented from adversely affecting the environment even if there is no conclusive proof of linking that particular substance or activity to environmental damage. The words "substance" and activity imply substance and activities introduced as a result of human intervention.

In the context of the municipal law the "precautionary principle means:-

- (i) Environmental measures by the State Government and Local authorities must anticipate, prevent and attack the causes of environmental degradation.
- (ii) Where there are threats of serious and irreversible damage, lack of scientific certainty should not be used as a reason for postponing measures to prevent environmental degradation.
- (iii) The "onus of Proof" is on the actor or the developer/industrialist to show that his action is environmentally benign.

5. The Polluter Pays Principle:-

The "Polluter Pays Principle" (PPP) as interpreted by the Supreme Court of India, means that the absolute liability for harm to the environment extends not only to compensate the victim of pollution but also the cost of restoring the environmental degradation. Thus it includes environmental cost as well as direct costs to people or property. Remediation of damaged environment is part of "sustainable development and as such the polluter is liable to pay the cost to the individual sufferers as well as the cost of reversing the damaged ecology.

6. Obligation to Assist and Co-operate:-

The environmental problem is not the problem of an individual or that of one country. It is a global problem and it can be tackled only with the assistance and co-operation of all countries for sustainable development by improving scientific understanding through exchanges of scientific and technological Knowledge, and by enhancing new and innovative technologies. The environmental issues are best handled with participation of all concerned citizens, at the relevant level.

It is important for every state in India to co-operate to promote a supportive and open national economic system that would lead to economic growth and sustainable development in all states.

7. Eradication of Poverty:-

The sustainable development has to address the problem of the large number of people who live in absolute poverty and who cannot satisfy even their basic needs. At the Stockholm Conference 1972, our former Prime Minister Mrs. Indira Gandhi said: “of all pollutants we face, the worst is Poverty”. The key to achieve sustainability is to break the vicious cycle of poverty.

8. Financial Assistance to Developing Countries:-

The financial assistance and transfer of technology from the developed nations to the developing nations is a must if we want to achieve the goal of sustainable protection. This was one of the major demand of developing countries at the “Earth Summit” of 1992.

Conclusion:

All nations of the world have today realised the relevance, value and importance of the concept of sustainable development which will now become the reason of the economic growth of each and every country 21st century.

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Retail Analytics –Need of an Hour

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Introduction:

The most successful retailers today are increasing response rates to their offers and driving profitability by using Big Data and predictive analytics to make relevant, personalized, and precisely timed offers to customers. Predictive analytics provides a concrete means of realizing the long-standing exhortation to “know your customer.” In the era of Big Data, analytic tools have sufficient information to enable retailers to treat every customer as an individual based on insights into their preferences and future behavior.

Retailers who know their customers are making smarter decisions that maximize consumer loyalty without leaving money on the table by offering unnecessary or excessive rebates, discounts and special offers. These retailers are able to hit the sweet spot where customer behavior intersects with what the goals of retailers and their suppliers.

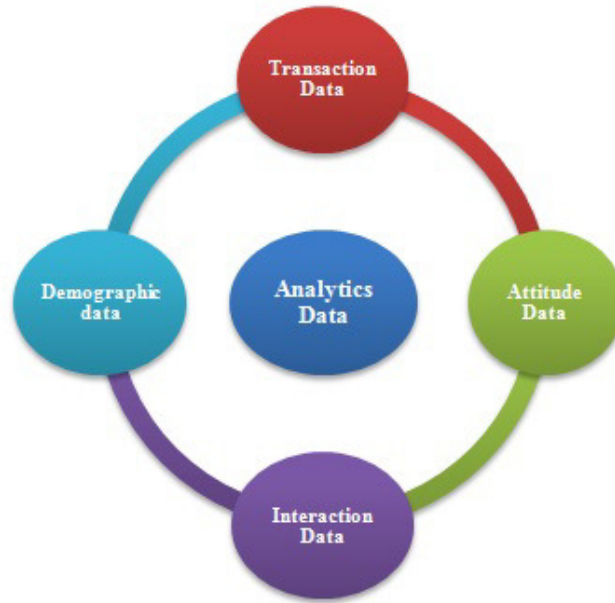
Objectives of study:

- 1) To understand the importance of retail analytics
- 2) To understand various methods of retail analytics
- 3) To know further challenges of retail analytics

Traditional retail customer programmes are limited by the fact that the customer in physical retail is more often than not identified only at the end of their store visit while payment and the opportunity for winning engagement experience is a little limited as the customer is leaving the store. Retailers generally identify a target list of customers who have stopped visiting and made them an offer to lure them back. Fast forward to retail analytics and you can get into the minds of the customers. Most retailers in India already have access to considerable sources of data in the form of store sales, market research, and competition information. Inside retail stores data can be gathered from Bluetooth, WI-Fi signals from smartphones. Analysis of all this data can be used to identify customer early on and personalise the 'influence' to the specific customer with real time offers. This increases the chances of success.

There are certain prerequisites for analytical progress in retail

- **Most important is data availability.** You can't do analytics without high quality, integrated, and accessible data. Data can be classified into various types. Demographic and transactional data about who the customer is and what, where, when and how much did they purchase, etc. Attitude data is information about a customer's preferences, what do they talk about a product on social media. Interaction data reflect the customer's responses to offers, likes, dislike. Data can be captured —from point-of-sale (POS) transactions, RFID sensors, social media, credit programs, current loyalty programs and enterprise resource planning (ERP) and other business applications.



- **Management interest and leadership support towards analytics.** Retail management team should have desire to build their own analytical capabilities, rather than relying on manufacturers to provide them insights.

- **Scale of retail.** Though not without exceptions but generally large retail stores provide the ability to invest in analytics and the people who make them possible.

Strategy for successful retail Analytics

1. Identifying needs and need groups

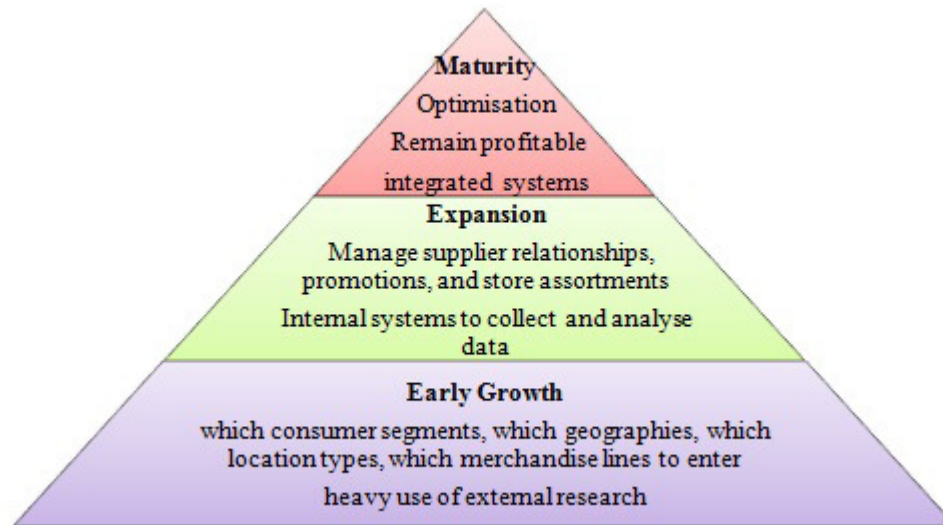
In determining how to begin putting retail analytics in place, retailers will first need identify which areas they want to target: product planning, supply chain, pricing and promotions, customer insight, or locating store and forecasting. They have to target particular analytics which match their strategies and capabilities. It would not be sensible for a retailer focused on low cost and low margin to have its initial analytical efforts address customer loyalty and close personal relationships. Supply chain and pricing analytics would be more logical for such a firm.

Product and Supply chain	Pricing, Promotion	Consumer Behaviour	Locate Stores, forecast
1) Range of categories of products to offer 2) Efficient assortment for each store format 3) Right range and mix decisions to capture max value from suppliers 4) Frequency and size of orders- optimal stock levels for the different SKUs	1) Best way to price the brand portfolio without adversely affecting market share 2) Promotional mechanism most suitable for each product 3) Best channels for marketing spends 4) Level of price-cuts for sale	1) Most profitable customers and their needs 2) Strategies to increase basket size 3) Cross selling opportunities 4) Recommendation and personalization 5) Response of new product and promotions on different consumer	1) Number of stores 2) Right location for a new store development 3) Format of store 4) Performance of each store on various parameters 5) Forecasting of sales and demand for locations 6) Workforce optimization

There are four needs groups that can use the analytic information of the organisation towards their objectives. Merchandising and marketing department to serve customers, finance and controls department for internal operations, supply chain functions for supplier's collaboration, and executive leadership for competitive environment.

2. Employing right analytics in the evolutionary lifecycle

Retailer have to gauge the current sophistication of their analytics capabilities—including data sources, systems, and methodology—and find out their position in the evolutionary lifecycle of analytics. As retailer moves from early growth phase to maturity phase, the role and investment in analytics increases.



Once retailer recognizes its capabilities and its position in the evolutionary lifecycle, it can use these to guide his investments in business intelligence systems, processes and infrastructure.

Retail Analytics in Practice

True value of retail analytics lies in its ability to deliver powerful insights to increase profitability. A study from Mckinsey indicates that retailers who optimally used analytics extract 60% enhancement in margin and a 1% increase in productivity.



There are encouraging signs of usage of analytics amongst Indian retailers and leadership is showing support. Oxford Bookstores, Calcutta increased its online sales by 100% and revenue by 50% through adoption of a SAAS-based ERP to solve issues like excess purchases, over-stocked SKUs and slow-moving inventory. India's largest retailer Future group recently deployed data warehousing and analytics for its multi-format chain of retail stores to make smart decisions about customers, product, pricing and promotions. Big Bazaar has set up Customer Advisory Boards (CABs) as a measure for receiving valuable customer feedback. HomeShop18, a leading e-retailer, is in the process of building an intelligence team responsible for slicing and dicing consumer data to grow revenue. Shopper's Stop Limited is using analytics using SAS framework to analyse over three years of customer data, in multiple formats and have increased customer loyalty, satisfaction and profitability, while improving overall operations.

Methods of data analytics

Let's look at what different types of analytics can tell retailers about their customers, giving them various decision points to consider when determining which actions to take.

Collaborative filtering enables retailers to take a degree of targeted action even with first-time customers. This type of analytics is often behind the product recommendations offered on e-commerce sites and the printed coupons generated at in-store checkout.

The form of collaborative filtering most often used in retail is sometimes referred to as an "affinity model" or "lookalike model." It identifies relationships between customers and items that have either been purchased or viewed, and infers how an individual will behave based on how other individuals who look similar (i.e., share one or more characteristic) have behaved.

Collaborative filtering doesn't have to be triggered by a current transaction. It can be used to target ongoing campaigns and other kinds of promotions. Still, this analytic technique is fundamentally transaction-oriented. The algorithms used are best suited to modeling data about items purchased or viewed. They're not effective for modeling purchases with the wide range of "bigger" data retailers have in their databases (e.g., attitudinal data, seasonal purchase patterns, natural product adjacencies, basket builders) or can access from external sources (e.g., demographics, public records, third-party marketing information).

Clustering algorithms enable retailers to differentiate between customers in broad ways such as customers who like premium brands or customers who prefer organic food. One of the benefits of painting customers with this kind of broad brush is that it can help direct and justify large-scale expenditures on store design, new merchandising schemes and promotional programs. This approach to analytics moves closer to the use of Big Data. In fact, this approach can utilize exceptionally large data sets and a wide range of data types.

Using analytics in this way (often called behavioral segmentation) enables retailers to make far more accurate decisions than can be achieved through traditional methods of database querying on customer attributes such as recency, frequency and monetary value of past purchases. Analytics is more accurate in large part because it can handle greater data complexity. While query-based segmentation generally involves no more than three to six customer attributes, analytic-based segmentation can encompass dozens or even hundreds of attributes, greatly expanding the range of possible segmentation schemes down to a nearly individual level.

Most clustering methodologies try to make sense of these hundreds of attributes analytically. A select few clustering algorithms use a hybrid approach of balancing the analytic approach with inputs from the business user. This ensures that the algorithmic approach is one that is more usable by the retailer.

Propensity models enable retailers to predict how individual customers are likely to behave. With such specific insights, retailers can differentiate between customers to a much greater degree, further increasing the granularity of segmentation and the relevance of offers. This analytic approach is particularly effective in Big Data environments. In fact, large retailers who serve tens of millions of customers, each of whom has many attributes and preferences, can go as far as to essentially create segments of one.

Propensity models deliver this level of specificity and accuracy because of the ability to handle enormous amounts of internal and external data. Further, they are able to pinpoint the specific customer attributes in the data that are most predictive of a future behavior.

Relationships between numerous attributes and other variables are examined to see

how a change in the value of one variable affects the value of another. Attributes that prove to be highly predictive of a behavioral outcome are incorporated into a predictive model. For example, a propensity model can be built to predict a customer's propensity to make a specific purchase or to discontinue using a premium service.

Because these models can make predictions for *individual customers*, they open up the possibility of unique treatment. Moreover, by using multiple propensity models, retailers can gain a much clearer picture of the customer. Knowing that Jane is not only likely to buy a 48-inch TV, but that she tends to like the Sony brand, but she doesn't tend to pay premium prices for cutting-edge technology, enables the retailer to greatly increase the relevance of individualized offers and interactions.

Uplift Models

If a propensity model predicts when a customer is likely to buy a given product, why should the retailer go to the expense of sending a promotional offer? Uplift models help retailers determine if an investment is likely to be worth the result.

Often used in conjunction with propensity models, uplift models predict the amount of change likely to occur in customer behavior as a direct result of a particular retailer action.

Uplift models can save retailers millions by enabling them to avoid offering discounts to customers who will purchase without them. For example, such a model might predict whether or not a 20 percent discount is likely to increase a particular customer's propensity to buy a pair of designer jeans within the next two weeks. The retailer can then send the coupon only to customers whose behavior it's likely to change.

When uplift modeling indicates a customer's behavior is likely to be affected by a promotion, it can also help retailers determine which promotion will have the most impact. Will 20 percent off be any more effective than 10 percent off? Will any discount be more effective than free shipping? Is offering 12 months of interest-free credit necessary, or will six months be nearly as enticing? Uplift models provide the analytic insights retailers need to make precise decisions about where to put marketing spend for higher ROI.

Uplift models are based on Big Data analytic techniques that can predict individual customer sensitivities to price incentives, redemption terms and even promotional package design. For instance, one company that helps to make markets for new products by spending heavily on promotion, is using uplift models. The analytic insights enable the retailer to accelerate the purchasing behavior of so-called "laggers"—customers who historically haven't been among the first to purchase. By targeting these customers with offers that are likely to change their historical behavior, the retailer is increasing the concentration of sales in the first two months of the product lifecycle – its critical period before competitors can draft off of their momentum.

Challenges of data analytics

Data identification - Data classification is the essential step of the planning phase. To begin with, you must take one project at a time. Once accomplished, you can get an idea of the success rate and jump to the next project. You will also have the knowledge of what to include in the data and what provides you more customized information crucial to growing your business. This is the time you should involve your stakeholders and collaborator in your business decision making who can take the decision according to the business direction and can take immediate necessary actions if and when the need arises.

Data security - Most of the companies know the significance of security, but many ignore it due to the complexity it creates. Initially, the big data analytics will not be providing

any kind of security, as it only keeps a small amount of the customer information for future analysis. However, in the later stage when bulk data is gathered the big data analytics secures it from all the internal as well as external risks. A secured platform is what's expected in the real-time analytics, which will improve customer loyalty and strengthen the bonding.

Big data governance strategy - The resources from where you collect data should be true-blue, so that it can be trusted by users. Big data analytics used as retail analytics should be stored with the highest security. If any organization is using the data, then limitations should be defined in terms of how much data to use and for what purpose. These data are just like valuable assets as they are customer's record that supports in understanding their behavior, taste, preferences, and budget. Hence, in the retail environment, big data helps in generating value.

Data utilization - Businesses are always in love with numbers. They decide to come to the final decision based upon the numbers. But these numbers if not correctly made use of can ruin any business. When a company is planning to launch a new product, it is the retail analytics outcome that they depend upon to identify their target customers. The entrepreneur should have the ability to understand which data is necessary and how to utilize that data with the previous data sources. For example, you are selling glasses, so your target customers must be those who love eyewear such as specs or lens. Thus, your focus must be on these prospects, and not on somebody who is looking for a purse for his girlfriend. This first thing here is to know who your target customers are, or else, the result can be terrible. Remember that harnessing Big Data for great in-store personalization is also an important feature of retail analytics.

Importance of retail analytics

It's important for:

1. Customer experience
2. Inventory management and ensuring timely availability of material in time
3. Recommendations and promotions
4. Pricing management
5. Fraud Management
6. Employee empowerment resulting in motivation and retention
7. Brand development leading to greater share of customer wallet.
8. Business Intelligence

These new technologies enable business to apply real time insights in ways never before possible. These insights help companies in customizing the products, services and the way they interact with customers. They can change business models to address the customer preferences and requirements and making the whole buying selling chain very efficient.

Conclusion

India's retail sector is an evolving market. The annual retail business in India is estimated to be \$500 billion. As more retailers enter the market and consumers buying pattern and shopping behaviour evolve analytics will play increasing role in India. Retailers need to evolve from using analytics to show what happened (reporting) and what is happening now (alerts) to what will happen. The Indian retailers that utilize retail analytics will have the opportunity to turn their capabilities into a key source of competitive advantage for many years to come. This will help them to gain market share and leadership positions in the retail industry.

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Game Theory: An Ideal Tool for Strategic Situations

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ABSTRACT:

In real life scenario, conflicts and competitions are very common. In order to cope with a number of problems in the field of economics it is required to explore a situation where, there can be a probability of two or more than two parties having conflicting interests and consequently the action of the one party influencing the action taken by opponent. Such circumstances are termed as “The conflicting situations”. In the domain of Economics, where there is a competition in each conflicting situations, there is a need for analysing such situations based on special Operations Research Techniques. The theory of game is a mathematical tool which is applied to transact with such conflicting situations by many corporate firms. The focal intent of this theory is to analyse rational behaviour of each of the opponents in the course of a conflicting situation.

This paper is confined to the Game Theory. To explain this concept, researchers have selected a case of ABG Ltd. Shipyard Company encountering issue related to remuneration for last twenty years between employees of the company referred as a union in this case and the management. The company management and the union tendered their dispute to the arbitration board through a body comprising of five representatives from both sides. This research paper focuses on strategic solutions from management point of view through comprehensive study of the theory of game in conflicting scenarios.

Keywords: *Conflicting Situation, Operations Research, Theory of Game, Mathematical Tool, Strategic decision.*

INTRODUCTION:

It is a general observation that, in the field of economics, competitors and rivals are always try to overpower each other. This is the gist of competitors in the market, armies in the battlefield, rivals in political campaign etc. where every action invites a reaction. In order to handle such situations, in the field of Operations Research there is a new theory developed called “Theory of Game or Game Theory”. Many corporate are applying the Game Theory as an aid to strategic decisions in highly competitive markets and situations. The doctrine of Game Theory is leveraged through the use of strategic games. These games are well-defined mathematical scenarios that includes a set of players may be individuals or firms, a set of strategies available to those players, and a payoff specification for each combination of strategies. Game theory came into existence in early 20th century. However, mathematical treatment of the game theory was made available only in 1944, when John Von Neumann and Oscar Morgenstern published a book “Theory of the Games and Economic Behaviour”. It is an ideal tool for strategic situations where competition can be modelled. These situations include auctions like sealed project bids, bargaining activities between union vs management, pricing buy-back and revenue-sharing negotiations, product decisions like entry or exit

markets, principal-agent decisions like compensation negotiations, supplier incentives and supply chain design like capacity management, build vs outsource decisions.

CASE STUDY:

ABG Shipyard Ltd. Company is an Indian-based marine engineering shipyard company designs and builds specialist vessels and rigs, serving ship owners and offshore customers across ASEAN countries. Throughout their 40-year history, the shipyard has delivered a wide range of engineering services, spanning ship repair, shipbuilding, ship conversion, rig building and offshore engineering. The management of the company soon will be negotiating a new contract with the union that represents the company's employees. The union's contract is renegotiated each year. At the time of renegotiation one issue has created related to the wage rate. The same issue has been there in with the company and management the past twenty years. Hence, both the Union and the management have agreed to submit their dispute to an arbitration board. The tripartite arbitration board consists of three members including a representative of the company, a representative of the union, and a third party member which is appointed by the Arbitration Association. The third party member is an impartial member who is acting as a chairman. Since the union representative seldom feels compelled to vote with management and vice-versa. The selection of a management representative is of utmost importance since his actions may well influence the final outcome of the dispute, even though the chairman is actually impartial. The chairman's decision may well be influenced by the choices made by both the union and the management as to their respective representatives. For example, if management selects as its representative an individual who is a radical company and the union chooses an individual who is either unbiased or does not express his favouritism towards the union vocally. The chairman may have negative reaction against the company and favour the union in his final decision.

The management is considering five different types of individuals to represents the company on the arbitration board. These individuals are indicated below by the symbols Mg1, Mg2, Mg3, Mg4, and Mg5. Characteristics of each Management individual listed as, Mg1 is an unbiased individual. Mg2 is an individual who's voting records in arbitration cases indicate a slight bias in favour of management, but who on occasions has voted against the management. Mg3 is a company man who utilises a "soft-sell approach". Mg4 is an outspoken company man and Mg5 is a radical company man. The union has a similar set of individuals who is considering representing in the dispute. The individuals are indicated by names Un1, Un2, Un3, Un4, and Un5. Characteristics of each union representative listed as. Un1 is an unbiased individual. Un2 is an individual who's voting records in arbitration cases indicate a slight bias in favour of management, but who on occasions has voted against the union. Un3 is a union man who utilises a "soft-sell approach". Un4 is an outspoken union man and Un5 is a radical union man. Past experience in arbitration cases has indicated that the average per monthly wage increases associated with type of representative that management employs at the bargaining table is completely dependent on the type of representative that the union chooses. And likewise, the average per monthly wage increases associated with type of representative that management chooses. It is convenient to refer to the choices available to union and management as strategies. It should be emphasized that neither the union nor management knows the other's final strategy decision until the arbitration hearing actually begins. Neither party can alter its choice of a representative once the representative's name has been submitted to the chairman of the arbitration board. Twenty years arbitration experience indicate that the following table is an approximate indication of the expected

average wage increases associated with the different possible combinations of union and management representatives chosen to serve on the arbitration board.

	Mg	Mg2	Mg3	Mg4	Mg5
Un1	0	2	50	50	150
Un2	50	25	75	75	175
Un3	125	75	50	100	200
Un4	75	25	25	75	100
Un5	-25	0	25	50	50

Although the average wage increases in this table are not an exact representation of the wage increases associated with the different union-management strategies utilised over the past twenty years, management does feel that it will prove to be a useful guide in selecting the type of individual to represent the company in future wage negotiations. Furthermore, both the union and the management know the approximate wages increases associated with each union-management strategy combination. Although management would like to select that strategy which will minimize the average month increases during the forthcoming contract period, it is more concerned with selecting a set strategies that will enable it to minimize the increase wage rates over an extended period of time. In other words, management would like to select the particular pure strategy that will minimize wage increases in long run. Management may find that, its optimum strategy is one in which it does not choose the same particular pure strategy each year; instead it may select strategy randomly according to some pre-determined optimal probability distribution imposed over its pure strategies.

CASE STUDY ANALYSIS AND INTERPRETATION:-

To select optimum strategy, according to some pre-determined optimal probability distribution, researchers are using “principle of Dominance”. The Principle of Dominance believes that, sometimes it is better to reduce the size of payoff matrix. To reduce the size of payoff matrix we need to eliminate a course of action which is so inferior to another course of action. It can be left out of the set of choices. Such course of action is said to be dominated by the other.

Before apply principle of Dominance, we need to search “Saddle Point” from payoff matrix. A necessary and sufficient condition for a saddle point to exist is the presence of a payoff matrix element which is both a minimum of its row and a maximum of its column.

	Mg1	Mg2	Mg3	Mg4	Mg5
Un1	0	2	50	50	150
Un2	50	25	75	75	175
Un3	125	75	50	100	200
Un4	75	25	25	75	100
Un5	-25	0	25	50	50

In this payoff matrix we need to check a point which is Minima (row) = Maxima (Column) for every row. We can see that, there is no such element exists in all rows. And hence, for this payoff matrix there is no saddle point. And hence, this game can take as “Mixed strategy problem”. To reduce the size of the matrix we again need to apply Principle of Dominance on the payoff matrix.

	Mg	Mg2	Mg3	Mg4	Mg5
Un1	0	2	50	50	150
Un2	50	25	75	75	175
Un3	125	75	50	100	200
Un4	75	25	25	75	100
Un5	-25	0	25	50	50

Since, the first row is dominated by second row; and fourth and fifth rows are dominated by third row, because of payoffs are less. Thus after deleting first, fourth and fifth row, the reduced matrix become:

	Mg	Mg2	Mg3	Mg4	Mg5
Un2	50	25	75	75	175
Un3	125	75	50	100	200

In this reduced matrix, we again need to apply the Principle of Dominance. Here first column is dominated by second column, and fourth and fifth columns are dominated by second column and hence because of payoffs are less attractive i.e. more loss for management, the matrix will be become further reduced as:

	Mg2	Mg3
Un2	25	75
Un3	75	50

The deletion of corresponding rows and columns are those strategies which are less attractive to both the union’s and the management’s point of view. In this reduced matrix we again need to check saddle point. A point which Minima(Row) = Maxima(Column). We can see there is no such element satisfies above condition. And hence, the reduced payoff matrix has no saddle point. Thus, both union and management have to use mixed strategy with fixed probabilities.

For the union, let apply p1 probability to select Un2 strategy and p2 be probability to select Un3 strategy.

	Mg2	Mg3	
Un2	25	75	p1
Un3	75	50	p2

Then expected gain to the union if management follows Mg2 and Mg3 strategies, this can be given as,

$$25p_1 + 75p_2 \text{ and } 75p_1 + 50p_2 : p_1 + p_2 = 1$$

For the union, the probabilities p1 and p2 should be such that, expected gains under both conditions are equal i.e.

$$25p_1 + 75p_2 = 75p_1 + 50p_2 \Rightarrow 25p_1 + 75(1-p_1) = 75p_1 + 50(1-p_1)$$

after solving given linear equation, we can see that,

$$75p_1 = 25$$

$$\text{and therefore, } p_1 = 25/75 \Rightarrow 1/3 \Rightarrow 0.33$$

$$\text{and } p_2 = 1 - p_1 \Rightarrow 1 - (1/3) \Rightarrow 2/3 \Rightarrow 0.67$$

For the management, let apply q1 probability to select Mg2 strategy and q2 be probability to select Mg3 strategy.

	Mg2	Mg3
Un2	25	75
Un3	75	50
	q1	q2

Then it will be beneficial to the management if union follows Un2 and Un3 strategies, this can be given as,

$$25q_1 + 75q_2 \text{ and } 75q_1 + 50q_2 : q_1 + q_2 = 1$$

For the management, the probabilities q_1 and q_2 should be such that, expected loss under both conditions is equal i.e.

$$25q_1 + 75q_2 = 75q_1 + 50q_2 \Rightarrow 25q_1 + 75(1-q_1) = 75q_1 + 50(1-q_1)$$

after solving given linear equation, we can see that,

$$75q_1 = 25$$

$$\text{and therefore, } q_1 = 25/75 \Rightarrow 1/3 \Rightarrow 0.33$$

$$\text{and } q_2 = 1 - p_1 \Rightarrow 1 - (1/3) \Rightarrow 2/3 \Rightarrow 0.67$$

FINDINGS AND SUGGESTIONS:

Hence, the management should adopt Mg2 and Mg3 strategies with 33 percent of time and 67 percent of time or with 33 percent and 67 percent probability on any one play of the game respectively. The expected gain to the management is the value of the game, which can be calculated as:

Expected gain to the management =

$$25q_1 + 75q_2 \Rightarrow 25 * (1/3) + 75 * (2/3) \Rightarrow 58.33 \text{ Union adopts Un2 strategy}$$

$$75q_1 + 50q_2 \Rightarrow 75 * (1/3) + 50 * (2/3) \Rightarrow 58.33 \text{ Union adopts Un3 strategy}$$

i.e. expected gain to the management is 58.33. For the management this will in future minimise the average monthly wage increase during the following contract period.

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Digital India Village

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ABSTRACT

DIGITIZATION changed Rural India not only economically but also influenced technically on education, health and social field. The impact I.T AND TELECOMUNICATION on Rural society is very vast. GOVERNMENT services are made available to the rural people by improving ONLINE Infrastructure.

Keywords : Rural India, I.T, Telecommunication, Digitization, Computer literacy.

INTRODUCTION

GANDHIJI SAID “INDIA RESIDES IN ITS VILLAGES”. Villages are the integral part of our country. Digital India is a campaign, an initiative taken by our HONORABLE PRIME MINISTER SHRI NARENDRA MODI. Digital India is a dream project of the our Government, which would provide all services electronically mainly telecommunication which promote Digital literacy, not only at urban level but also at Rural level. The aims of all sectors to benefit and bring revolution on eGovernance, eHealth, eCommerence, eEducation with the help of Digitization to remote area of of villages.

OBJECTIVES OF THE STUDY

The study based on the following objectives :

1. To study the over all impact of Digitization on Rural India.
2. The importance of Information & Technology and Telecom service in villages.
3. Indian Government's action and projects on digitization at Rural Area.

METHODOLOGY OF THE STUDY :

The study is based on secondary source of data collection though Web side, Journals, & various Research Papers, Published Data, Data collection by Questionnaire Method.

DIGITIZATION AND RURAL INDIA :

The program contains task that target to make sure that government services are available to rural people digitally and villagers get advantage of newest information and connections technological innovation. Digitization is a hope and a bridge that connects the Indian villagers, globally on the basis of education and aware to the opportunity of internet and access to information from across the world.

I.T AND TELECOM DEVELOPMENT :

THE nationwide network of computers set up by NATIONAL INFORMATICS CENTER took PC(personal computer) to every district and villages in country making Government level interaction and communication faster for planners. The internet has now given an opportunity to take PC to every villages. It has a definitely played a role in rural education, health and agriculture. To every village it can be a community computer not a PC. In day time, it can be used to educate the primary & middle level children in the school. In evening it can be used as a community computer, known as “Cyber Dhaba”, for villages—where they can access web-site and get information they can use for their benefit. It can be located in an internet kiosk, which may be at village pan shop or bus stand, where people can get information for a low price. The IT task force suggested the concept of community information center, which can be use as IT tool and services...The reach IT in Rural areas

provide unique opportunities to the farmers to have the direct access to markets of rural products Internet would enable advertising of rural products to Global market.

Health care is an area where IT play a major role in rural area. Doctor or the paramedic staff at local PHC can access latest information about health schemes and seek advice from specialists about the diseases or ailments they can not diagnose or treat. Village PC can be used for tele-medicine.

TELECOMMUNICATION NETWORK IN RURAL INDIA :

Rural telephony is an integral part of the Universal service Obligation Policy. The Rural areas have experienced rapid growth in telecom services and tele-density has risen up to 21.16% in December 2009. In November 2004, an agreement was signed with BSNL to provide public telephones under the Bharat Nirman Program to 66.

Mobile telephony is expected to play the lead role in delivering the advantages of information access and digital empowerment to rural people. Rural mobile subscriber is growing as faster compares to urban subscriber base. Government is permitting broadcasters & cable operators to reach nook & corner of the country specially villages that led to creating a level playing field to citizen with respect to choice, timeliness and access to news, entertainment and information in coming decades. Digital platform will create a new era for the country by empowering the rural citizens by a variety of services such as improved governance, jobs, land records health education and agriculture. For example AROGYASAKHI, a mobile application that helps rural women entrepreneurs deliver preventive health care at rural door steps. Men and women equipped with tablets and mobile health care devices like blood pressure checking machine, glucometers so that they can collect data from villagers,. This data can be accessed by doctors at any location, who provide advice to the patients remotely.

EDUCATION IN RURAL INDIA

Now the Rural Area became 'COMPUTER LITERACY'. Government is providing each and every schools and colleges with Lap-tops, Computers Internet connection and online services, 'MAHAMANTRA'---THE DIGITAL EDUCATION. The Indian Educational system has great opportunity to go digital. Over the past 8 to 9 year Indian school and colleges students have demonstrated their ability to adopt the digital technology is no less anybody else in the world. Technology allows and enables teachers to connect with peers and receive coaching from expert remotely. The government teachers of MAHARASTRA, GUJARAT, UTTARAKHAND villages are using WHATSAPP groups to exchange knowledge & idea with each other and with their students. The Karnataka government has opened the educational resources platform which is enabling teachers to create digital content. So due to development of digitization the Rural area not only benefited educationally but also socially, economically, politically and globally they are recognized.

MAJOR PROJECTS UNDER THE INITIATIVE

Digital India comprises of various initiatives under the single programme each targeted to prepare India for becoming a knowledge economy and for bringing good governance to citizens through synchronized and co-ordinated engagement of the entire Government. Nine projects have been undertaken. These are as follows:

1. **Highways to have broadband services:** Government aims to lay national optical fibre network in all 2.5 lakh gram panchayats. Broadband for the rural will be laid by December 2016 and broadband for all urban will mandate communication infrastructure in new urban development and buildings. By March 2017, the government aims to provide nationwide information infrastructure.

2. **Easy access to mobile connectivity:** The government is taking steps to ensure that by 2018 all villages are covered through mobile connectivity. The aim is to increase network penetration and cover gaps in all 44,000 villages.
3. **IT Training for Jobs:** This initiative seeks to train 10 million people in towns and villages for IT sector jobs in five years. It also aims to train 0.3 million agents to run viable businesses delivering IT services. Additionally, the project involves training of 0.5 million rural IT workforce in five years and setting up of BPOs in each North-eastern state.
4. **Manufacturing of electronics:** The government is focusing on zero imports of electronics. In order to achieve this, the government aims to put up smart energy meters, micro ATMs, mobile, consumer and medical electronics.
5. **Provide public access to internet:** The government aims to provide internet services to 2.5 lakh villages which comprises of one in every panchayat by March 2017 and 1.5 lakh post offices in the next two years. These post offices will become Multi-Service centres for the people.
6. **E-Governance:** The government aims to improve processes and delivery of services through e-Governance with UIDAI, payment gateway, EDI and mobile platforms. School certificates, voter ID cards will be provided online. This aims for a faster examination of data.
7. **E-Kranti:** This service aims to deliver electronic services to people which deals with health, education, farmers, justice, security and financial inclusion.
8. **Global Information:** Hosting data online and engaging social media platforms for governance is the aim of the government. Information is also easily available for the citizens.
9. MyGov.in is a website launched by the government for a 2-way communication between citizens and the government. People can send in their suggestions and comment on various issues raised by the government, like net neutrality.
10. **Early harvest programs:** Government plans to set up Wi-Fi facilities in all universities across the country. Email will be made the primary mode of communication. Aadhar Enabled Biometric Attendance System will be deployed in all central government offices where recording of attendance will be made online.

CONCLUSION :

Digitization of Rural India gives a rosy picture. But it is not so. There are large number of problems and challenges ahead. But it can't be said that Indian farmer is no longer traditional and illiterate. It is found that whenever he has got the opportunity he has made full use of available technology and has benefitted with it.

It is the responsibility of next generation to improve digitization in rural India with the help of government policy & private sector to improve quality of life of people.

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Investment Strategy

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ABSTRACT:

This research is focused on what make an investor profitable. A 2-week investment simulation was conducted utilising day trading, swing trading, tax benefit, long term investment and retirement benefit analysis strategy. The knowledge gained through this experiment will be used to make intelligent and informed investment decision in future.

The main goal of this project were to research possible investment opportunities, logically weigh their respective risk and benefits, and make educate investment decisions. A detailed understanding of the risk and opportunity for high returns presented in each investment opportunity were obtained through extensive research and analysis. This experience facilitated the identification and anticipation of market trends and thus influence future investment decisions.

Introduction:

Investment is about risk and expected return. No one likes risk the high on investment's expected return, the better. Most of the people invest without strategy and if strategy is used it is the most common strategy i.e. MOMENTUM TRADING. In momentum trading strategy the people select investment based on their recent past performance. Some investors investing in shares hold the share for some time and then sell it in the market as and when price rises.

DEFINITION OF INVESTMENT STRATEGY:

"An investment strategy is a set of rules, behaviour, procedures, design to guide an investors selection of an investment portfolio. Individual have different profit objective and their individual skills make different tactics and strategies appropriate".

NO STRATEGY:- Investors who don't have a strategy have been called "SHEEP". It is not necessary that every time you invest without strategy gives you positive outcomes it can be vice versa also.

Every person who earns money does not spend all his but they save some of it for their future. But ideal cash i.e. saved amount does not give any return and quit risky to keep such amount ideal. For this purpose people invest their money to get return on it. To prepare a strategy is necessary so that we can get good return or we don't face a loss.

FORMULATION OF STRATEGY

1. ASSET ALLOCATION / FUND ALLOCATION

The funds available with individual should be allocated in such a way that he can get that how much fund should be invested in short term and long term and how to be kept with themselves. They should also check how returns they will get and risk rate to invest in that investment.

2. CHOOSING OF APPROPRIATE MIX

The funds allocated by person should be invested in different places. Therefore they should decide appropriately that how much fund will be invested in long term and short term.

3. PORTFOLIO REBALANCING

We should checkout different companies and investment places which will give highest returns with less risk compared to others. Investment in long term short term should be balanced

properly.

4. CASH MANAGEMENT ON RETURN OF INVESTMENT

After investing we get returns and we should manage that returns properly. We should decide whether the return on investment should be kept with themselves or should be reinvested.

Value investing:

An investment strategy made popular by Warren Buffet, the principle behind value investing is simply to buy stocks than cheaper than they should be. We have to find stocks that are under priced this requires a lot of research of the underlying companies and if you found them then you have got to be patient and simply wait for the price to rise again.

Income investing:

This is a great way to increase your money over time, income investing involves buying of securities that generally pays out returns on a steady basis. Bonds are the best type of income known as on a fixed basis, and provides a reliable income with minimal risk.

Growth investing:

This investment strategy generally is focused on capital appreciation and exhibits the signs of above average through revenue and profits even if the share price appears expensive in terms of metrics such as price to earnings or price to book ratios.

Socially responsible investing:

A portfolio built of environmentally and socially friendly companies while staying competitive alongside other kinds of securities in a typical market environment today's modern world.

THE COMMON INVESTMENT STRATEGIES INCLUDE:

Allocation of investments:

This investment is also known types of asset categories a company own and the percentage of each of it have to be invested in investment portfolio. Strategic asset allocation is a method establishes and adheres to a "base policy mix" a proportional combination of asset based on expected returns. Constant weighting asset allocation is adapted when a shift in the value of assets causes a drift from the initially established policy mix.

Diversification of investments:

This is a risk management technique that mixes a wide variety of investments to potentially minimize your investment risk- "don't put all your eggs in one basket." This provides little guidance on the practical implications of the role diversification plays an investor's portfolio. Diversification provides idea to reduce the risk by including various cash and bonds because cash generally used as a short term reserve, while most investors develop an asset allocation strategy for their portfolios.

Asset strategies:

This area's main role is to achieve the desired market and risk exposure as efficiently as possible. It is responsible for managing the broad equity and fixed income portfolios and the execution of securities trades. In addition, it manages cash, foreign exchange and securities lending. A substantial analytical team has also been built up to help traders and portfolio managers to buy and sell in the market at the lowest possible transaction costs.

Equity strategies:

This strategy plays a role of company's specific investment management based on long term qualitative and quantitative fundamental analysis. Most of those working in this area are sectors and company's specialists. The aim is to have a good coverage of all sectors and the largest companies to take advantage of related equity analysis, some analytical coverage of

corporate bonds is included in this area as well as specific sector mandates.

Real estate strategies:

This area is for building a global but concentrated real estate portfolio. As seen in this strategy companies seem to formulate strategy in order to be benefited by real estate in each of the next two years or so soon.

CONCLUSION:

My investment simulation was successful both financially and in exposing the most important aspects of day trading, swing trading, tax planning and retirement benefit analysis strategy. I began this experiment with little knowledge of how to successfully invest in the market, nor what factors influence the market's constant change.

I found that for investing in stocks and shares day trading is more beneficial than swing trading and also easiest for some to trade in stocks. For long term investment purpose insurance debentures mutual funds are beneficial as the returns are comparatively high and there is less risk. In this kind of investment returns are at fixed rate but there is no risk of loss, thus people can invest in such investments. If investment for long term is there and the fund to invest is also high then one can also invest in properties as they also give high returns as the rate of properties are rising day by day.

Through our research and experimentation, I have gained a more profound understanding about different kinds of investments, markets, investor's psyche, and the foundation of financial system.

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Will Customer Segmentation Target the Customers?

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INTRODUCTION

Customer segmentation is the process of dividing a broad consumer or business market, normally consisting of existing and potential customers, into sub-groups of consumers (known as *segments*) based on some type of shared characteristics. In dividing or segmenting markets, researchers typically look for shared characteristics such as common needs, common interests, similar lifestyles or even similar demographic profiles. The overall aim of segmentation is to identify *high yield segments* – that is, those segments that are likely to be the most profitable or that have growth potential – so that these can be selected for special attention. Many different ways to segment a market have been identified. Business-to-business (B2B) sellers might segment the market into different types of businesses or countries. While business to consumer (B2C) sellers might segment the market into demographic segments, lifestyle segments, behavioral segments or any other meaningful segment.

Customer segmentation assumes that different market segments require different marketing programs – that is, different offers, prices, promotion, distribution or some combination of marketing variables. Market segmentation is not only designed to identify the most profitable segments, but also to develop profiles of key segments in order to better understand their needs and purchase motivations. Insights from segmentation analysis are subsequently used to support marketing strategy development and planning. Many marketers use the S-T-P approach; **Segmentation** → **Targeting** → **Positioning** to provide the framework for marketing planning objectives. That is, a market is segmented, one or more segments are selected for targeting, and products or services are positioned in a way that resonates with the selected target market or markets.

REVIEW of LITERATURE

The business historian, Richard S. Tedlow, identifies four stages in the evolution of market segmentation: Wendell R. Smith is generally credited with being the first to introduce the concept of market segmentation into the marketing literature in 1956 with the publication of his article, "Product Differentiation and Market Segmentation as Alternative Marketing Strategies." Smith's article makes it clear that he had observed "many examples of segmentation" emerging and to a certain extent saw this as a natural force in the market that would "not be denied." As Schwarzkopf points out, Smith was codifying implicit knowledge that had been used in advertising and brand management since the 1920s. Between 1902 and 1910, George B Waldron, working at Mahin's Advertising Agency in the United States used tax registers, city directories and census data to show advertisers the proportion of educated vs illiterate consumers and the earning capacity of different occupations etc. in a very early example of simple market segmentation. In 1924 Paul Cherington developed the 'ABCD' household typology; the first socio-demographic segmentation tool. With access to group level data only, brand marketers approached the task from a tactical viewpoint. Thus, segmentation was essentially a brand-driven process.

Effect of Customer segmentation strategy

A key consideration for marketers is whether to segment or not to segment. Depending on company philosophy, resources, product type or market characteristics, a

businesses may develop an undifferentiated approach or *differentiated approach*. In an undifferentiated approach (also known as *mass marketing*), the marketer ignores segmentation and develops a product that meets the needs of the largest number of buyers. In a differentiated approach the firm targets one or more market segments, and develops separate offers for each segment. In consumer marketing, it is difficult to find examples of undifferentiated approaches. Even goods such as salt and sugar, which were once treated as commodities, are now highly differentiated. Consumers can purchase a variety of salt products; cooking salt, table salt, sea-salt, rock salt, kosher salt, mineral salt, herbal or vegetable salts, iodized salt, salt substitutes and if that is not enough choice, at the brand level, gourmet cooks are likely to make a major distinction between Maldon salt and other competing brands. The following table outlines the main strategic approaches.

Main Strategic Approaches to Segmentation ¹	Number of segments	Segmentation strategy	Comments
Zero		Undifferentiated strategy	Mass marketing: no segmentation
One		Focus strategy	Niche marketing: focus efforts on a small, tightly defined target market
Two or more		Differentiated strategy	Multiple niches: focus efforts on 2 or more, tightly defined targets
Thousands		Hyper segmentation	One-to-one marketing: customise the offer for each individual customer

A number of factors are likely to affect a company's segmentation strategy:

Company resources: When resources are restricted, a concentrated strategy may be more effective.

Product variability: For highly uniform products (such as sugar or steel) an undifferentiated marketing may be more appropriate. For products that can be differentiated, (such as cars) then either a differentiated or concentrated approach is indicated.

Product life cycle: For new products, one version may be used at the launch stage, but this may be expanded to a more segmented approach over time. As more competitors enter the market, it may be necessary to differentiate.

Market characteristics: When all buyers have similar tastes, or are unwilling to pay a premium for different quality, then undifferentiated marketing is indicated.

Competitive activity: When competitors apply differentiated or concentrated market segmentation, using undifferentiated marketing may prove to be fatal. A company should consider whether it can use a different market segmentation approach.

Segmentation process: S-T-P

The process of segmenting the customer is deceptively simple. Seven basic steps describe the entire process including segmentation, targeting and positioning. In practice, however, the task can be very laborious since it involves poring over loads of data, and requires a great deal of skill in analysis, interpretation and some judgement. Although a great deal of analysis needs to be undertaken, and many decisions need to be made, marketers tend to use the so-called S-T-P process, that is **Segmentation** → **Targeting** → **Positioning**, as a

broad framework for simplifying the process and outlined here:

Segmentation

1. Identify market (also known as the universe) to be segmented.
2. Identify, select and apply base or bases to be used in the segmentation
3. Develop segment profiles

Targeting

4. Evaluate each segment's attractiveness
5. Select segment or segments to be targeted

Positioning

6. Identify optimal positioning for each segment
7. Develop the marketing program for each segment

Segmentation base	Brief explanation of base (and example)	Typical segments
Demographic	Quantifiable population characteristics. (e.g. age, gender, income, education, socio-economic status, family size or situation).	e.g. Young, Upwardly-mobile, Prosperous, Professionals (YUPPY); Double Income No Kids (DINKS); Greying, Leisured And Moneyed (GLAMS); Empty-nester, Full-nester
Geographic	Physical location or region (e.g. country, state, region, city, suburb, postcode).	e.g. Remote, outback, Urbanites, Inner-city dwellers
Geo-demographic or geoclusters	Combination of geographic & demographic variables.	e.g. Rural farmers, Urban professionals, 'sea-changers', 'tree-changers'
Psychographics	Lifestyle, social or personality characteristics. (typically includes basic demographic descriptors)	e.g. Socially Aware; Traditionalists, Conservatives, Active 'club-going' young professionals
Behavioural	Purchasing, consumption or usage behaviour. (e.g. Needs-based, benefit-sought, usage occasion, purchase frequency, customer loyalty, buyer readiness).	e.g. Tech-savvy (aka tech-heads); Heavy users, Enthusiasts; Early adopters, Opinion Leaders, Luxury-seekers, Price-conscious, Quality-conscious, Time-poor

Source: Based on Wikiversity, Marketing [E-Book], c. 2015

Geographic segmentation

Geographic segmentation divides customer according to geographic criteria. In practice, markets can be segmented as broadly as continents and as narrowly as neighborhoods or postal codes. Typical geographic variables include :**Country** e.g. USA, UK, China, Japan, South Korea, Malaysia, Singapore, Australia, New Zealand **Region** e.g. North, North-west, Mid-west, South, Central **Population density**: e.g. central business district (CBD), urban, suburban, rural, regional **City or town size**: e.g. under 1,000; 1,000–5,000; 5,000–10,000 ... 1,000,000–3,000,000 and over 3,000,000 **Climatic zone**: e.g. Mediterranean,

Temperate, Sub-Tropical, Tropical, Polar,

Demographic segmentation

Segmentation according to demography is based on consumer- demographic variables such as age, income, family size, socio-economic status, etc. Demographic segmentation assumes that consumers with similar demographic profiles will exhibit similar purchasing patterns, motivations, interests and lifestyles and that these characteristics will translate into similar product/brand preferences. In practice, demographic segmentation can potentially employ any variable that is used by the nation's census collectors. Typical demographic variables and their descriptors are as follows: **Age:** e.g. Under 5, 5–8 years, 9–12 years, 13–17 years, 18–24, 25–29, 30–39, 40–49, 50–59, 60 **Gender:** Male, Female **Occupation:** Professional, self-employed, semi-professional, clerical/ admin, sales, trades, mining, primary producer, student, home duties, unemployed, retired **Social class** (or socio-economic status): A, B, C, D, E, or I, II, III, IV or V (normally divided into quintiles) **Marital Status:** Single, married, divorced, widowed **Family Life-stage:** Young single; Young married with no children; Young family with children under 5 years; Older married with children; Older married with no children living at home, Older living alone **Family size/ number of dependants:** 0, 1–2, 3–4, 5+ **Income:** Under \$10,000; 10,000–20,000; 20,001–30,000; 30,001–40,000, 40,001–50,000 etc. **Educational attainment:** Primary school; Some secondary, Completed secondary, Some university, Degree; Post graduate or higher degree **Home ownership:** Renting, Own home with mortgage, Home owned outright **Ethnicity:** Asian, African, Aboriginal, Polynesian, Melanesian, Latin-American, African-American, American Indian etc. **Religion:** Catholic, Protestant, Muslim, Jewish, Buddhist, Hindu, Other

Psychographic segmentation

Psychographic segmentation, which is sometimes called lifestyle segmentation, is measured by studying the activities, interests, and opinions of customers. It considers how people spend their leisure, and which external influences they are most responsive to and influenced by. Psychographics is a very widely used basis for segmentation, because it enables marketers to identify tightly defined market segments and better understand consumer motivations for product or brand choice.

Behavioral segmentation

Behavioral segmentation divides consumers into groups according to their observed behaviors. Many marketers believe that behavioral variables are superior to demographics and geographics for building market segments. Typical behavioral variables and their descriptors include: **Purchase/Usage Occasion:** e.g. regular occasion, special occasion, festive occasion, gift-giving **Benefit-Sought:** e.g. economy, quality, service level, convenience, access **User Status:** e.g. First-time user, Regular user, Non-user **Usage Rate/ Purchase Frequency:** e.g. Light user, heavy user, moderate user **Loyalty Status:** e.g. Loyal, switcher, non-loyal, lapsed **Buyer Readiness:** e.g. Unaware, aware, intention to buy **Attitude to Product or Service:** e.g. Enthusiast, Indifferent, Hostile; Price Conscious, Quality Conscious **Adopter Status:** e.g. Early adopter, late adopter, laggard

Attitudinal segments

Attitudinal segmentation provides insight into the mindset of customers, especially the attitudes and beliefs that drive consumer decision-making and behavior. An example of attitudinal segmentation comes from the UK's Department of Environment which segmented the British population into six segments, based on attitudes that drive behavior relating to environmental protection:

Generational segments

A generation is defined as "a cohort of people born within a similar span of time (15 years at the upper end) who share a comparable age and life stage and who were shaped by a particular span of time. Generational segmentation refers to the process of dividing and analysing a population into cohorts based on their birth date. Generational segmentation assumes that people's values and attitudes are shaped by the key events that occurred during their lives and that these attitudes translate into product and brand preferences.

Cultural segmentation

Cultural segmentation is used to classify markets according to cultural origin. Culture is a major dimension of consumer behavior and can be used to enhance customer insight and as a component of predictive models. Cultural segmentation enables appropriate communications to be crafted to particular cultural communities. Cultural segmentation can be applied to existing customer data to measure market penetration in key cultural segments by product, brand, channel as well as monetary value. These benchmarks form an important evidence-base to guide strategic direction and tactical campaign activity, allowing engagement trends to be monitored over time. Cultural segmentation can also be mapped according to state, region, suburb and neighborhood. This provides a geographical market view of population proportions and may be of benefit in selecting appropriately located premises, determining territory boundaries and local marketing activities.

SUMMARY and CONCLUSION.

In targeting, a group of consumers is selected to become the focus of the marketing program. Another major decision in developing the segmentation strategy is the selection of market segments that will become the focus of special attention, known as *target markets*. The marketer faces a number of important decisions: What criteria should be used to evaluate markets? How many markets to enter (one, two or more)? Which market segments are the most valuable? When a marketer enters more than one market, the segments are often labelled the *primary target market*, *secondary target market*. The primary market is the target market selected as the main focus of marketing activities. The secondary target market is likely to be a segment that is not as large as the primary market, but has growth potential. Alternatively, the secondary target group might consist of a small number of purchasers that account for a relatively high proportion of sales volume perhaps due to purchase value or purchase frequency. In terms of evaluating markets, three core considerations are essential. Segment size and growth, Segment structural attractiveness Company objectives and resources.

Criteria for evaluating segment attractiveness

There are no formulas for evaluating the attractiveness of market segments and a good deal of judgement must be exercised. Nevertheless, a number of considerations can be used to assist in evaluating market segments for overall attractiveness.

Segment size and growth

How large is the market? Is the market segment substantial enough to be profitable? (Segment size can be measured in number of customers, but superior measures are likely to include sales value or volume) Is the market segment growing or contracting? What are the indications that growth will be sustained in the long term? Is any observed growth sustainable? Is the segment stable over time?

Segment structural attractiveness

To what extent are competitors targeting this market segment? Do buyers have bargaining power in the market? Are substitute products available? Can we carve out a viable

position to differentiate from any competitors? How responsive are members of the market segment to the marketing program? Is this market segment reachable and accessible?

Company objectives and resources

Is this market segment aligned with our company's operating philosophy? Do we have the resources necessary to enter this market segment? Do we have prior experience with this market segment or similar market segments? Do we have the skills and/or know-how to enter this market segment successfully?

Businesses can be segmented using type of industry, company size, geographic location, sales turnover or any other meaningful variable. Segmenting business markets is more straightforward than segmenting consumer markets. Businesses may be segmented according to industry, business size, business location, turnover, number of employees, company technology, purchasing approach or any other relevant variables. Firmographics is the business community's answer to demographic segmentation. It is commonly used in business-to-business markets (it's estimated that 81% of B2B marketers use this technique). Under this approach the target market is segmented based on features such as company size (either in terms of revenue or number of employees), industry sector or location (country and/or region). In sales territory management, using more than one criterion to characterize the organization's accounts, such as segmenting sales accounts by government, business, customer, etc. and account size or duration, in effort to increase time efficiency and sales volume. The basic approach to retention-based segmentation is that a company tags each of its active customers on four axes:

Risk of customer cancellation of company service

One of the most common indicators of high-risk customers is a drop off in usage of the company's service. For example, in the credit card industry this could be signaled through a customer's decline in spending on his or her card.

Risk of customer switching to a competitor

Many times customers move purchase preferences to a competitor brand. This may happen for many reasons those of which can be more difficult to measure. It is many times beneficial for the former company to gain meaningful insights, through data analysis, as to why this change of preference has occurred. Such insights can lead to effective strategies for winning back the customer or on how not to lose the target customer in the first place.

Customer retention worthiness

This determination boils down to whether the post-retention profit generated from the customer is predicted to be greater than the cost incurred to retain the customer, and includes evaluation of customer lifecycles.

Tactics to use for retention of customer

This analysis of customer lifecycles is usually included in the growth plan of a business to determine which tactics to implement to retain or let go of customers. Tactics commonly used range from providing special customer discounts to sending customers communications that reinforce the value proposition of the given service.

Suggestions for better segmentation:

The choice of an appropriate statistical method for the segmentation, depends on a number of factors including, the broad approach (a-priori or post-hoc), the availability of data, time constraints, the marketer's skill level and resources. According to the Market Research Association (MRA), a priori research occurs when "a theoretical framework is developed before the research is conducted". In other words, the marketer has an idea about whether to

segment the market geographically, demographically, psychographically or behaviorally before undertaking any research. For example, a marketer might want to learn more about the motivations and demographics of light and moderate users in an effort to understand what tactics could be used to increase usage rates. In this case, the target variable is known – the marketer has already segmented using a behavioral variable – **user status**. The next step would be to collect and analyse attitudinal data for light and moderate users. Typical analysis includes simple cross-tabulations, frequency distributions and occasionally logistic regression or CHAID analysis.

The main disadvantage of a-priori segmentation is that it does not explore other opportunities to identify market segments that could be more meaningful. In contrast, post-hoc segmentation makes no assumptions about the optimal theoretical framework. Instead, the analyst's role is to determine the segments that are the most meaningful for a given marketing problem or situation. In this approach, the empirical data drives the segmentation selection. Analysts typically employ some type of clustering analysis or structural equation modeling to identify segments within the data. The figure alongside illustrates how segments might be formed using clustering, however note that this diagram only uses two variables, while in practice clustering employs a large number of variables. Post-hoc segmentation relies on access to rich data sets, usually with a very large number of cases.

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Digital Learners in the Digital Era

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Abstract

This paper reports on a literature review of the concept of “Digital Natives” and related terms. More specifically, it reports on the idea of a homogeneous generation of prolific and skilled users of digital technology born between 1980 and 1994. In all, 127 articles published between 1991 and 2014 were reviewed. On the basis of the findings, there appears to be no commonly-accepted definition of a “Digital Native”. The concept varies among individuals, societies, regions and nations, and also over time. Moreover, there are a number of variables other than age that may help us understand the nature of students’ use of digital technologies. The so-called “Digital Native” literature demonstrates that despite students’ high digital confidence and digital skills, their digital competence may be much lower than those of their “digital teachers”. Given the confusion surrounding “Digital Native” and its affiliates, we propose to unify them under the concept “digital learners”.

Keywords: Digital learner; digital natives; millennials; integrative literature review; thematic analysis

INTRODUCTION

In most developed countries students use digital technologies and the Internet in all facets of their daily life (school, work and leisure) (Kolikant, 2010; Levin & Arafeh, 2002). Most of these students, who were born roughly between 1980 and 1994 represent the first generation to grow up with this new technology and have been characterized by their familiarity and confidence with respect to Information and Communication Technologies (ICT). They have spent most of their lives surrounded by digital communication technology. They use the Internet, text messaging, and social networking, but they are using these technologies primarily for social and entertainment purposes. According to Gibbons (2007) they communicate differently (e.g., text messaging and instant message), use a different written language (e.g., text messaging), interact and socialize differently (e.g., via avatars in online games and Facebook), and have a different sense of authorship (e.g., Flickr and personal blogs).

The “Digital Native” discourse emerged in the late 1990s and has its origins in the work of Tapscott (1998, 2009) and Prensky (2001a, 2001b). Until recently the notion that there is a generation of learners with distinct skills and characteristics attributable to the exposure to digital technology had been accepted uncritically by many educators. Despite the considerable attention focused on “Digital Natives”, remarkably few studies carefully investigated the characteristics of this group. Moreover, the concept emerged from developed world contexts (primarily the US and Canada but also Australia, the United Kingdom, Western Europe and Japan). We know little about how relevant this is in developing world contexts where access to advanced technology is limited (Malhotra, Ahouilhoua, Eshmambetova, Kirungi, et al., 2008).

Most of the studies that were used to support the digital native concept were either methodologically suspect or relied excessively on anecdotal data. Moreover, little empirical evidence had been provided to support claims made about the “Digital Natives” and the implications for higher education (Bullen, Morgan, & Qayyum, 2011). This changed in 2008 as researchers began to take a more critical view towards this issue and a number of methodologically sound studies were published (Bennett, Maton, & Kervin, 2008; Bullen, Belfer, Morgan, & Qayyum, 2009; Kennedy, Krause, Judd, Churchward, Gray, & Krause, 2008; Lai & Hong, 2014; Nicholas, Rowlands & Huntington, 2007; Rapetti & Cantoni, 2010b; Thomas, 2011). Despite this, the concept of the digital native remains ambiguous and ill-defined.

OBJECTIVES

The aim of this paper is to develop a unifying concept about students in the digital era under the term “digital learners”. We will first address the conceptual confusion in the literature and elaborate on terms, concepts and characteristics, leading to three distinct perspectives on students in the digital era. Subsequently arguments for our proposed unifying concept “digital learners” will be provided. The primary goal of this review is to provide educational researchers and practitioners with a clearer image of a new generation of learners with characteristics related to their familiarity with digital technology. Also, we want to provide a critique of past research related to the term “Digital Natives”, because this perspective seems to be inappropriate or insufficient to describe the population of current learners, as well as suggest some directions for future research.

METHOD

To address our research aim we performed an integrative literature review as outlined by Torraco (2005), which “reviews, critiques, and synthesizes representative literature on a topic in an integrated way such that new frameworks and perspectives on the topic are generated” (Torraco, 2005, p. 356). An integrative review is a specific review method that summarizes past empirical or theoretical studies to provide a more comprehensive understanding of a particular phenomenon with the aim to find a solution to a particular problem or suggest directions for future research (Russell, 2005; Torraco, 2005; Whittemore & Knafl, 2005). An integrated review “(...) is particularly appropriate when existing research is scattered across disparate areas and has not been systematically analysed and integrated” (Hamilton & Torraco, 2013, p. 311).

Using Torraco’s (2005) framework as a guide, the first step was the selection of relevant literature. The review spanned a wide range of empirical and theoretical research-based articles, books, journals, reports and grey literature (e.g., conference website and published proceedings) in an electronic search using various databases such as ISI Web of Knowledge, ERIC, Social Sciences Citation Index®, ScienceDirect, SAGE Publications, Wiley Online Library, Taylor & Francis Online, Emerald Group Publishing, UNESDOC Database and Google Scholar.

A focused and uniform search of each database was carried out using predetermined inclusion/exclusion criteria (Table 1). As a starting point the following key subject terms were used in identifying exemplars: “Digital Natives”, “Net Generation”, “Millennials” and “Generation Y”. Whenever a new term or conceptually similar word appeared during the search, it was added to the list. To conduct the most comprehensive search, reference lists of

searched articles were examined for articles that may not have been found by electronic databases. An online thesaurus – available for some electronic databases – proved to be a helpful tool, as it provided a selection of related, narrower, or broader terms for our topic. The search strategy identified 2,500 potentially relevant publications. Consequently, a staged review was employed (Torraco, 2005, p. 361). In the first stage the titles and abstracts of the 2,500 identified publications were scrutinised independently by two reviewers for their relevance. In the second stage an in-depth analysis was performed on the 127 publications that met the inclusion criteria and corresponded to the aim of our review.

Table 1

Inclusion and Exclusion Criteria

Inclusion criteria
a) empirical and research-based publications; b) qualitative, quantitative, and mixed-method research studies; c) specialized textbooks and peer-reviewed journal articles; d) only full-text articles; e) reports commissioned by international organizations; f) literature reviews (including unpublished/grey literature: government reports, policy statements, conference proceedings, theses, dissertations, and research reports); g) English language only; and h) published between January 1991 and December 2014 (we purposefully selected 1991 as our starting point, as the first term to refer to students in the digital era was proposed by Howe and Strauss in 1991).
Exclusion criteria
a) no access to full-text articles; b) opinion papers; and c) best practice reports.

Thematic analysis – clustering texts into themes and combinations of categories – was conducted to identify, organize, analyse, describe and report patterns in rich detail (Braun & Clarke, 2006; Cohen, Manion, & Morrison, 2007). In the final stage of the review, the literature was further sorted into major categories by determining the main contribution of each publication in relation to what is known about students in the digital era. The publications were categorized along the three views suggested by Rapetti (2012) – enthusiast, concerned ones, and critic (see Table 4 for a detailed description) – to understand how authors perceive and define learners' use of ICT. Additionally, the publications were categorized along (a) country of origin, (b) design of study, and (c) source. The categorization in Table 2 was performed by the first author and the review process and outcomes were independently checked by the second author via the audit procedure (Akkerman, Admiraal, Brekelmans, & Oost, 2008).

TERMS, CONCEPTS AND CHARACTERISTICS

The literature review revealed 48 terms related to the notion of this supposedly “new generation” of students in the digital era with a high affinity and tendency to use digital technology, of which the term “Digital Natives” has been the most prominent in the past decade. Table 2 provides an overview of the wide variety of concepts/terms derived from the literature review used to describe these students. Each approach to describing this new group

of students carries with it some distinct features, but in general the terms are used interchangeably (Jones, Ramanau, Cross, & Healing, 2010). According to the literature, the three most common terms in circulation are:

Each “enthusiast” author (see Table 2) also proposed his/her own list of characteristics that they believe best define this new student generation. Table 3 summarizes the major claims (characterizations/definitions) made about the “Digital Native” discourse. Digital Natives, Net Generation and Millennials (Jones & Czerniewicz, 2010; Jones et al., 2010; Rapetti & Cantoni, 2010b; Rapetti & Marshall, 2010), which will be explained in more detail.

Please see Supplementary files on the right side of the screen under the heading, Article Tools, to view Table 2, Terms Used to Characterize Students in the Digital Era.

The term “Digital Native” was coined by Prensky (2001a, 2001b), but “Prensky is not specific about the dates that define this new generation” (Jones & Czerniewicz, 2010, p. 317). Prensky uses the terms “Digital Native” and “Digital Immigrant” to distinguish between those who were not born into the digital world (Prensky, 2001a) and those who have grown up familiar with multiple technologies, but Prensky is using generational categorisation (students born roughly between 1980 and 1994) to over-determine student characteristics and relations to technology. Prensky’s main point is that this new generation is essentially different from previous generations because of their constant and frequent use of digital technologies. Rather than calling “Digital Natives” a generation, Palfrey and Gasser (2008) prefer to think of them as a population, i.e. a social group with common characteristics. Like Prensky, Palfrey and Gasser (2008) use the term “Digital Native” to describe advanced users of technology who were born after 1980. Digital immigrants—as opposed to digital natives—are not people who were born digital and/or live a digital life in any substantial way, but rather people who are finding their way in a digital world.

According to Tapscott (1998, 2009) the Net Generation includes those born between 1977 and 1997 (Tapscott, 2009) and the defining characteristic of the generation is that “they were the first to grow up in a digital world” (Tapscott, 2009, p. 2). Following Jones and Czerniewicz (2010), the general claim by the Net Generation discourse is around young people developing a natural aptitude and high skill levels in relation to new technologies. Moreover, according to Rapetti and Cantoni (2010b), the Net Generation label focuses the attention on the main supposed difference of this “new” generation, that is, the frequency and the ability in using Internet for formal and informal learning purposes.

Millennials, also known as Generation Y, is the largest generation since the baby boom generation (Howe & Strauss, 2000; Coomes & DeBard, 2004; Norum, 2008). Howe and Strauss (2000) refer to “Millennials” (students born between 1980 and 2000) as the first generation to have technology and the Internet from a very early age, and much of their activity involving peer-to-peer communication and knowledge management is mediated by these technologies (Djamasbi, Siegel, & Tullis, 2010). However, Oblinger and Oblinger (2005) date the Millennials more narrowly as those born between the years 1982-1991. Howe and Strauss (2000) mention seven key characteristics of Millennials: special, sheltered, confident, conventional, team-oriented, achieving and pressured. Millennials are described as having a focus on social interaction and “connectedness”, via instant messenger, cellular conversations or text messaging, with friends, family and colleagues, and preferring group-based approaches to study and social activities (McMahon & Pospisil, 2005; Pedró, 2006).

Table 3

Key Claims about the “Digital Native” Discourse

Key claim	Author
Want to get along by being team-oriented and have a desire to cooperate and be perceived as being cooperative.	Downing, 2006; Howe & Strauss, 1991; 2000; Lancaster & Stillman, 2002; Martin & Tulgan, 2002, 2006; Oblinger, 2003; Oblinger & Hawkins, 2005; Oblinger & Oblinger, 2005; Prensky, 2010; Tapscott, 1998; 2009
Marked ability to multitask with a variety of digital technologies.	Frاند, 2000; Lancaster & Stillman, 2002; Gaston, 2006; Oblinger, 2003; Oblinger & Hawkins, 2005; Prensky, 2001b; Rosen, 2010; Simoneaux & Stroud, 2010; Tapscott, 1998; 2009; Zemke, Raines & Filipczak, 2000
Need to acknowledge and to drive a digital revolution by transforming society. Need to think in terms of transforming the educational experience.	Frاند, 2000; Howe & Strauss, 1991; 2000; Oblinger, 2003; Oblinger & Hawkins, 2005; Oblinger & Oblinger, 2005; Prensky, 2001a; Tapscott, 1998; 2009
Seen as innately or inherently tech-savvy as opposed to older generations.	Oblinger, 2003; Oblinger & Hawkins, 2005; Oblinger & Oblinger, 2005; Prensky, 2010; Tapscott, 1998; 2009
Need for achievement and detailed instructions/guidelines for assignments.	DeBard, 2004; Howe & Strauss, 2000; Martin & Tulgan, 2002, 2006
Possess new learning styles or different ways of knowing and being.	Brown, 2000; Frاند, 2000; Howe & Strauss, 1991; 2000; Oblinger, 2003; Oblinger & Hawkins, 2005; Oblinger & Oblinger, 2005; Prensky, 2001a
Need for constant connectivity; being in touch with friends and family at any time and from any place.	Frاند 2000; Oblinger & Oblinger, 2005; Prensky, 2001b, 2006; Rosen, 2010
Purported as native speakers of computers, video games, and the Internet.	Brown, 2002; Prensky, 2001a; Prensky, 2010
Preference for online/offline games and interactive simulations to serious work.	Downing, 2006; Frاند, 2000; Oblinger, 2003; Prensky, 2001a; Tapscott, 1998; 2009
Marked preference for image over text based content.	Prensky, 2001a, 2001b; Tapscott, 2009
Confident in the knowledge that they have in their use of technologies. Optimistic about their future.	Downing, 2006; Howe & Strauss, 2000; Martin & Tulgan, 2002, 2006; Taylor & Keeter, 2010

MANY TERMS, THREE VIEWS

Whatever the terminology, it is an accurate claim that today’s students – in the developed world at least – have been exposed to a wide range of digital technologies which did not previously exist (Brown & Czerniewicz, 2010). The exposure to technology is a critical element in determining some of the characteristics attributed to these students. Common to the multitude and proliferation of similar and/or related concepts to describe these students, is that all of these concepts suggest somehow the idea of a digitalized/ technologized generation (Rapetti & Cantoni, 2010b). Moreover, the age boundary between the generations varies – given the source – from 1977 to 1984 and others from 1990 to 2000.

Furthermore, a variety of approaches have been used to research this issue: for example, (a) empirical-quantitative research, mainly via questionnaires; (b) collection of evidence from a given context followed by generalization (which could be considered an

extension of the case-study method); (c) socio-historical analyses; and, (d) theoretical reflection, including pedagogical implications (Rapetti, 2011, 2012). To make sense of the many definitions and the growing body of research, Rapetti (2012) suggests three views to understand how authors perceive and define learners' use of ICT: enthusiasts, concerned ones, and critics (detailed descriptions are provided in Table 4).

Table 4

Three Different Views of the Debate

Enthusiasts
These authors are firmly convinced that digital technologies contribute a specific set of skills to learners.
Concerned ones
These authors accept the idea of a digitalized generation of learners, but focus on the potential dangerous effects, such as violence, dumbness, harassment, addiction, etc. (e.g., Bauerlein, 2008).
Critics
These authors question the idea of characterizing the set of skills of the younger generation simply as a function of ICTs' use, criticize overgeneralizations, and request more in-depth studies and localized analyses (e.g., Bullen et al., 2009).

Note. Adapted from "LoDE: Learners of Digital Era", by Rapetti, 2012, p. 144.

Given the large variety in (a) terms and concepts, (b) generational boundaries, and (c) views on learners' use of ICTs in education, the next section proposes "digital learner" as a unifying concept.

TIME FOR A UNIFYING CONCEPT: A CRITICAL VIEW

There is a growing body of academic research that questions the validity of the generational assumption included in the digital native concept: "Contrary to the argument put forward by proponents of the digital native concept, generation alone does not adequately define if someone is a digital native or not" (Helsper & Eynon, 2010, p. 515). Research conducted in Switzerland concludes that it is unrealistic to attribute behaviors and characteristics by simplistically basing them on generational "virtues" (Rapetti & Cantoni, 2010a). Through the analysis of a nationally representative survey in the UK, Helsper and Eynon (2010) conclude that their analysis does not support the view that there are unbridgeable differences between those who can be classified as digital natives or digital immigrants based on when they were born. A research project by Rapetti and Marshall (2010) at the University of the West Indies concluded that the quantitative and qualitative data do not reveal the expected enthusiastic appreciation, that is, "the age factor has a discrete impact on certain aspects (e.g., the familiarity with the new digital devices), but cannot be considered as the variable explaining how current learners face ICTs" (p. 78). According to Brown and Czerniewicz (2010) age is not a determining factor in the digital lives of South African higher education students. They also demonstrate that (a) the notion of a generation of "Digital Natives" is inaccurate, that is, being a "Digital Native" was not about age but about experience, access and opportunity (Brown & Czerniewicz, 2010; Czerniewicz & Brown, 2010) and (b) the term could only be applied to a small and elite group of students (Czerniewicz & Brown, 2010).

To Kennedy et al. (2008), arguments about digital natives also warrant closer examination: “These arguments are predicated on a general assumption that students coming into universities have had a comparatively universal and uniform digital upbringing” (p. 109). Their study highlights the lack of homogeneity in the incoming first year Australian university students’ population with regard to technology. They found that undergraduates were highly proficient at using digital technologies, but when one moved beyond entrenched technologies and tools (e.g., computers, mobile phones, email), “the proficiency and confidence in a range of other technologies that are commonly used in schools show considerable variation” (Kennedy et al., 2008, p. 117).

Despite perpetuating the digital native rhetoric in their book, “Born digital: Understanding the first generation of digital natives”, Palfrey and colleagues consider “digital native” an “awkward term” (Palfrey, Gasser, Simun, & Barnes, 2009), however, they embrace it “because of its cultural resonance with the parents, teachers, and policymakers” (Palfrey et al., 2009, p. 83). Brown and Czerniewicz (2010) find the concept of the “Digital Native” especially problematic, both empirically and conceptually, and even likely to be offensive as a term. They argue that this term establishes a binary opposition between those who are “natives” and those who are not, the so-called “digital immigrants”, and “This polarization makes the concept less flexible and more determinist in that it implies that if a person falls into one category, they cannot exhibit characteristics of the other category” (Brown & Czerniewicz, 2010, p. 357).

Salajan, Schönwetter and Cleghorn (2010) analysed the digital native–digital immigrant dichotomy via a small-scale study at the University of Toronto and conclude that this duality is somewhat problematic, arbitrary and misleading. Their results suggest that there are age-related differences in how the so-called digital natives and digital immigrants interface with digital technologies, but these differences are minimal, with no universal applicability (Salajan et al., 2010). Moreover, even Prensky who coined the term “digital natives and digital immigrants”, has suggested this distinction may no longer be relevant and now talks instead about digital wisdom (Prensky, 2009) and highlights the necessity of cultivating digital wisdom for the profit of enhancing natural human intellectual capacities through digital technology (Prensky, 2011). In his defence, Prensky (2011) also mentioned that many people have been interpreting “very literally – rather than metaphorically – what a ‘Digital Native’ was” (p. 29).

Nicholas, Rowlands, and Huntington (2007) investigated how British school children (age between 11 and 15) used Internet search engines and found their search skills to be much less advanced than educators tend to think. Moreover, other researchers found that the characterization of young people as “Digital Natives” hides many contradictions within and between their individual experiences (Luckin, Clark, Logan, Graber, Oliver, & Mee, 2009; Littlejohn & Margaryan, 2010; Littlejohn, Beetham, & McGill, 2012).

In the literature students are sometimes assumed to feel empowered with respect to learning because of their familiarity with and access to ICT (Kolikant, 2010). However, this topic has generated controversy. On the one hand, some argue that “Digital Natives” are sophisticated users of new technologies who critically analyse the information they access online (Frاند, 2000; Levin & Arafah, 2002; Gaston, 2006). According to Virkus (2008) these new students are: better at taking in information, making decisions quickly, multi-tasking,

parallel processing and thinking graphically rather than textually; assume connectivity and see the world through the lens of games and play; have a diversity of experiences and needs, and they are expecting instant responses and feedback; and, are goal and achievement oriented. On the other hand, most of the academic research on this topic (Kennedy et al., 2008; Bennett et al., 2008; Brown & Czerniewicz, 2010; Li & Ranieri, 2010) shows that “Digital Natives”, in fact, appear to have a superficial understanding of the new technologies, use the new technologies for very limited and specific purposes, and have superficial information-seeking and analysis skills. In recent years, empirical research into Net Generation students’ use of, and preferences for, technologies in higher education revealed that “while most students regularly use established technologies such as email and Web searching, only a small subset of students use more advanced or newer tools and technologies” (Kennedy et al., 2010, p. 333).

A more extensive empirical study (Kennedy et al. 2007; Kennedy et al. 2008), conducted in 2006 with more than 2,000 incoming first year Australian university students, compared digital natives and immigrants with regard to technology use. The study examined what tools were used and how frequently. This research showed there is no fundamental difference between digital natives and immigrants and suggested that the digital native characteristics can be found only among a minority of students. Another study among first-year students across seven faculties of an Australian university, also demonstrated that there is enough diversity in ability, access and use of technology by the students to suggest that a technological homogenous group of students cannot be assumed (Corrin, Lockyer, & Bennett, 2010). A meta-analysis of learners’ experiences of e-learning by Sharpe (2010) revealed that we should not make assumptions about learners’ digital competencies and literacies when they enter higher education. A similar observation was made by Margaryan, Littlejohn and Vojt (2011, p. 439) from a recent study conducted in two UK universities, who suggest that “decisions surrounding the use of technologies for learning should not only be based around students’ preferences and current practices, but on a deep understanding of what the educational value of these technologies is and how they improve the process and the outcomes of learning”. Salomon (2000) eloquently summarized this in his call to “let technology show us what can be done, and let educational considerations determine what will be done” (If it ain’t technology, what is it then?, para. 5).

Research exploring new generation learners and their relationship to technology has also been undertaken outside of the advanced industrial countries (Jones et al., 2010). A survey conducted in 2007 of 3,533 students regarding ICT use in six higher education institutions in five South African provinces, revealed that new technologies are infrequently used despite the hype associated with Web 2.0 technologies (Brown & Czerniewicz, 2008). Moreover, Brown and Czerniewicz (2008) concluded that these findings were similar to findings in the UK and US. Another study conducted in 2009 of 292 first year students at two South African universities about their access to and use of technology revealed that the students (a) did not appear not to use such technologies, and (b) were not even interested in using them in their studies with the exception of tasks involving the mobile phone (Thinyane, 2010) – which clearly points to differences between students’ experiences and use of ICTs in developed and developing countries (Thinyane, 2010).

Despite the widespread acceptance of the concept of the “Digital Native”, the key claims of this discourse are not based on empirical research. In fact, in the paper “Digital natives, digital immigrants” in which Prensky (2001a, 2001b) proposes these terms, he does not cite any systematic and methodologically sound empirical research to support his ideas. Instead, the key claims are based on popular and quasi-academic literature and tend to be informed by anecdotal research and proprietary research funded by and conducted for private business (Bullen, Morgan, & Qayyum, 2011; Bullen & Morgan, 2011). The studies by Bullen and colleagues suggest that there are no meaningful differences between net generation and non-net generation students at a postsecondary institution in Western Canada in terms of their use of technology, or in their behavioural characteristics and learning preferences. The findings show that today’s learners, regardless of age, are on a continuum of technological access, skill, use and comfort. They have differing views about the integration of social and academic uses and are not generally challenging the dominant academic paradigm (Bullen & Morgan, 2011). In sum, there is little evidence “to support a claim that digital literacy, connectedness, a need for immediacy, and a preference for experiential learner were characteristics of a particular generation of learners” (Bullen et al., 2009, p. 10).

DIGITAL LEARNERS, NOT DIGITAL NATIVES

Bennett and Maton (2010) also refute the notion of the “Digital Native” because of its widespread popularity on the basis of claims rather than evidence and highlight the complexities of young people’s technology experiences. To Thirunarayanan et al. (2011), the idea that there are digital natives and digital immigrants is yet to be proven by research. Findings of their study carried out with two freshmen year classes in a large, public, urban university, reveal that some of the assumptions made by Prensky (2001a; 2001b) are definitely not valid. For example, Prensky (2001a, p. 1) states: “Our students today are all ‘native speakers’ of the digital language of computers, video games and the Internet”, but the data from the Thirunarayanan et al. (2011) study does not support such enthusiasm or optimism and also suggests that not all students use all the digital tools available for study and/or in society.

Bullen and colleagues, who supported the term “digital learner” early on, reviewed the research on “Digital Natives” conducted in six different countries and at a range of different institutions, and concluded that there is no empirical basis for the notion of digital native. They argue that it is a social and not a generational issue and that the implications for education are far from clear (Bullen, Morgan, Belfer, & Qayyum, 2008; Bullen & Morgan, 2011; Bullen, Morgan, & Qayyum, 2011). The assumption that students – born roughly between 1980 and 1994 – have natural digital skills, is not commonly-accepted. Generalizations based on “generational differences” are not useful for discussions concerning teaching and learning. How learners use digital technologies is a complex issue that goes much deeper than age. We also need to take into account young people with less skills in the use of technologies, the conditions of access and use of information, the neglect of the impact of contextual, economic, political, social, historical and cultural factors that increase the so-called “digital gap” between those who have access to the information and those who do not. Factors such as gender, education, experience, social inclusion and exclusion, culture, institutional context, subject discipline, learning design, and the socio-economic background of students are far more important and researchers have only recently begun to examine them

(Kennedy et al., 2010; Margaryan et al., 2011). Hence, “It is time to put the digital natives discourse to rest and focus on digital learners” (Bullen & Morgan, 2011, p. 66).

According to Rapetti (2012, p. 39), the expression digital learners “is meant to refer generically (and synthetically) to all those labels (Digital Natives, Generation Y, Net Generation, etc.) assuming that the current generation of learners has been so deeply affected by ICTs to the extent we must consider them as ‘digital’”. In addition, Rapetti and Cantoni (2010b) coined a new term “Learners of Digital Era” (LoDE) and suggest that age is not the sole factor to be considered. The LoDE perspective is summarized by the following four facets (Rapetti & Cantoni, 2010b, p. 5):

- The focus is on persons, so the first word refers to them.
- The perspective is anthropological-pedagogical, so the chosen word is “learning”.
- Not only young people learn through ICTs in the Knowledge Society.
- The lesson learnt from the “Digital Natives” label: the pervasion of digital technologies in everyday life has a great impact on learning experiences, but we should refuse to apply the “digital” adjective to people and imply generational divides.

We do not think that there is very much difference between LoDE and digital learner. Like us, Rapetti and Cantoni (2010b) reject terms that are based on age or generation and we think their term is just a different way of making the same point. Yet, we find the term “digital learner” simpler because: (a) it offers a more global vision of the 21st century student in the digital age (i.e., not assuming that learners can use digital technologies by default and automatically want to study with digital tools; to focus on how to apply/ implement digital tools that assist learners with their learning); (b) it is more readily suited/usable in practice; and, (c) it is substantially enriched by the misunderstandings, myths and fallacies highlighted by all the critical views. Table 5 summarizes the characteristics of the “digital learner” proposal as a unifying concept.

Table 5

Digital Learner proposal

Digital Learner
a) focuses on “learners” rather than “persons”, who should realize the possibilities and potentials of digital technologies in their environments and recognize the value of technology and the opportunity it presents the learner in his/her daily life, b) argues that learners are not merely users or consumers of technology, c) highlights the complexities of learner’s technology experiences, d) rejects the generational boundary and any chronological generations that exclude other types of actors who share similar practices (accept all learners), e) does not assume any pre-defined learner characteristics, and f) adopts a socio-cultural, anthropological, communicational and pedagogical approach from the learners’ perspective.

IMPLICATIONS FOR PRACTICE AND POLICY

One major implication that may be inferred from this study is that the multitude of terms used, and ensuing conceptual confusion, resulted in an unfocused and unproductive debate. The use of a unifying concept (without people continuously suggesting new terms that are hyped) will streamline and lead to a hopefully more focused and productive discussion. It

is more fruitful to discuss what the needs are of digital learners, how staff can respond to those needs and what they need to know to be able to do so, and how technologies can be designed that are responsive to the needs of the digital learner. We are convinced that it is important to bring together academics, policy makers and practitioners from many different backgrounds in order to consider the contexts and consequences of use of digital technologies for digital learners. The so called “Digital Natives” perspective seems to be inappropriate or insufficient to describe the population of current learners, because some features of the widespread expression “Digital Natives” and many associated assumptions have been demystified (Rapetti & Marshall, 2010; Rapetti & Cantoni, 2010a). There is no absolute definition of digital native: it will vary among individuals, societies, regions and nations, and also over time. Generalizations based on “generational differences” are not useful for discussions concerning teaching and learning. To understand the implications for those who learn, we must develop a comprehensive understanding of how learners use digital technologies, focus on the implications of being a learner in a digital era and try to develop a comprehensive understanding of the issues that take into account factors such as age, gender, education, experience, social inclusion and exclusion, culture, institutional context, subject discipline, learning design, and socio-economic background.

CONCLUSIONS AND RECOMMENDATIONS

Our integrative review of the literature demonstrated an extensive theoretical and terminological diversity related to the notion of the “Digital Native”. Over the years a variety of terms have been proposed as well as a multiplicity of definitions: some similar, others quite different and many of them redundant. For that reason, we propose to unify these concepts under the term “digital learners”. In our view the term digital learner is the most useful term, because it offers a more global vision of the 21st century student.

Moreover, while research around learners in the digital era is just beginning and may need more critical examination – and the body of theoretical literature in education that explores concepts and characteristics around learners in the digital era is still growing – it is critical that we move beyond the superficial dichotomy of “natives” and “immigrants”, focus on the implications of being a learner in a digital era, and “try to develop a comprehensive understanding of the issues that take into account the diversity of cultural and institutional contexts” (Bullen & Morgan, 2011, p. 63).

Despite the general belief that “Digital Natives” show greater willingness and ability to use technology, the analysis of the literature demonstrates a clear mismatch between the confidence with which claims are made and the evidence for such claims (Bennett, Maton, & Kervin, 2008). In that regard, two findings can be drawn from this review. First, there is no commonly-accepted definition of digital native: it varies among individuals, societies, regions and nations, and also over time. Second, there are a number of variables other than age that may help us understand the nature of students’ use of digital technologies. Moreover, research does not support the view that digital natives are – by default – digitally competent and that these skills transfer to the academic environment. In fact, there is no evidence that they want to use these technologies for academic purposes. Despite their digital confidence and digital skills, their digital competence – the ability to assess and learn from resources – may be much lower than those of their teachers. Thus, “while we can now say with certainty that generation is not relevant” (Bullen & Morgan, 2011, p. 63), it is necessary to consider other variables

besides age that can help us understand the nature of the use of digital technologies by students.

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Data Mining Techniques in Planning Business Strategies

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Abstract

“Role of Analytics is to learn from the past and know your future”.

Business analytics is an important aspect of data mining. Any business includes simple as well as complex decision making problems. Here, businesses can use data mining for knowledge discovery and exploration of available data. This can help them to predict future trends, understand customer preferences and conduct a constructive market analysis. The paper discusses about application of one of the data mining techniques-“Cluster Analysis” with reference to banking industry. It involves identifying various distinct customer groups and clustering them with similar behavior and taste. This will help banks in designing strategy about different aspects such as retaining old customers, acquiring new improving bank services and providing people independent process.

Keywords: Data mining, K-means, Clustering.

Introduction:

Data mining is the computational process of discovering patterns in large data sets .The overall goal of data mining is to extract information from a data set and transform it into an understandable structure solving decision making problems. Data from data warehouses is collected, cleansed, consolidated, conformed and stored in one location. Because of this BI tools are able to concentrate on analyzing the data and in turn it helps to design appropriate business strategies.

In today's competitive environment retaining current customers and acquiring new is a big challenge for a Bank. So, it is important to analyze customer behavior which is based on bank databases. Here, Cluster analysis is an important data mining tool for customer segmentation .In this example objective is to suggest a method to identify different customer segments leaving the bank with similar reasons. This will help the bank to develop strategies for retention of their current customers.

Clustering involves Hierarchical and Non-Hierarchical (K-means) techniques. K-means algorithm is the simplest clustering algorithm widely used for classification of data. This algorithm has a parameter called K which indicates the number of clusters. In this method, the researcher should specify the number of clusters contrary to hierarchical clustering methods

Banks customers' classification:

Knowledge extraction from bank database includes,

- I. 1st sub action – Data cleansing is the extraction of only that data considered useful for the analysis. Unnecessary data fields and records containing incomplete or missing data were removed from the data sets. Only variables that relate specifically to objectives of the clustering are included

- II. 1st sub action -Application of simple statistics to calculate an aggregate of new behavioral predictors.

After data cleansing we can proceed for building clusters.

The primary objective of cluster analysis is to define the structure of the data by placing the most similar observations into groups. In this example, the bank is aiming at identifying the reasons for closures of accounts by different customers. We can generalize these clustering parameters as

Reason A: Service dissatisfaction

Reason B: Hidden Charges

Reason C: Salary account requirement

Reason D: Migration

Reason E: Others

Measuring Similarity

Similarity represents the degree of correspondence among objects across all of the characteristics used in the analysis. It is a set of rules that serve as criteria for grouping or separating the items. In this example we can consider the reasons A,B,C,D and E as the parameters for grouping. Most often used as a measure of similarity with higher values indicating greater dissimilarity.

Types of Clustering methods that can be used are as follows:

1. Hierarchical Agglomerative method.

- Identify the two most similar observations not already in the same cluster and combine them.
- Apply this rule repeatedly to generate a number of cluster solutions ,starting with each observation as its “own” cluster and then combining two clusters at a time until all observations are in a single cluster
- But this approach becomes tedious when number of observations are large.
- **Dendograms** which is graphical representation of the results of a hierarchical procedure

Also can be used.

2. Non Hierarchical K-means method.

K-means clustering intends to partition n objects in k clusters in which each object belong to the cluster with the nearest centroid.

- Determine the centroid co-ordinate.
- Define the distance function to measure distance between two customers.
- Define threshold of the procedure(i.e iterate until stability-no object move from the group
- Randomly select k data points as the centroids.
- Compute distance of each data point with respect to centroid.
- Assign cluster number of nearest centroid to that data point.
- Re-compute centroid of the respective clusters based on new data points

Repeat above steps for all data points till the threshold is reached.

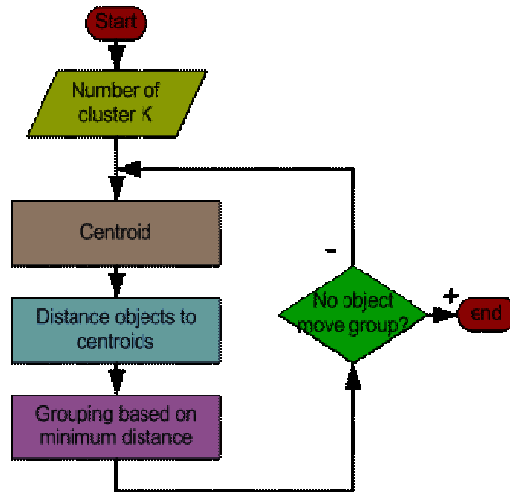


Fig. 1
Determined initial group of centroids.

We can use different distance measures to find object-centroids distance such as Euclidean, Pearson, Manhattan, Squared Euclidean and squared Pearson methods. In this example we can use simple Euclidean measure given as,

This can be applied to multi-dimensional data also.

This paper focuses on the use of K-means clustering of bank customer data. The goal of the study is to cluster bank customers with similar leaving behavior. Bank customer database includes various parameters like gender, monetary balance, frequency of transaction, reasons for leaving the bank account etc. we can cluster the entire data into clusters of leaving customers having the similar reasons.

SPSS or R software can be used for clustering.

. Further these clusters can be analyzed to find different patterns of customer behavior in an individual cluster.

Interpretation of clusters

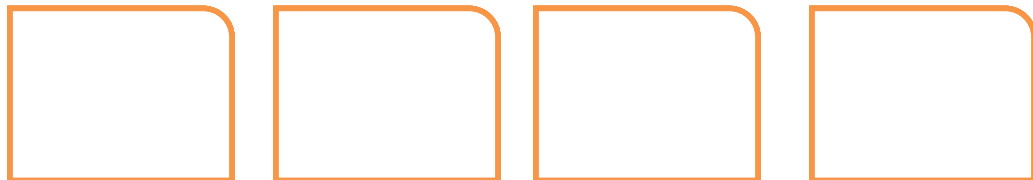


Fig 2 Results of K-means clustering

Validation of Clusters

Validation is essential as the clusters are of descriptive type and need additional support for their relevance. Cross-validation empirically validates a cluster solution by creating two sub samples (randomly splitting the sample) and then comparing the two cluster solutions for consistency w.r.t. the no. of clusters and the cluster profiles.

We can find out most important and Practical patterns in the database of accounts closures so that it could better understand different behaviors about different customers and develop new strategies to provide better service and satisfying their needs better than the

competitor. We can study the profiles and patterns of the customers in the individual clusters. The bank can effectively use this analysis for identifying the prominent reasons of customers closing the accounts.

Conclusion

Both the clustering methods can be applied for the purpose. The advantages of non-hierarchical cluster analysis are –

K-means is relatively an efficient method included in many commercial data mining software packages and thus can be easily implemented in real-world applications. The results are less influential to the outliers. It can analyze extremely large data sets.

But we need to specify the number of clusters in advance. Combination approach using hierarchical method followed by a non-hierarchical approach to select the number of clusters and profile cluster centers that serve as initial cluster seeds in the non-hierarchical approach

In this way the limitations of non-hierarchical approach methods are complemented by the ability of non-hierarchical approach to refine the results by allowing the switching of cluster membership.

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Financial Inclusion of Backward Class Communities with Reference to Schemes Devised for Their Development

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Abstract:

The education department had continued to give special emphasis on the importance of education communities listed in constitution as backward caste and tribe. The removal of disparities and equalization of educational opportunities is specifically emphasized in Updated National Policy on Education (NPE) by attending to specific needs of those who have been denied equality so far. The Policy and its programme of Action (POA) , contains specific directions and measures for their educational upliftment. These are the following special provisions for communities as backward in constitution that have been incorporated in existing schemes of Ministry. Education is important and plays a crucial role in upliftment the standard of living.

The Education has effect of changing person's to live, and status in the society. Education provided an opportunity to do something constructive by allowing utilizing the best of knowledge in varied aspects. There is relationship of growth and personal success .In spite of various financial and Non-Financial device by Government and Non-Government organization, for promoting education of the scheduled Caste and Communities listed as Backward in Constitution community, leading to bringing the backward community in mainstream, the failures of the schemes was the result of my study were, lots of problems associated with awareness of such schemes amongst the backward class community, in effectiveness in its implementation, insufficient amount of the assistance for education resulted in Non development of scheduled Caste and Communities listed as Backward in Constitution.

Keyword: Education, Financial Scheme

Introduction:

Equalization Of Educational Opportunities and Educational Development of Communities listed as Backward in Constitution, Communities listed as Backward in Constitution And Minorities Educational development of communities listed in constitution as backward caste and tribe .The education department had continued to special prominence to the importance of education communities listed in constitution as backward caste and tribe.

The inequalities in provision of education. These are the following special provision for communities listed as backward in constitution that have been incorporated in existing schemes of Ministry. All Government of the state made the provision of waiver of tuition fees in schools belonging to government up to fourth standard these applies many states in case of all the other types of the schools such as schools belonging to municipal bodies and private schools. Most of the States provide assistance to students belonging to economically backward, Communities listed as Backward in Constitution communities for meeting other costs of education, such as textbooks, uniforms, schools bags, transport, etc. Secondary education is free for children belonging to Communities listed as Backward in Constitution in all States and Union Territories.

Problem on Hand

Communities listed as Backward in Constitution have for ages remain backward and unique problem of their backwardness was identified with backwardness in education. In spite of the fact that Indian constitution had guaranteed the objective of development of the backward classes, including Listed as Backward in Constitution, the status of the backward community remains the same.

1. There is huge gap between the requirements of funds for the educational developments such as tuition and term fees, other fees for laboratory etc, library fees, cost of the uniforms, and cost of the travelling, stationery etc. many of the items are Not covered under the financial schemes
2. The insufficiency of the finance available and the actual requirements is a big threats to the backward community to depend upon the external borrowed funds, which need to be repaid poses a threats to the economic development of the community

Research Methodology**Region of Research**

The Geographical location for the study was Mumbai, Thane, and Kalyan District in the state of Maharashtra.

Research Design

The Research conducted was of Descriptive and Analytical in Nature

The research design and the steps adopted in research methodology kept in focus the objectives set for the study and the general hypothesis of the study. The Numbers of Null hypothesis numbering 67 were formed for the study was also subjected to statistics method of testing. I have used various Tests of significance such as Z test ,Chi-Square test & t-test. I have used various statistical techniques for analysis and interpretation of my research data such as tables, graphs, mean, standard deviation , various averages.

The different respondents of different communities and executives of various Government and Non-Government agencies consisting of 4998 in numbers.

Population and Sampling

The population of study consists of the different respondents of different communities and executives of various Government and Non-Government agencies consisting of 4998 in number, selected by sampling method known as Convenient Sampling Method.

Collection of Data

The collection of data consist of both primary and secondary data. The primary data was collected by floating a structured questionnaire.

The secondary data collected from the various website, books, and journals, published and published reports.

Statistical Methods

I have collected the data by asking the respondents to give their responses with reference to the various question structured for the purposes of testing the various Hypothesis designed for getting the results. The respondents were selected from the backward class community both from scheduled caste and scheduled tribes community the data collection was by personal interview, circulating the questionnaire through electronic media etc.

The various statistical methods were systematically done using tools such as mean, standard deviation and for testing various hypothesis, Chi-Square and other statistical test was adopted using various statistical packages and computerized data processing was adopted Analysis and Interpretation of Data.

I have analysed the data received from 4998 respondents, analysis was made on the basis of ,

- a) Gender
- b) Caste
- c) Age Group
- d) Marital Status
- e) Occupation
- f) Nature of the course
- g) Working and Non-working
- h) Employer type
- i) Annual Income
- j) Family Members

Review of Literature

The Research Problem of my project was to evaluate the effectiveness and sufficiency of the various financial schemes floated by various Government and Non-Government agencies. The Indian constitution has accorded preferential status, amongst other backward communities, scheduled Caste and Communities listed as Backward in Constitution in particular. In spite of the constitutional preferences, various researchers have found that the effectiveness of such schemes have not resulted in the desired Economic upliftment as was thought of while devising such schemes. In view of the same various research papers reviewed, the opinion of the authors centered around the wide disparity amongst the various classes of the society. The researchers found that such schemes for the development of

Communities listed in Constitution as Backward Caste and Tribe have resulted in atrocities by Non-backward classes on scheduled Caste and Communities listed as Backward in Constitution.

Analysis of Result

Objective: To study the economic conditions of Communities listed as Backward in Constitution / Communities listed as Backward in Constitution.

Hypothesis : Benefits of Various schemes for the upliftment of communities listed as Backward in Constitution / Communities listed as Backward in constitution listed as Backward in Constitution as designed by various Government and Non-Government agencies are equal in all sectors of such community with respect to gender.

To Study the Impact of National Overseas Scholarship schemes on upliftment of communities listed as backward in constitution community

1. $H_0: P = 0.80 (P_0)$ Vs $H_1: P < 0.80$

Scheme : National Overseas Scholarship

Number of Respondents : 1986

$Z_{0.05} : 1.64$

$Z_{0.01} : 2.33$

P : 0.397359

$P_0 : 0.8$

$Q_0 : 0.2$

Standard Error : 0.005658

Z : 71.16332

DECISION : REJECT H_0 , ACCEPT H_1

Government Schemes National Overseas Schemes Decision –Reject Null Hypothesis

Conclusion- Majority of the communities listed as backward in constitution respondents are not benefitted by the schemes.

To study the Impact of rajiv Gandhi national Research fellowship schemes on upliftment of the communities listed as backward in constitution community

2. $H_0: P = 0.80 (P_0)$ Vs $H_1: P < 0.80$

Scheme: Rajiv Gandhi National Fellowship

Number of Respondents: 480

$Z_{0.05} : 1.64$

$Z_{0.01} : 2.33$

P : 0.096038

P0 : 0.8

Q0 : 0.2

Standard Error: 0.005658

Z : 124.4191

DECISION: REJECT H_0 , ACCEPT H_1

Government schemes Rajiv Gandhi national fellowship Decision-Reject Null Hypothesis

Conclusion-majority of the communities listed as backward in constitution respondents are not benefitted by the schemes.

To Study the Impact of Special educational development programme for communities listed as backward in constitution girls belonging to low literacy upliftment of communities listed as backward in constitution community

3. $H_0: P = 0.80 (P_0)$ Vs $H_1: P < 0.80$

Scheme: Special Educational Development Programme for Communities listed as Backward in Constitution Girls Belonging to Low Literacy Levels

Number of Respondents : 2083

$Z_{0.05} : 1.64$

$Z_{0.01} : 2.33$

P : 0.416767

P0 : 0.8

Q0 : 0.2

Standard Error : 0.005658

Z : 67.73316

DECISION : REJECT H_0 , ACCEPT H_1

Government schemes Special educational development programme for communities listed as backward in constitution girls belonging to low literacy levels

Decision-Reject Null Hypothesis

Conclusion-majority of the communities listed as backward in constitution respondents are not benefitted by the schemes.

Conclusion:

1. Considering the huge gap between the requirements of finance for education leading to Economic development of the community, the various measures undertaken shall lead to community being aware about various schemes so that they can go ahead with the schemes.
2. The further involvement of Non-Government agencies, shall reach the scheme to the wider Scheduled Caste and Communities listed as Backward in Constitution community for the

Economic upliftment.

3. The overall development of India depends upon the overall Economic development of all the sections of the community in India, including scheduled Caste and Communities listed as Backward in Constitution community, the government's objective of overall growth shall be achieved.

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Effectiveness of Planned Teaching programme on knowledge Regarding occupational Hazards and their prevention

Mrs. Meenaxi R. Devangamath : Ph.D Scholar, JJTU, Rajasthan

INTRODUCTION

Any industry plays an important role in building up of a nation. India's economy is based on agriculture, industry, and services. The industry is a major source of income to our economy. The performance of a worker is usually accounted by the output. The performance of the worker depend upon his health. So sound health is essential for the proper functioning of the workers which is achieved through occupational health. Occupational hazards contribute to the premature death of millions of people worldwide and result in the ill health or disablement of hundreds of millions more each year. Exposure to chemical, physical, and biological agents in the workplace can result in adverse effects on workers ranging from simple discomfort and irritation to debilitating occupational diseases such as lung fibrosis, neuropathy, deafness, organ damage, and cancers of various sites. Such conditions result from excessive exposure and can only be avoided through adequate control measures which will prevent or minimize exposure to harmful agents.

STATEMENT OF THE PROBLEM

“A study to evaluate the effectiveness of planned teaching programme[PTP] on knowledge regarding the occupational hazards and their prevention among the industrial workers in selected industry, Hubli, Karnataka”

OBJECTIVES OF THE STUDY

1. To assess the knowledge regarding, occupational hazards and their prevention among industrial workers.
2. To evaluate the effectiveness of planned teaching programme regarding, occupational hazards and their prevention in terms of gain in knowledge scores of industrial workers.
3. To find out an association between pre test knowledge scores of industrial worker and their selected socio demographic variables.

METHODOLOGY

- **Research approach** : evaluative approach
- **Research design** : pre-experimental; one group pre-test and post test design.
- **Variables**
 - *Independent variable* : Planned Teaching Programme
 - *Dependant variable* : Knowledge of industrial workers regarding occupational hazards and their prevention.
- **Research setting** : Kirloskar Electric Company, Gokul road, Hubli, Karnataka
- **Target population** : industrial workers working in the Kirloskar Electric Company, Gokul road, Hubli, Karnataka .
- **Sample** : industrial workers, working in Kirloskar Electric Company, Gokul road, Hubli, Karnataka.
- **Sample size** : 50 industrial workers
- **Sampling technique** : simple random sampling technique.
- **Tool** : structured knowledge questionnaire
- **Duration of the study** : 12/09/2016 to 15/10/2016
- **Data analysis** : Descriptive and inferential statistical method
- **Conceptual framework** : Modified Callista Roys Adaptation theory

RESULTS

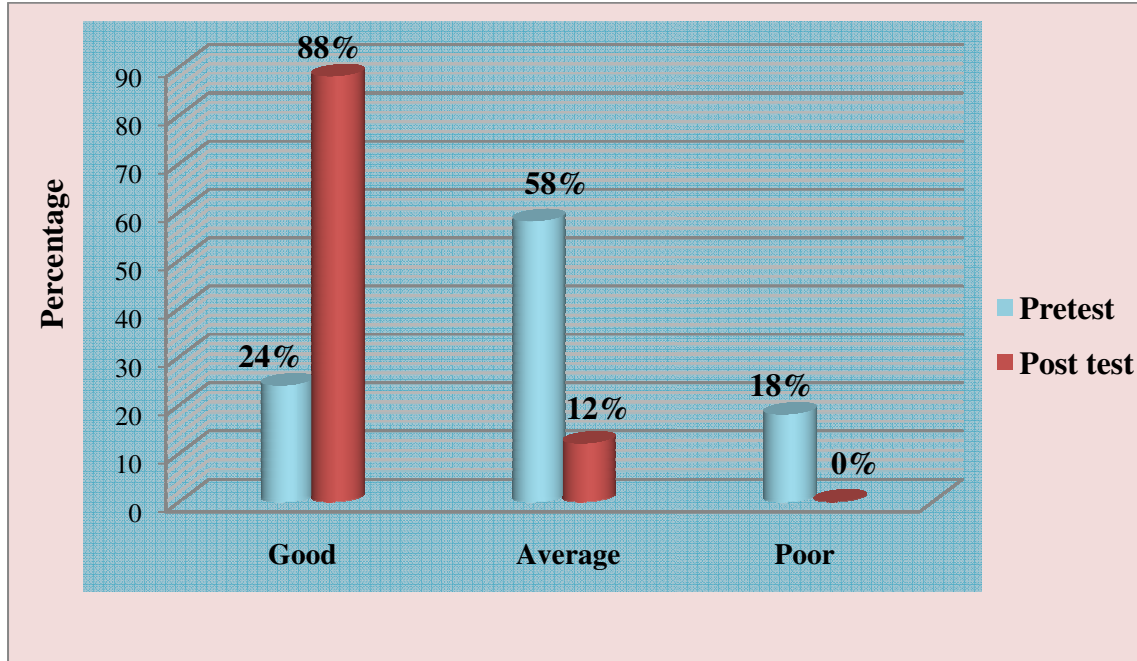
Regarding socio demographic variables majority of the subjects 26 (52%) belong to the age group 40 – 60, majority of the subjects 41 (82%) are male, majority of the subjects 47(94 %) are married. Majority of the subjects 28(56%) belong to nuclear family .Majority of the subjects 29(58%) had secondary education, majority of the subjects 32(64%) have completed ITI. Majority of the subjects 38(76%) have income between 10,000 to 15,000. Majority of the subjects 29 (58%) have work experience between 15 to 30 years. Majority of the subjects 43(86%) do not have any history of occupational hazards. Majority of the subjects 25(50%) have obtained the information regarding occupational hazards and their prevention from their colleagues.

Pre test score of the subjects revealed that 29 (58%) had average knowledge, 12 (24%) had good knowledge and 9 (18%) had poor knowledge. After the administration of planned teaching programme there was significant gain in knowledge. The post-test scores revealed that 44 (88%) had good knowledge and 6 (12%) had average knowledge.

Frequency and percentage distribution of knowledge score of subjects regarding occupational hazards and their prevention

n =50

Knowledge score	Pre test		Post test	
	Frequency (f)	Percentage (%)	Frequency (f)	Percentage (%)
Good (26 and above)	12	24	44	88
Average (17 to 26)	29	58	6	12
Poor (17 and above)	9	18	-	-



The cylindrical diagram showing frequency and percentage distribution of knowledge score of subjects regarding occupational hazards and their prevention.

Pre-test and post test percentage of knowledge scores of subjects in different items of occupational hazards and their prevention

n = 50

Items	Total score	Mean % of knowledge scores of subjects		
		Pre test	Post test	Gain in knowledge
Structured Knowledge questionnaire	2250	47.8%	78.8%	30.8%*

BACKGROUND OF THE STUDY

Like the home and school, the place of the work is also an important part of man's environment. Existing harmful agents and poor work environment at the place of work may affect the health and efficiency of the worker. A man is exposed to physical, chemical, mechanical, biological and psychosocial hazards for at least 6 – 8 hours daily at his place of work or occupation. This environment, therefore, should be healthy and free from any harmful agents as far as possible. A healthy occupational environment, in addition to higher work productivity. So this study was undertaken to update the knowledge of the industrial workers regarding the occupational hazards and their prevention .

CONCLUSION

Based on the findings of the study the following conclusions are drawn:

1. Over all pretest knowledge scores of the subjects was average. So the study suggested need for planned teaching programme to impart knowledge to the industrial workers on occupational hazards and their prevention.
2. Post test scores depicted significant improvement in the level of knowledge of the industrial workers. Hence it showed that the planned teaching programme was effective in improving the knowledge of the industrial workers regarding occupational hazards and their prevention.
3. The results revealed that there was no significant association between pre-test knowledge scores and socio demographic variable except marital status, technical training, history of occupational hazards and sources of information.

RECOMMENDATIONS

- A similar study can be undertaken for larger sample for a long period of time, hence broad generalizations can be made.
- An experimental study can be undertaken with a control group for comparison of the result.
- Manual information booklet and self instructional module can also be used in the area of knowledge of occupational hazards and their prevention.
- A similar study can be replicated in the different settings.
- A similar study can be conducted on the practice and attitude of the industrial workers regarding occupational hazards and their prevention.
- A survey study can also be conducted on occupational health and safety
- A survey study can also be conducted in other occupational hazards like agriculture and plantations.

* * *

Surveillance of Reproductive tract infection amongst women residing at Nere, Panvel

Meenal Arvind Rane : PhD Scholar, Shri JJTU, Jhunjhunu, Rajasthan

Abstract:

Reproductive tract infections are major public health problem. Screening of reproductive tract infection of early stage, serve as a prevention of cervical cancer health action. Past or present occurrence of genital ulcer or wart, and infection has been found to be an important risk factor for cervical cancer.

This study is conducted in Nere village, Panvel to find out incidence rate and treatment behaviour of women with regards to reproductive tract infections. In the surveillance, sample consisted of 150 women between the 20 -50 years age group. Most common signs and symptoms present was vaginal discharge (34.66%), lower abdominal pain (20.46%), vulval itching and irritation (21.28%) which indicate high incidence amongst women 9.24 percent women ignored these symptoms, were 21.12 percent treated self at home. Hence urgent intervention regarding awareness of reproductive tract infection is needed.

Introduction:

Female reproductive system can be minor or serious problems with infections are usually anxiety producing and often distressing. It causes inconvenience to women and it requires immediate attention.

The vagina is a host to a rich variety of microorganisms. These are subject to dynamic alteration in quality and composition, reflecting at any given time, a woman 's current physiological state, her immunological defense mechanisms and her past exposure. Transfer and sharing of microorganisms between partner occur during sexual intercourse and may include the exchange of infective organisms.

Sexually transmitted diseases (STD) and reproductive tract infection are becoming a major public health problem in India.

The vagina protected against infection by its normally low pH risk infection increases in the pH alteration.

The incidence of HIV infection is common cause of cervical cancer.

Clinical disease may occur because of the introduction of organisms, which are new to the woman or because of redistribution of existing microbiological flora due to the pathophysiological changes of pregnancy or the action of antibiotics.

Vulvovaginal infections are common and nurses have an important role in providing information that may prevent their occurrence.

Screening of reproductive tract infection at early stage, serve as a prevention of cervical cancer, health action at primary level. Women are often exposed to HIV by partners who are unknowing carriers. Use of condoms can reduce the likelihood of transmission, but transmission can also occur during skin to skin contact in areas not covered by condom.

Past or present occurrence of clinical genital warts, infections and ulcer has been found to be an important risk factor for cervical cancer.

Nurse working in community is the key member of the health team. She is responsible for women health, related to all respects. An effective and sensitive surveillance programme developed by them to obtain a real scenario of cervix cancer risk factors. On the basis of this

control and prevention programmes can be developed by the nurses.

Nurse is giving door step services in community, so it is possible to identify the risk women, because women are not coming forward with their genital problems, they hide it due to many reasons. This behaviour is responsible to turn into further complications.

Cervical cancer the most frequent cancer in Indian women and about 7.9% of women the general population are estimated to harbour.

The surveillance of reproductive tract infection in Nere village of Panvel district has been selected and data collected from the women, who are residing in Nere village, to find out incidence of rate of reproductive tract infection.

Objectives of study:

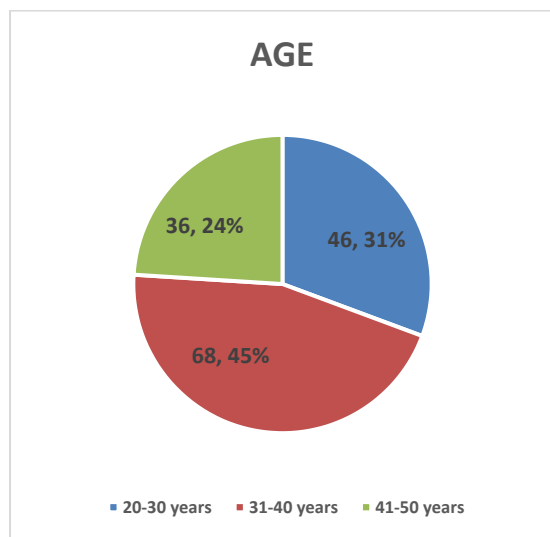
1. To Study the incidence rate of reproductive tract infection amongst women residing at Nere, Panvel
2. To study the treatment behaviour of the women with reproductive tract infection.

Material and Methods:

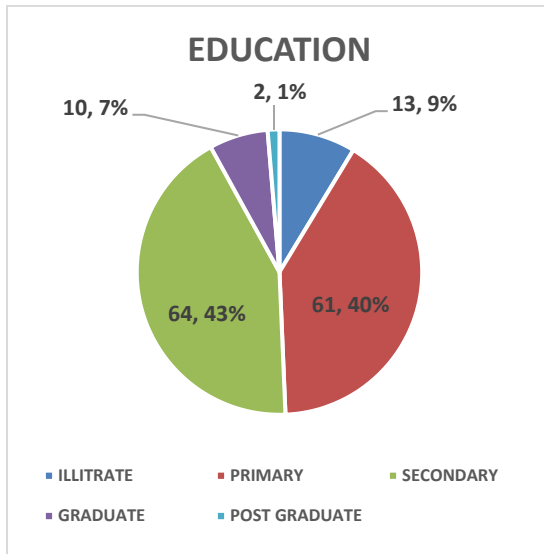
The study was undertaken in the unit of Nere village, Panvel. Nere village is having 30, 000 population and it is a rural population. Total of 150 women were selected randomly to find out incidence rate of reproductive tract infection. Married women aged between 20 to 50 were selected. This study is descriptive study, were surveillance is adopted method. Survey is conducted in this area with method of random sampling questionnaire were developed as per syndrome (signs and symptoms) of reproductive tract infection.

The details of the 150 women who were included in the study are given in table 1. The important method information collected about women was their age, religion, occupation, education and parity (number of children)

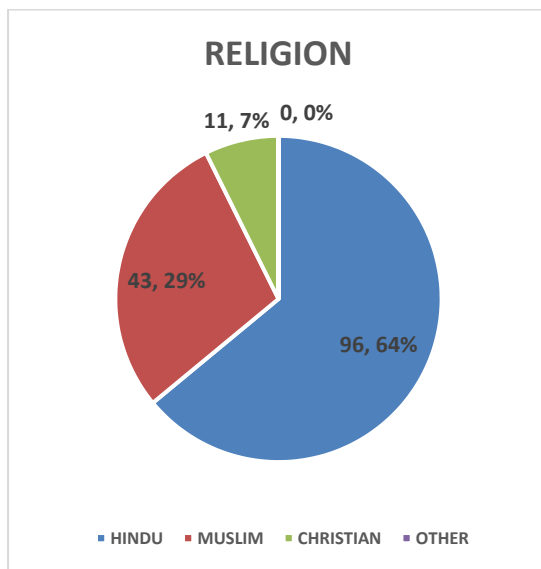
AGE IN YEARS	FREQUENCY	% AGE
20-30 years	46	30.7
31-40 years	68	45.3
41-50 years	36	24.0



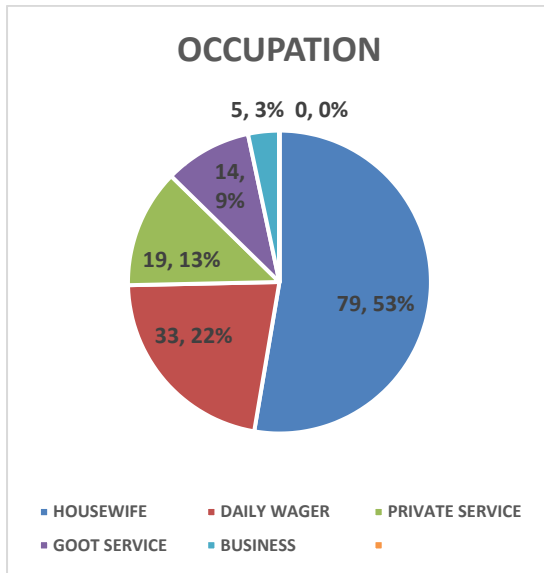
EDUCATION	FREQUENCY	% AGE
ILLITRATE	13	8.67
PRIMARY	61	40.67
SECONDARY	64	42.67
GRADUATE	10	6.67
POST GRADUATE	2	1.33



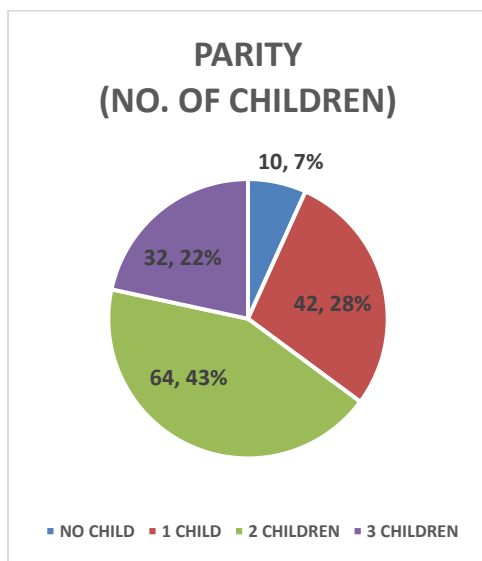
RELIGION	FREQUENCY	% AGE
HINDU	96	64.00
MUSLIM	43	28.67
CHRISTIAN	11	7.33
OTHER	0	0.00



OCCUPATION	FREQUENCY	% AGE
HOUSEWIFE	79	52.67
DAILY WAGER	33	22.00
PRIVATE SERVICE	19	12.67
GOOT SERVICE	14	9.33
BUSINESS	5	3.33



PARITY (NO. OF CHILDREN)	FREQUENCY	% AGE
NO CHILD	10	6.67
1 CHILD	42	28.00
2 CHILDREN	64	42.67
3 CHILDREN	32	21.33

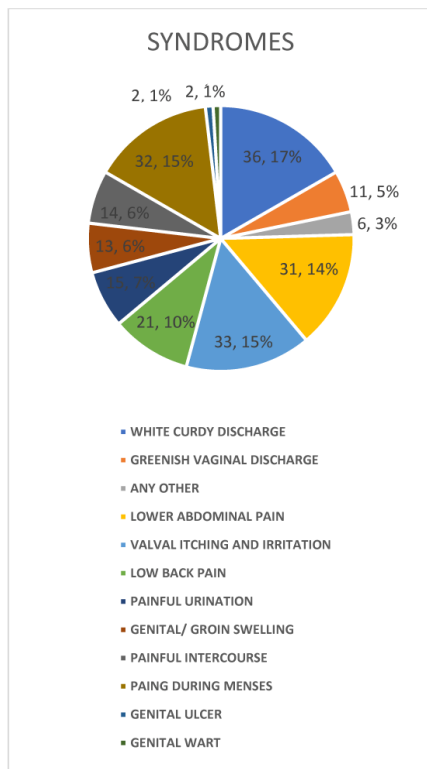


Majority of women were (44.88%) in the age group of 31 to 40 years. Most of the women (42.29) had secondary education. More than half (63.36) of women belongs to Hindu religion & majority of them (32.14) were house wife. Some women (6.6) yet not having child; but majority of women (42.9) are having two children.

Findings of the study:

Sign and symptoms data collected which was as per syndrome of reproductive tract infection Table 2: Distribution of sign and symptoms as per of reproductive tract infections.

SYNDROMES	FREQUENCY	%
WHITE CURDY DISCHARGE	36	24.00
GREENISH VAGINAL DISCHARGE	11	7.33
ANY OTHER	6	4.00
LOWER ABDOMINAL PAIN	31	20.67
VALVAL ITCHING AND IRRITATION	33	22.00
LOW BACK PAIN	21	14.00
PAINFUL URINATION	15	10.00
GENITAL/ GROIN SWELLING	13	8.67
PAINFUL INTERCOURSE	14	9.33
PAING DURING MENSES	32	21.33
GENITAL ULCER	2	1.33
GENITAL WART	2	1.33



Hence, the most common presentation was a vaginal discharge that is total 34.66% women. White curdy discharge found in 23.76% while greenish vaginal discharge of 7.6% and other type of discharge were reported that is 3.3%.

Nandan (2002) reported prevalence of 35.2% for reproductive tract infection among women in Agra where majority of the cases (72% of all ages) were vaginal discharge.

Among the sample of 150 women in the study 31 presented lower abdominal pain (20.46%) and 33 women reported vaginal itching and irritation (22.78%).

Vaginal discharge due to infection always causes itching and irritation to vaginal area and this is served as a positive sign of infection.

Amongst samples, lower back pain was present in 21 women (13.86%) and 15 women (9.4%) reported painful urination.

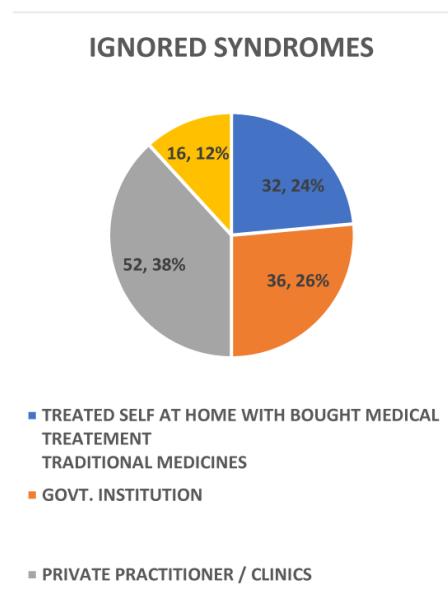
There were clinical signs of infection that is genital/ groin swelling in 8.58 % of women and 14 women (9.24) presented complains about painful intercourse. Here reproductive tract infection is also responsible for painful menses among 32 women (21.12%)

During the study, it was observed two females reported genital ulcer and two were genital wart. Though the number is small, but it indicates highly positive advance stage infected. So, they need urgent attention.

Latha et al (1997) in their multicentre in rural West Bengal, Gujrat, urban Baroda and Mumbai reported that the prevalence of reproductive tract infections ranged from 19% to 71% among women.

Treatment behaviour of women with reproductive tract infection

IGNORED SYNDROMES	FREQUENCY	% AGE
TREATED SELF AT HOME WITH BOUGHT MEDICAL TREATEMENT TRADITIONAL MEDICINES	32	21.33
GOVT. INSTITUTION	36	24.00
PRIVATE PRACTITIONER / CLINICS	52	34.67
AYURVEDIC/ HOMEOPATHIC/ OTHER MEDICINES	16	10.67



Positive and right type of treatment behaviour is important for controls and cure of reproductive tract infections. In present study, only 14 women out of 150 ignored the symptoms, there were 32 women (21.12%) treated self at home with traditional medicine.

For reproductive tract infection; 23.76% took treatment from government institutions, 34.32% consulted private practitioner/clinics/ hospitals and 10.56% relied on Ayurvedic/ Homeopathy/other medicines.

As per findings of present study sign and symptoms reported like vaginal discharge, vulval itching and irritation, lower abdominal pain and low back pain are most common. It indicates the reproductive tract infection incidence is high amongst women. And their treatment behaviour like ignoring symptoms and self-care of home needs urgent intervention.

Awareness programme regarding reproductive tract infection, its complication, important for proper treatment should be planned and imported immediately to reduce the further risk of genital tract diseases and cancer cervix amongst women.

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Identity Crisis (Digital India)

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Abstract:

India is democratic nation. In this nation, 31 state and 07 union territories have been included. But still in eastern part of this nation, few migrated people facing identity crisis. They don't have rights to vote, though they have Election card. Many authors have neglected to write about the same issue. Many NGO has raised this issue, many leaders opposed, many newspapers had tried to write about it and they did it. But it not came in front of world. Through this research I would like to get your scholars attention for this discrimination facing by few communities in eastern zone of India.

Keywords: D voter, Community, Role of Government for digital India.

Introduction:

D voter, called as **Doubtful voter** is a category of voters in Assam, who are disenfranchised by the government on the account of their alleged lack of proper citizenship credentials. The D voters are determined by special tribunals under the Foreigners Act, and the person declared as D voter is not given the elector's photo identity card. In 2011, the Guwahati High Court ordered the D voters to be transferred to Foreigners Tribunals set up under Foreigners Tribunal Order 1964 and be kept in detention camps. The Bengali Hindus who migrated from East Pakistan and Bangladesh before and after 1971 are mostly affected by this categorization. According to Sudip Sarma, the publicity secretary of the Assam unit of the Nikhil Bharat Bangali Udbastu Samanway Samiti, there are *6 lakh* Bengali Hindu D voters in the state.

On 17 July 1997, the Election Commission of India, issued a circular to the Government of Assam directing it to remove non-citizens from the electoral list. Following that, an intensive revision of electoral rolls began in Assam, involving door to door survey in order to enlist only genuine Indian citizens. The persons who could not provide evidence in favour of their Indian nationality were marked with D in the electoral rolls, to indicated doubtful or disputed status of their Indian nationality. During the survey, the absentee voters too were marked with D. Around 370,000 persons were thus declared as D voters by the Election Commission of India. The persons marked as D voters were barred from contesting the elections and casting their votes. The Election Commission of India further directed the D voters to be put on trial before the Foreigners Tribunals set up under the Foreigner (Tribunal) Order of 1964. Out of an estimated 370,000, only 199,631 cases were referred to the tribunals for verification. During the initial trials 3,686 persons were found to be foreigners, who names were removed from the electoral rolls.

The trials at the 36 Foreigners Tribunals proceeded at a slow pace. Meanwhile, a section of the Bangladeshi illegal immigrants who were marked as D voters and awaiting the trials became absconding. In view of this, on 4 April 2004, the Gauhati High Court ordered the D voters to be sent to detention camps till their cases were disposed off. Accordingly the D voters facing trial before the Foreigners Tribunal were sent to the detention camps at

Goalpara and Kokrajhar. In 2005, another door to door survey was carried out of the Election Commission. During the survey it was found that a huge number of D voters, who were blacklisted in 1997, could not be traced. The number of D voters was officially revised to 181,619.¹ As of June 2012, there were officially 157,465 D voters in Assam, whose credentials are under verification. On 6 January 2014, the State Government informed the Legislature that there were a total of 143,227 D voters in the state.

Illegal Migration to India

An illegal immigrant in India is a person residing in the country without an official permission as prescribed by relevant Indian law. Those who are explicitly granted refugee status do not fall under this category. No reliable numbers on illegal immigrants are currently available. 2001 India Census Gives information about Migrants but not exclusively illegal Immigrants. Per 2001 Census Bangladeshi form the largest group of migrants in India followed by Pakistan.

As per 2001 census there are 3,084,826 people in India who came from Bangladesh. No reliable numbers on illegal immigrants are currently available. Extrapolating the census data for the state of Assam alone gives a figure of 2 million. Figures as high as 20 million are also reported in the government and media. Samir Guha Roy of the Indian Statistical Institute called these estimates "motivatedly exaggerated". After examining the population growth and demographic statistics, Roy instead states that while a vast majority are illegal immigrants, significant numbers of internal migration is sometimes falsely thought to be immigrants. An analysis of the numbers by Roy revealed that on average around 91000 Bangladeshis illegal crossed over to India every year during the years 1981-1991.

The trip to India from Bangladesh is one of the cheapest in the world, with a trip costing around Rs.2000 (around \$30 US), which includes the fee for the "Tour Operator". As Bangladeshi are cultural similar to the Bengali people in India, they are able to pass off as Indian citizens and settle down in any part of India to establish a far better future than they could in Bangladesh,^[8] for a very small price. This false identity can be bolstered with false documentation available for as little as Rs.200 (\$3 US) can even make them part of the vote bank.

Most of the Bengali speaking people deported from Maharashtra as illegal immigrants are originally Indian citizens from West Bengal. Police would demand 2000-2500 from each of the detained Bengali speaking people for their release. If they fail to pay that amount, they are kept behind the bar for 10-15 days following which they would be taken to border and pushed into Bangladesh.

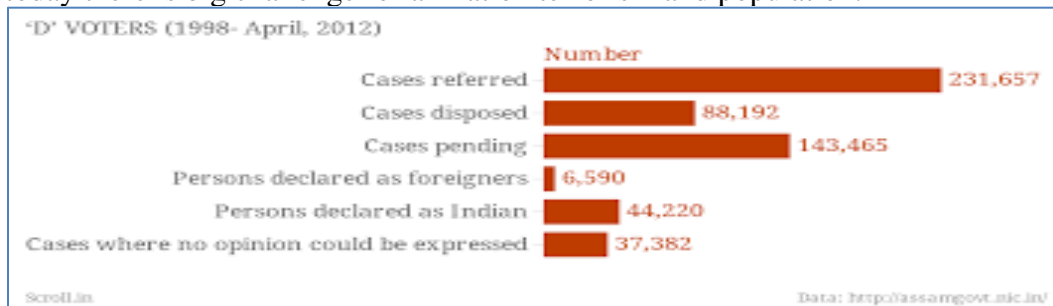
The Bangladesh Liberation War and continued political and economic turmoil in Bangladesh in the following decades forced some Bangladeshis to seek refuge in India. During the Bangladesh Liberation War at least 10 million Bangladeshis crossed into India illegal to seek refuge from widespread rape and genocide. Most of them migrated to the border states, particularly West Bengal and Assam. This issue became more visible after the 1991 census when patterns of abnormally high growth rate of Muslims were observed in the border states Assam and West Bengal. In 1991 census Muslim population growth rates in these states were found to be much higher than the growth rates of the local Hindu population even after adjusting for the usual higher growth rate of Muslims observed throughout the country.

The following tables for detail:

Period	% Growth during 1971-1991			% Growth during 1991-2001		
Groups	Muslims	Hindus	Difference	Muslims	Hindus	Difference
Assam	41.89	35.42	5.53	14.95	9.3	4.35
All India	93.25	23.04	60.79	70	19.3	50.3

Period	% Growth during 1981-1991			% Growth during 1991-2001		
Groups	Muslims	Hindus	Difference	Muslims	Hindus	Difference
West Bengal	61.05	13.67	45.62	64.26	16.1	51.84
All India	52.8	22.9	30.1	50	20.3	29.3

This survey or table showing differences between two big communities not only of Assam, West Bengal but All India. Every after 10 years, census done by government and today there is big challenge for all nation terrorism and population.



Here we can see how many cases solved and seen and working on the D voter issue. Since 1998 to 2012, 2,31,657 cases referred only, among this cases 44 thousand 220 people were given Indian recognition. Still pending cases numbers 1 lakh 43 thousand 465.

Conclusion:

Hence, in this conclusion I would like to conclude that today in 21st century ruling government talking about so called digital India but many people not got their identification and facing problem to survive in democratic nation, where their ancestors had lived, survived and took last breath. Social development only possible if nation's people thought develop. Economic development only possible if citizen of nation develop.

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Organizational Culture and its Impact on Employee's Performance

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Abstract:

This research paper studies the effectiveness of organizational culture on employee performance as well as Employee's productivity in Indian industry. Here the efforts are made to find if organizational culture affects employee's work performance, and to find the reasons for the same. A business organisation if wants to stay ahead of competition they should seek support of their employees. An employee is a key element of an organisation and the success or failure of the organisation depends on individual employee performance which affects positively or negatively the organisation performance at large. Every business has their own specific way of doing things, has established standards and procedures over time and has different atmosphere and intellect and this is the organisation culture. Organisation culture adopts overtime to cope up with such dynamic changes and meet the varying demand of employee expectations and satisfaction which in turn influence the employee's performance.

Keywords: Organisation Behaviour, Organisation culture, Employee Performance and Job

I. Introduction

Good organizational culture constructs good society and good citizens. Therefore the impact of culture plays a major impact in any organisation. Organizational culture is the sole aspect that combines people and makes them an integral part of the organization. A solid corporate culture refers to how largely and sharply employees hold the company's values and beliefs. Organizational culture assists employees to understand what happens and why things happen in the organization? Culture of corporate also makes it simple for them to understand what will be expected of them and to join with colleagues who are well familiar with the culture and believe in the organization. People are always surrounded by culture. It forms the strong background of working area, colouring everything in an organization. Organizational culture also gives a dominant tool for regulating behaviour by affecting how we attach value to our world and how we perceive events.

II. Objectives of the Study

Primary objective

To study how the culture of organization affect employee job performance.

Organizational Culture

The different attributes of culture have been arranged on basis of norms and attitudes which help in differentiating one firm from another. The process of thinking helps in establishing one member from another on basis of cognitive thinking. The success guidance based upon different values and norm that makes culture effective . The set of beliefs, behaviours, norms and values helps in making culture most effective. The knowledge of culture have been gained through understanding and beliefs on basis of large groups.

Culture is defined as a mixture of values, sets, beliefs, communications and explanation of behaviour that provides guidance to people. The main idea of culture comes from sharing in learning processes that have been based upon systematic allocation of resources. The cognitive systems of human that helps in improving thinking and decision

making were based upon organization culture. The multifaceted set of beliefs, assumptions and values helps in presenting different level of culture by conducting business at an effective manner. The normative glue based upon organization culture helps in holding overall management effectiveness. The concept of effective organization culture helps in improving business decisions. The survival of culture in an organization lies upon national and foreign culture differentiation in culture management. The culture of organization has been affected by attitudes, norms and beliefs that lead to strong communication between employees.

Now a day's organization culture has generally been interrelated to management. The two essential factors that lead to effective culture management include structural stability and integration of superior standard of organization culture. Certain characteristics of organization culture have been established in which set of norms, values and beliefs helps in perfect association between them. At different level of organization culture different background, ethics and racial differences impact upon performance. The similar organization culture with different backgrounds has common set of values and beliefs to be effected by organization systems. The attraction of organization norms, values and beliefs have strong affect upon performance and sustainability. The norms of employees impact upon sustainable performance and management of organization culture as it leads to attainment of profitability. Different kinds of cultures have been defined as followed:

Counter Culture

The values and beliefs of organization culture which were shared among different management departments and managers were forced to gain advantage from them come under countercultures. The organization performance based upon contribution of strong culture leads to strong association between performance and management.

Sub Culture

Subcultures have been defined as organization segments with different sets of norms, values and beliefs on basis of geographical areas, job requirements and department goals. The commitment of employees towards organization basis upon employee perception that affects upon culture. The social interaction of workplace outside organization considers well for some groups.

Strong Culture

The same type of values and beliefs which an employee holds in culture must be considered strong. The beliefs and values of organization were considered strong when employee embraces greater part of culture. The reduction in gaps on employee relationship has been agreed with managers so far. The rules in organization must be considered important for employees. The policies, procedures and objectives designed by top managers must influence upon behaviour of employees so that competitive advantage have been gained.

Weak Culture

The loosely knit organization cultures that helps in pushing thought, attitudes and beliefs of individuals to be more innovative. The valuable asset contributes to growing needs and wants of culture management. The loosely joined culture based upon values and beliefs have association with perfect sets. The diversity between personal objectives and organizational goals has creative management of rules and procedures so that perfect association have been created between them.

Dimension of Organizational Culture

The four dimensions of organization culture are as follows

Power distance: It is defined as degree of employee and management behaviour that

have been based upon perfect relationship between formal and informal set of planning action.

Individualism: In this dimension difference between organization interest and self interest have perfectly been matched.

Uncertainty avoidance: The uncertainty and ambiguity based upon tolerance helps in mitigating willingness of people

Masculinity: It comes in avoidance of caring and promotion rather than level of success based upon challenges, insolence and ambition.

Organizational Performance

The degree of an achievement to which an employee’s fulfil the organizational mission at workplace is called performance. Performance has been perceived differently by various researchers, but most of the scholars relate performance with measurement of transactional efficiency and effectiveness towards organizational goals. The job of an employee is build up by degree of achievement of a particular target or mission that defines boundaries of performance. Certain researchers have identified different thought, attitudes and beliefs of performance as it helps in measurement of input and output efficiency measures that lead to

transactional association. The capability of an organization to establish perfect relationship with resources presents effective and efficient management of resources. In order to achieve goals and objectives of organization strategies have been designed based upon organizational performance.

Linkage of Organizational culture with Organizational performance

The culture and performance have been interrelated to each other based upon perfect association between business processes. Several researches have been made to evaluate performance of organization based upon efforts as culture has been given significant association. The three contributions on culture defined were as followed:

Organizational Culture

- Power Distance
- Individualism
- Uncertainty-Avoidance = Organisational
- Masculinity Performance

Findings and suggestions

- Organisational Culture and performance were considered interconnected to each other by forceful management.
- Nature and scope of culture based upon abstract point of view have been presented more appropriately. While strong association between management practices, performance and culture management have been presented so that culture establishment takes place effectively. The competitive advantage of an organization is attained through strong association and establishment of culture. The organization culture helps in evaluating limitation to overcome performance measurement.

Conclusion

The different values and beliefs based upon employee performance helps in organization association. The organization culture helps in internalizing joint relationship that leads to manage effective organization processes. The productivity and culture of organization helps in improving performance. The positive association between culture and performance helps in improving results of organization. The job performance of organization has a strong

impact of strong organization culture as it leads to enhance productivity. The norms and values of organization based upon different cultures influence on work force management. In an organization strong culture enables to effective and efficient management of work force employees. The net profit in an organization helps in enhancing performance of employees.

On basis of particular conditions organizational culture is helpful in improving and providing competitive edge. The employee commitment and group efficiency helps in improving performance based upon organization sustainability.

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Risk Management

Rupa Gaud:

Abstract

The purpose of this research is to understand the degree of risk related to the individual life and various sector (business, insurance and finance sector). And to know the sources of risk, methods for handling of risk with the help of scientific and traditional approach Risk management.

Risk management is an activity which integrates recognition of risk, risk assessment developing strategies to manage it. Based on the threatening of asset and earning capacity of the enterprise, the risk manager is employed to carry out the function of risk management. The objectives of risk management is to reduce risk related to different sector it create risk awareness and understanding among the people. Risk management help to decide which risks are worth taking and which are not. It may seeks to make the best decision about dealing with a particular risk.

The paper describes the importance, role, tools and steps in the risk management process and provides some examples for risk and safety measures.

Objectives of the study

- To know the about the risk related to various sector
- To know the various sources of risk
- To understand how the risk management access the risk and develop the different strategy

INTRODUCTION

Meaning of risk

The risk means that there is a possibility of loss or damages it may or may not happen. Risk is the potential of gaining or losing something of value.^[1] Values (such as physical health, social status, emotional well-being or financial wealth) can be gained or lost when taking risk resulting from a given action or inaction, foreseen or unforeseen. The risk is the result or effect of unforeseen event or its happening. the risk is the loss incurred by a person when a house is destroyed by fire, or money is stolen, there. The negligence of someone result in injury to a person or damages to the property, there is also a financial loss. Risk identification is the process of identifying risks and uncertainties, systematically and continuously. the risks can be assessed evaluated, controlled and financed, once they have been identified.

TYPES OF RISK IN VARIOUS SECTOR

Personal Risks

Personal risks are those risks that directly affect an individual.

Personal risks detrimentally affect the income earning power of an individual. They involve the likelihood of sudden and complete loss of income, or financial assets sharp increase in expenses or gradual reduction of income or financial assets and steady rise in expenses. Personal risks can be classified into four main types:

Risk of premature death

Risk of old age

Risk of sickness

Risk of unemployment

Risk of Premature Death

It is generally believed that the average life span of a human being is 70 years. Therefore, anybody who dies before attaining age 70 years could be regarded as having died prematurely. Premature deaths usually bring great financial and economic insecurity to dependants. In most cases, a family breadwinner who dies prematurely has children to educate, dependants to support, **mortgage loan** to pay. In addition, if the family breadwinner dies after a protracted illness, then the medical cost may still be there to settle and of course the burial expenses must have to be met. By the time all these costs are settled, the savings and financial assets of the family head may have been seriously depleted or possibly completely spent or sold off and still leaving a balance of debt to be settled.

The death of family head could render some families destitute and sometimes protracted illness could so much drain the financial resources of some families and impoverish them even before the death of the family breadwinner.

When a family breadwinner dies, the human-life value of the breadwinner would be lost forever. This loss is usually very considerable and creates great financial and economic insecurity. What is a human life value? A human life value is the present value of the share of the family in the earnings of the family head.

Risk of Old Age

The main risk of old age is the likelihood of not getting sufficient income to meet one's financial needs in old age after retirement. In retirement, one would not be able to earn as much as before and because of this, retired people could be faced with serious financial and economic insecurity unless they have build up sufficient savings or acquired sufficient financial assets during their active working lives from which they could start to draw in old age.

Even some of the workers who make sufficient savings for old age would still have to contend with corrosive effect of inflation on such savings. High rate of inflation can cause great financial and economic distress to retired people as it may reduce their real incomes.

Risk of Poor Health

Everybody is facing the risk of poor health. It is only when people are healthy, that they can meaningfully engage themselves in any productive activity and earn full economic income. Poor health can bring serious financial and economic distress to an individual. For example, without good health, nobody can gainfully engage himself in any serious economic undertaking and maximize his economic income.

A sudden and unexpected illness or accident can result in high medical bills. Therefore, poor health will result in loss of earned income and high medical expenses. And unless the person has adequate personal accident and health insurance cover or has made adequate financial arrangements for income from other sources to meet these expenses, the person will be financially unsecured.

Risk of Unemployment

The risk of unemployment is a great threat to all those who are working for other people or organizations in return for wages or salaries. The risk equally poses a great threat to all those who are still in school or undergoing courses of vocational training with the notion of taking up salaried job after the training period. Self-employed persons, whose services or products are no longer in demand, could also be faced with the problem of unemployment.

Unemployment is a situation where a person who is willing to work and is looking for work to do cannot find work to do. Unemployment always brings financial insecurity to

people. This financial insecurity could come in many ways, among which are:

1. The person would lose his or her earned income. When this happens, he will suffer some financial hardship unless he has previously built up adequate savings on which he can now start to draw.
2. If the person fails to secure another employment within reasonable period of time, he may fully deplete his savings and expose himself to financial insecurity.
3. If he secures a part-time job, the pay would obviously be smaller than the full-time pay and this entails a reduction of earned income. This would also bring financial insecurity.

Sources of risk in business sector

Production risks

1. **Operational risks:** Risks which interrupt the production cycle, such as mechanical failure, failure of technical processes, late delivery of supplies and services
- ii) **Technological risks:** Risks associated with lack of adequate technology, such as hatchery propagation, or lack of technical information and expertise
- iii) **Financial risks:** Risks due to government financial policies, use and dependence on government policy instruments, terms of credit, changes in operational costs
- (iv) **Social risks:** Risks due to actions of special interest groups, such as environmentalists and conservationists
2. **Market-related risks:** Risks due to loss of product quality, lack of market information, actions of third party (the marketing middleman)
3. **Consumer-related risks:** Risks due to loss of consumer appeal, health regulations, actions of third party (the consumer)

FINANCIAL RISK

External and internal factors of financial risk

Effective financial management is a key to success for any small business. Business owners must be adept at balancing income, expenses and debt in a way that ensures the financial sustainability and growth of the organization. Being aware of external and internal factors of financial risk is vital to mastering the art and science of financial management.

• Financial Risk Management?

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Economic Risks

Companies are exposed to financial risk from various aspects of the overall economy. Weakness in the economy, specific markets, industries or demographic groups can cause sudden drops in demand for particular goods or services, leaving small businesses with less money than they had anticipated. Negative shifts in demand can cause prices to drop across entire industries, putting all businesses at risk by quickly lowering profit margins and weakening income statements. Economic risk factors are uncontrollable from within an organization. Creative companies find ways to adapt their product offerings and business models to changing economic conditions, and are able to pay their debts and obtain new financing on a consistent basis.

Receivables

The strength of a company's business customers determines the reliability of accounts receivable payments. If a major client closes its doors or refuses to pay its bills,

your business could find itself unable to meet its own current obligations. This can pose a serious financial risk for businesses that rely on prompt receivables payments to meet their own current expenses. If your business model brings in both up-front payments and receivables, keep the proportion of your up-front business large enough to meet current expenses in case receivables turn sour for a month or two. If your business relies completely on receivables, build up a cash reserve dedicated to meeting up to three months' current expenses to stay afloat in case of non-payment issues.

Legal Risks

Changes in tax laws and industry regulations can eat into small businesses' profit margins. Companies might find themselves unable to meet debt obligations due to large unforeseen expenses, such as the mandatory installation of new safety systems or a hefty tax on carbon emissions. New laws can even push companies out of business entirely, such as when popular pharmaceuticals or food products are banned by a government authority. In the case of regulatory and tax changes, keeping enough cash on hand to cover unforeseen obligations and remaining aware of expected tax changes can help reduce the risk of default. In the case of banned products, companies must be adaptable enough to change products or business models quickly to survive.

Performance Risks

The risk of failure cannot be discounted when considering financial risk factors. Sole proprietors take on personal liability for all company financing; if the company closes its doors, the business owner can find himself in serious financial trouble, possibly resulting in personal bankruptcy. The risk of failure is an ever-present reality that entrepreneurs must face with confidence and caution. Aside from outright failure, a company's income statements may turn out weaker than expected in a given quarter or year, leaving it with less money to repay debts, and weaker valuations to show to lenders. A number of factors can cause weaker-than-expected performance; new competition, quality issues and ineffective planning are just a few.

Risk related to insurance sector**1. Risks of the sharing economy**

While the sharing economy may provide new business opportunities for the insurance industry, it also brings legal risks and challenge to adequately model and price the associated risks. For insurers, the rise and increasing sophistication of the sharing economy raises questions regarding the appropriate form of coverage.

The sharing economy has also reached the very foundations of insurance. Peer-to-peer insurance is gaining traction — a model that is similar to traditional mutual insurance, but takes it to another level by using new technology. Peer-to-peer insurance raises questions of adverse and self-selection, pricing and reserving adequacy, and its ability to cope with catastrophic events.

Potential impacts:

- Traditional insurers may face pressure from new players that can access new client segments through a sharing economy set-up.
- Insufficient loss experience could expose insurers to inadequate pricing models for the "hybrid risks" posed by the sharing economy.

2. Crisis of trust

Citizens increasingly distrust public institutions, particularly governments, large corporations, especially banks and multinationals and the traditional media.

While there are many reasons for the decline in trust, at least part of it is because of rising inequality, a sense of disenfranchisement and rising job insecurity, resulting in a growing alienation between the elites and middle classes.

Potential impacts:

- A decline of trust in insurance in general may hurt business.
- A more-predatory attitude may lead to an increased number of unwarranted claims.

3. Mass migration

Migration is a global phenomenon and has become a pressing economic issue, particularly in light of the recent refugee flows from the Middle East and North Africa to Europe which have reached a level unprecedented in recent history.

Migration pressures across borders will likely continue to increase due to a number of unresolved, protracted crises in many regions of the world.

Potential impacts:

- While this is a major issue for society as a whole, Swiss Re expects only minor impacts on the insurance industry.
- Variations in populations because of a massive inflow of migrants may affect insurance by shifting the characteristics of the insured, such as life expectancy, immunization/vaccination status, prevalence of specific diseases, lifestyle choices or product preferences.
- The risk exposure of buildings used as refugee accommodation might need to be reassessed because higher-than-expected occupancy. The insurance industry could offer expertise to ensure that adequate loss prevention measures are established

Meaning of Risk Management

Risk Management is a scientific approach to dealing with pure risk by anticipating possible accidental losses and designing and implementing procedure that minimize the occurrence of loss or the financial impact of the losses that do occur. pure risk is the chance of loss or no loss. It covers the risks of persons or property, it seeks to make the best decision about dealing with a particular risk.

Features of Risk Management

1. Risk management gives importance to insurable and uninsurable risks and to use suitable techniques for problems dealing with all pure risks
2. It mainly emphasizes reducing the cost of handling risk by using appropriate methods.
3. Create risk awareness and understanding among the people.
4. Avoid expenditure, interruption and misery relating to risks.
5. It helps to create the right business policies and strategy.
6. Decide which risks are worth taking and which are not.
7. Select the suitable techniques or method to handle the risks.

Role of Risk Management

The implementation of strong and effective risk management and controls within securities firms promotes stability throughout the entire financial system. Specifically, internal risk management controls provide four important functions:

1. To protect the firm against market, credit, liquidity, operational, and legal risks;
2. To protect the financial industry from systemic risk;
3. To protect the firm's customers from large non-market related losses (e.g., firm failure, misappropriation, fraud, etc.); and
4. To protect the firm and its franchise from suffering adversely from reputational risk.

Sound and effective risk management and controls promote both securities firm and industry stability which, in turn, inspires confidence in the investing public and counterparties. Securities firms have economic and commercial incentives to employ strong risk management internal control systems. Without such controls, a firm is vulnerable to risk.

Importance Of Risk Management

Risk management is of vital importance in the day to day business and human activities. it provides maximum social advantages. The importance of risk management is land down as follows:

1. To evaluate the risk of the business.
2. for effective handling of spreading the risk , monitoring and insuring against.
3. To introduce various plans and techniques to minimize the risks.
4. To give advice and make suggestion for handling the risks.
5. To avoid cost, disruption and unhappiness in relating to risks.
6. To fix the sum assured under the policy and to decide on whether to insure or not.
7. To select the appropriate technique or methods to manage the risks.
8. To create awareness about risks among the people.

Risk Management tool

Two broad techniques that are used in risk management for dealing with risks are:

- a) **Risk control:** risk are avoided when the insurance company refuses to accept the risk. Risk reduction is a techniques of reducing the likelihood of loss or the potential severity of losses which are likely to occur. Risk reduction is also possible by the timing of its application which may be prior to the loss event or at the time of event or after the loss event.
- b) **Risk Financing:** Risk financing involves arrangement of funds to meet losses arising from the risk. It is a technique designed to guarantee the availability of funds to meet the losses. Risk financing takes the form of risk retention or transfer. Risk retention is an exposure which is not avoided, reduced or transferred. In other words when nothing is done about the risk, the risk is retained by the company.
- c) **Risk transfer :** Risk transfer is to purchase insurance which is a primary approach. In consideration of a specific payment (premium) by one party, the other party contracts to indemnify the first party, upto a certain limit for the specified loss that may or may not occur.

Risk Management Process

The risk management process can be divided into the following steps

- 1) **Determination of objectives:** the first step in the process of risk management is to determination of objectives of the risk precisely about the risk management programme of the manangement the objective can be pre-loss and post-loss objectives. Thus, there can be multiple objectives.
- 2) **Identification of Risks:** the following are the important tools generally used for identification of risk
 - Check list method.
 - Flow chart and internal communication system.
 - Financial statement method.
 - Interaction with others.
 - Contract analysis.
 - Risk analysis questionnaire.

- Hazard and operability studies.
 - Organisation charts.
 - Managerial information system
 - Loss records and so on.
- 3) **Evaluating risks:** Risk evaluation means using certain ranking according to the importance of risks. In this case programmes like critical analysis, probability theory and the loss unit concept can be used.
 - 4) **Considering Alternatives:** once the risk is identified and evaluated the next step is to consider the best alternative. It is a problem of decision making. It is deciding which of the techniques available should be used in dealing with risk.
 - 5) **Implementation of the Decision:** the decision is made to retain the risk in one business. If the fund is accumulated proper administrative procedure should be set up to implement the decision. The decision to transfer of the risk through reinsurance it should be followed by the selection of an insurer, negotiation and placement of the insurance.
 - 6) **Evaluation and Review:** evaluation and review of risk management programme permits the manager to review decision and discover mistakes, ideally before they become costly. thus the manager has to re-evaluate the programme's objectives, repeat the identification process to ensure that it has been performed correctly and then evaluate the risk that has been identified and verify that the decision on how to address each risk was proper.

Conclusion

Risk is inherent in any walk of life in general and in financial sector in particular. Due to the regulated environment, bank could not afford to take risk. Insurance company are exposed to severe competition and hence are compelled to encounter various types of financial and non- financial risks. Risks and uncertainties form an integral part of insurance companies which by nature entails taking risks. If the risk management framework component are effective and the people operating the component are too, then effective risk management should be achieved in the business activities . improved risk management effectiveness should therefore be measurable in this activities by way of

Stronger business performance , better decision making, better preparation for further uncertainties.

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Tourist Product Potential at Amboli Hill Station (Maharashtra State)

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ABSTRACT:

Tourism is one of the major income sources in Indian economy. Now this industry is in its development stage. Hill stations are the center of attraction of tourists all over the world. These locations are blessed by nature with enchanting beauty and marvelous environmental condition. Hill valleys with crystal clear watercourses and mesmerizing waterfalls, pleasant weather enhance the attraction of these areas. So the present research work focuses on resources of tourism at Amboli.

INTRODUCTION:

Amboli is a hill station engulfed in peace and tranquility on the Western Ghats. It is well known as 'Mahabaleshwar' of Konkan. It is an ideal retreat for the vacationers searching for seclusion and solace. It is situated at an altitude of 690 m. This is the last mountain resort before the coastal plain of southern ranges of Sahyadri hills. On one side of Amboli lies the Konkan coast, the other three flanks by a magnificent panorama of the sweeping handsome looking valleys. It is surrounded by thick forest and tree-canopied hills. On the coastal side Amboli peers over the tree-lined sandy ribbon of the Konkan coast. Tourists visit the numerous viewpoints for a pleasant view of the lush hills and fertile plains. It is an Eco-friendly hill station that promises tourists about to experience to get lost in to the spectacular beauty of nature, nurturing the poet in them. It is one of the world's "Eco Hot-Spots". The hilltop Amboli gives a fine bird's-eye view of the Konkan coast. Tourists can enjoy a restful holiday away from the crowds at Amboli.

OBJECTIVES:

- 1) To study the characteristics of the existing tourist spots.
- 2) To prepare an inventory of newer opportunities for tourism development at Amboli.

STUDY AREA:

Amboli is located in Sindhudurg district of Maharashtra. This hill station is at an altitude of 690m above the sea level. Having dense forests and steep mountains, Amboli is the last hill resort before the coastal plains begin in the southern ranges of Sahyadri hills.

DATA SOURCES AND METHODOLOGY:

The present study is mostly exploratory in nature with extensive literature survey carried out for gaining the relevant information on tourism resources from various secondary data sources which include district census handbook and other reliable government publications, articles, news reports, journals, etc. Field visits were undertaken for exploring the regional aspects and potential tourism resources of the study area. Cartographic depictions relevant to the study are made accordingly. Considering the scope for newer opportunities, few suggestions are made bearing in mind the resource availability in the area at Amboli.

TOURISM RESOURCES AT AMBOLI :**I) Amboli :**

It covers an area of 5619 hectares . It is located on an average height of 1100m. Amboli is an important tourist centre consists of several tourist attractions like historical places, natural beauty centers, sunset point, river mouth, religious place, dense forest garden, etc.

II) Hiryanakeshi:

There are 108 shiv temples in and around Amboli of which only dozen have been uncovered. The place of origin of Hiranyakeshi River is about six km from Amboli towards the east. The famous Mahadeo temple attracts large number of visitors especially on the Shivaratri day to pray the said god. There is one small temple of goddess Parvati. There is a one myth that Lord Shankar created a one stream of water (Jalganga) for Parvati which is known as source of Hiryanakeshi river.

III) Kawalesad Point:

It is situated at 1000 feet from mean sea level. This beautiful point is located at about 8 km from Amboli towards its south part where from the tourists can sight the deep valley very carefully as there is no protective road to reach here. Specialty of this point is Natures Echo sound. Any sound will be created by tourist they will heard seven time echo sound. If any light weight thing throw in the valley it will float upward side instead of downward in the valley. Observation point is at the top of the waterfall from where tourists enjoy the beauty of the valley and the waterfall also. Some times the high speed wind sprinkles. The falling water, which wets the clothes of the visitors, tourists enjoy in different ways.

IV) Adventure Caving:

There is important attraction for tourist that is a cave besides Shivlinga. It is a challenge for adventure sport lovers. Cave is estimated to be 300 mts long. Lot of obstruction such as black out, biting fish, mud, dangerous Jalwas which suck human blood and confined air come in the way when one enters inside through its narrow winding path. There are seven ponds inside the caves. Surprisingly sunlight appears in the last pond, secret of light source is not discovered yet. A huge throne inside is also a misty. This cave is discovered by adventure loving youngster in January 1981.

V) Sunset point:

In the evening sunset turns horizon in to shades of orange, red and pink before being extinguished in to deep blue water of Arabian Sea. Tourist enjoy the sunset on high altitude.

VI) Nangartas Waterfall:

It is situated 12 k.m. from Amboli. The sound of falling water into the cavity of the rock is a special tourist attraction. Majority tourist visit during rainy season to enjoy the the fun of waterfall. It is really a loving place and flow of water makes it more enjoyable. It is more fascinating particularly in rainy season and people often go to see this waterfall.

VII) Botanical Garden:

This historic garden is precious treasure of Amboli developed by the forest department. It spreads over 5 hactre of land and consists of variety of flowers and trees. During flowering season, it attracts a large number of tourists. Blue moron, Common morimon, beron, Blue tiger, Steeped tiger, Common crow, Glaxy Tiger, Paris Peacock, Common map, Sabnit etc. are the species of butterfly found attract the tourist. This garden is also of a botanical importance, hence visited by many researchers. Especially here provision is made for children by putting different animals like hare, deer, sambar, and salinder.

VIII) Parikshit Point:

The point is located towards the south West about 2 km from Amboli. A beautiful view of all sides and movements of wild animals can be seen from the tower. It is covered by dense forest.

IX) Karvi Flowers:

Karvi tree flowers once in a seven years. When it blossoms it adds to the beauty of Amboli mountain range. Hasoli, Vakeri, Shikekai and Bakra all these are dark purple and rosy coloured flowers blossom on this grass once in twelve years. To be there when it blossom is an auspicious moment.

X) Tiger Point:

The tiger point is about half a km from Amboli on the way of Mahadevgad. To see this point it is necessary to go little inside. At this place tigers come to drink water and can be seen easily from a certain protective distance without disturbing them. The site is deeply surrounded by dense forest. some trekkers group visit this point every year.

XI) Mahadevgad Point:

It is located just 3 k.ms from Amboli market. During British period there was one fort, known as Mahadevgad which is not in a condition. This point is also famous for Sunset.

XII) Amboli waterfall :

It is situated at a distance of three k.m from the main bus stand of Amboli. Majority tourist visit during rainy season to enjoy the the fun of waterfall at Amboli waterfall. Now concrete steps are construct towards the main fall. During rainy season local people run some small seasonal stall to provide the service to the tourist. Mostly tourist are coming from Mumbai and Goa.

XIII) Shanti Darshan Yoga Republic Organisation :

It is the home of sanyasins Dharmapriya, Gyanmurti and Katyayani, and has accommodation & teaching facilities for exclusive groups of 6 people. The yoga courses conducted at Shanti Darshan are designed to teach participants how to progressively integrate yoga into every moment of their day's activities and lifestyles. The designed courses present a balanced mixture of asanas, pranayamas, mudras, bandhas, yogic cleansing techniques, meditation, stress prevention techniques.

The courses also include living in experiential harmony with ones environment, classes on health cooking, gardening, massage and communal activities such as quilt making and basket weaving. For larger groups (up to 20) trainer move outdoors and Satyananda yoga is taught at Yoga Republic's secluded jungle camp in the hills surrounding Amboli. Yoga Republic conducts Yoga Camps, Yoga Retreats and Jungle Holidays in the Forest of Amboli from September to March of every year.

At the jungle camps and retreats yoga trainers teach the systems and rituals used in ancient yogic practices to understand and be one with nature, without sacrificing basic creature comforts. Jungle Holidays meant for those who simply want to relax in the jungle in a hammock with a book, comfortable accommodation and good food, with or without yoga inputs. Also available to them will be guided jungle walks, bird watching, camping and jungle survival skills, study of the jungle flora and fauna, in-depth study of medicinal plants with forest tribals and evening bonfire discussions on topics like karma, reincarnation or narration of stories from Indian mythology, epics and festivals.

XIV) Shopping:

The main road is lined with shops and small restaurants of all shapes and sizes that form the main bazaar. Tourist could shop around for local honey, and Konkani products like Kokam Aagal /syrup, Aamba Poli, Phanas Poli, Mango pulp, Bundi laddu, and wooden toys, Aaurvedik medicines like Nirgundi Tel, Jaswand Tel manufactured by Local “Mahila Bachat Gat”.

CONCLUSION:

It is found that there is lack of essential infrastructure facilities. All the tourist points located at long distance from main center. Tourist guide, garage, street light, drinking water, toilet facility, waste management etc. are not available at any tourist point. There is very poor police protection during rainy season. Every year there is a problems. between tourist and local people. There is another problem about traffic jam in rainy season. Other entertainment facilities (boating, theatre, casino, play station & games for children) are not available at main Amboli like Mahabaleshar. There is no Hospital. There is not a union of hoteliers, so anybody can charge according to them. Debit, Credit cards are not accepted by hotels except Whistling Wood. Attractions, accommodation, supporting facilities infrastructure, etc are the basic elements of tourism development. These facilities for tourists should be developed both in private and public sector to facilitate the tourists and in return their better impacts on the local economy which can benefit the society at large.

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Rural Development, Poverty Alleviation & Employment Generation Programmes in India

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Abstract:

The employment scenario of India is quite disappointing. There is acute unemployment & under employment in India. The problem of unemployment as the problem of poverty is considered to be a biggest challenge to development planning in India. A high rate of unemployment in rural areas is expected to accelerate migration in urban areas. In India 22% of world's poor. Such the philosophy underlying the poverty alleviation programs is to tackle the rural poverty by endeavoring the poor with productive assets & training for raising their skills so that they are assured of regular stream of employment and income in raising them above poverty line. This paper discuss various rural employment & poverty alleviation programs like – **Pradhan Mantri Jeevam Jyoti Bima Yojana (PMJJBY), Pradhan Mantri Suraksha Bima Yojana (PMSBY) & Atal Pension Yojana (APY), Mahtama Gandhi National Rural Employment Guarantee Act (MNREGA).**

Keyword – Rural Employment Schemes, MNREGA, PMSPY,, Deendayal Upadhyay Gramin Koushalya Yoajan, PMJJYBY, Minimum Wages for Unskilled Manual Workers Revised. Swarna Jayanti Gram Swarojgar Yojana (SGSY).

Introduction:

Development /Industrialization is accompanied by urbanization. So we should focus on rural development. Industry needs a literate labour force. But most of the people live in villages (70% in India). So rural development is needed to increase the education level of the majority of the population. For this purpose government have taken many steps to eradicate poverty. The poverty alleviation programmes in India can be categorized based on whether it is targeted for rural area or urban area. Most of the programmes are designed to target poverty as the prevalence of the poverty is high in rural areas. Also targeting at the poverty is challenging in rural areas due to various geographic & infrastructure limitations. The programmes can be mainly grouped into:- 1)Wage employment programmes 2)Self-employment programmes 3)Food security programmes 4) Social security programmes. The five year plans immediately after independence tried to focus on poverty alleviation through sectoral programmes. The first five years plan focused on agricultural production as a way of addressing poverty while second and third plans focused on massive state led investments for employment generations in public sector. While these policies did some policy generation, they did not have enough strength to effect. Jawahar Gram Samridhi Yojana (JGSY) is the restructured, streamlined and comprehensive version of the Jawahar Rozgar Yojana (JRY). It was started on 1 April 1998.

The main aim of this programme was development of rural areas. Infrastructure like roads to connect the village to different area, which made the village more accessible and also other social, educational (schools) and infrastructure like hospitals. Its secondary objective

was to give out sustained wage employment. This was only given to BPL (below the poverty line) families and fund was to be spent for individual beneficiary schemes for SCs and ST's and 3% for the establishment of barrier free infrastructure for the disabled people. The village panchayats were one of the main governing body of this programme. There, it did not feel like an outsider was controlling it, the village panchayats were a part of the people and understood their needs. Rs.1841.80 crore was used and they had a target of 8.57 lakh works.5.07 lakh works were completed during 1999-2000.

The Scope of Employment in Rural Areas:

The rural population forms over 75% of India's total human resources and it has its own peculiar challenges and issues to be overcome. The major source of employment for the rural population is agriculture- both direct and indirect operations relating to a large variety of activities which are linked to this backbone of the Indian economy. These activities include, apart from cultivation, other activities such as milk production, dairy operations, transportation, manufacturing of agricultural implements, marketing of the agricultural produce, etc. Other activities which provide employment opportunities to the rural people are fishing, cottage industries, pottery, poultry farming, money lending, etc.

Employment Scenario in Rural Areas

Having understood that agriculture is the major sector which provide employment to the rural population in India and also having learnt that the jobs in this sector are not an assured one due to the vagaries of monsoon and a disproportionate ratio of cultivable land available, the manpower required for agricultural operations and the actual manpower available, let us now focus on the trends of employment in the rural areas over the last few years. This study will help us to understand whether the rural population has the opportunities for gainful employment on a permanent basis or not. The information available through various sources generally indicate that the rural population are by and large, fully engaged during periods of good monsoon. They are without any job and source of income when the monsoon fails or irrigation facilities are not sufficient to cope up with the requirements of water.

The Government of India's published data for the country as a whole and for four states, given below, shows the trends of unemployment among the youth in the 15 to 29 years age group, both male and female, between two periods 1999-2000 and 2004-2005.

Table 1: Estimates of unemployment rate among youth (15 to 29 years) in rural areas of India and some states

State	1999-2000	
	Male (%)	Female (%)
Andhra Pradesh	2.3	1.3
Karnataka	2.2	0.6
Maharashtra	5.5	1.9
Rajasthan	1.5	0.2
All India	4.3	2.7

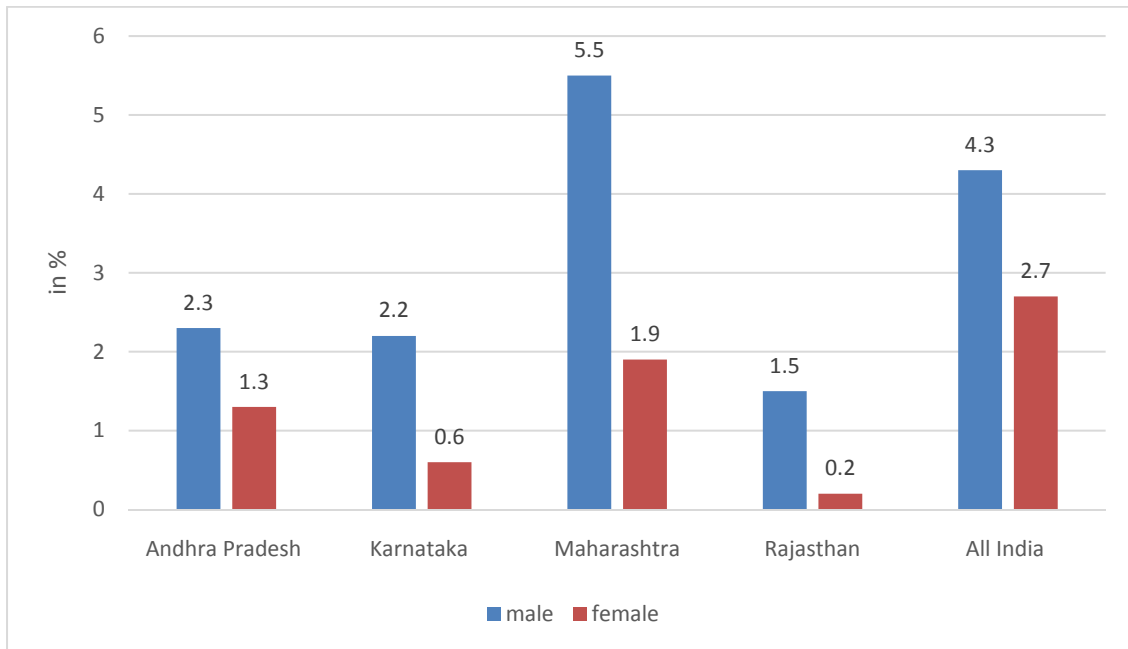
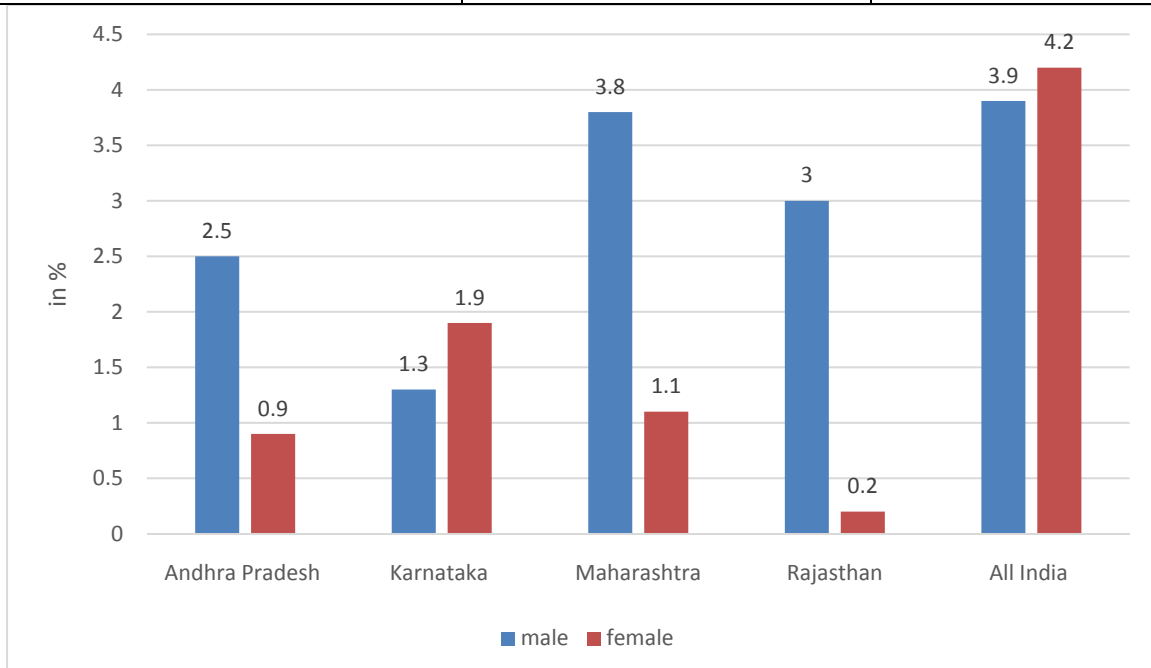


Table 2

State	2004-2005	
	Male (%)	Female (%)
Andhra Pradesh	2.5	0.9
Karnataka	1.3	1.9
Maharashtra	3.8	1.1
Rajasthan	3.0	0.2
All India	3.9	4.2



Source: GOI 2005

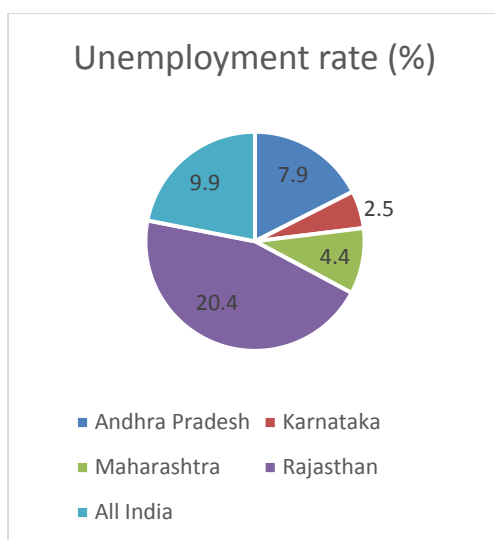
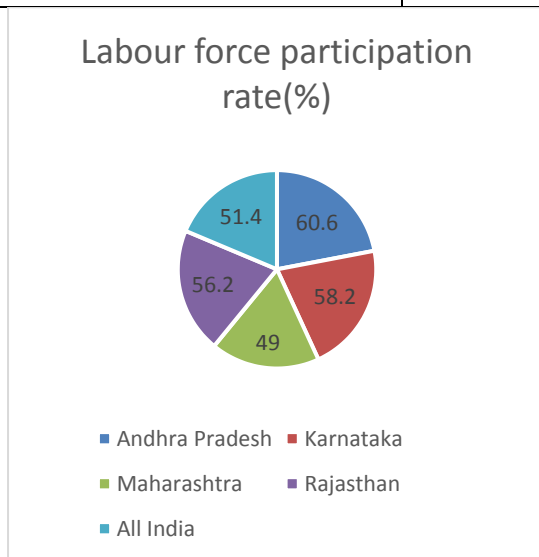
From the above information it is clear that by and large, the unemployment among

rural youth has come down in the five year period. This could be due to the development of skills by the youth as well as a good monsoon during the period.

The table below gives the information so far as unemployment of all the rural population in the four states and the country as a whole, is concerned. It can be seen that the rural unemployment rate is quite high in Rajasthan at 20.4% and it is far above the national average of 9.9%.

Table 3: Unemployment in rural areas in some states and india, 2009-10

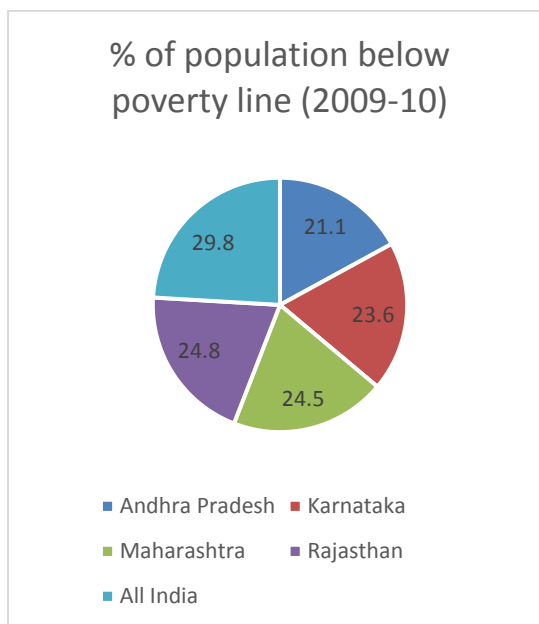
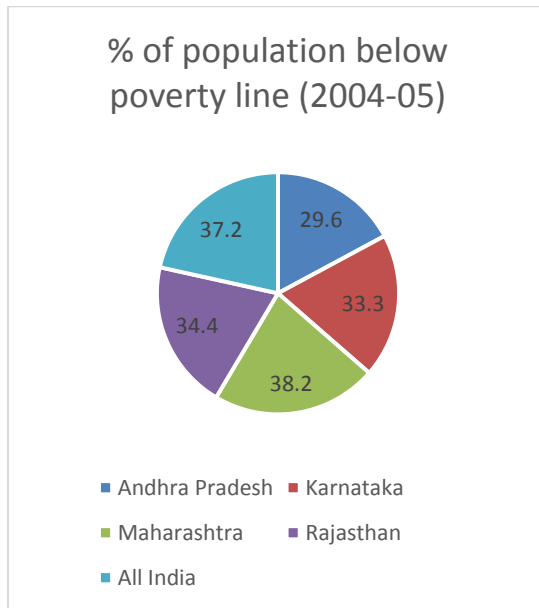
State	Labour force participation rate (%)	Unemployment rate (%)
Andhra Pradesh	60.6	7.9
Karnataka	58.2	2.5
Maharashtra	49.0	4.4
Rajasthan	56.2	20.4
All India	51.4	9.9



Source: GOI 2010

Table 4: Poverty levels in the study states – 2004-05/2009-10

State	% of population below poverty line (2004-05)	% of population below poverty line (2009-10)
Andhra Pradesh	29.6	21.1
Karnataka	33.3	23.6
Maharashtra	38.2	24.5
Rajasthan	34.4	24.8
All India	37.2	29.8



Source: Planning Commission (2011)

Indian unemployment rate 1983-2016

Unemployment rate in India decreased to 4.90% in 2013 from 5.20% in 2012. Unemployment Rate in India averaged 7.32% from 1983 until 2013, reaching an all time high of 9.40% in 2009 and a record low of 4.90% in 2013. Unemployment Rate in India is reported by the Ministry of Labour and Employment, India.

Objectives of the Study:

- 1) To study about rural development, poverty alleviations and employment schemes adopted in India.
- 2) To review the progress brought by Mahatma Gandhi National Rural Employment Guarantee Act (MNREGA).
- 3) To review the progress brought by Pradhan Mantri Jan Dhan Yojana (PMJDY).
- 4) To review the progress brought by National Rural Livelihood Mission-Aajeevika and Swarnajayanti Gram Swarojgar Yojana (SGSY) and Insurance scheme for the poor.
- 5) Housing for all by 2022 scheme.

Research Methodology:

This research paper tries to summaries the current state of knowledge about poverty, problems created by poverty and to study national policies, plans and programs for poverty eradication in India. The relevant secondary data is collected through various sources such as websites, Economic survey, books and journals.

Following programmes have been introduced by the Government of India for the solving problems in rural areas.

- 1) Prime Minister Rozgar Yojana (PMRY)
- 2) Sampoorna Grameen Rozgar Yojana (SGRY)
- 3) Jawahar Rozgar Yojana (JRY)
- 4) Jawahar Gram Samridhi Yojana (JGSY)
- 5) Swarnajayanti Gram Swarojgar Yojana (SGSY)
- 6) Intensified Jawahar Rozgar Yojana (The second stream of JRY)
- 7) Employment Assurance Schemes (EAS)
- 8) Indira Awas Yojana (IAY)
- 9) Pradhan Mantri Awas Yojana (PMAY)
- 10) Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS)
- 11) Mera Gaon Mera Gaurav
- 12) Atal Pension Yojana
- 13) Deendayl Upadhyay Grameen Kaushalya Yojana
- 14) Sukanya Samriddhi Accounts Yojana
- 15) Pradhan Mantri Kusal Vikas Yojana
- 16) Pradhan Mantri Ujjwal Yojana
- 17) Pandit Deendayl Upadhyay Shreev Jayate Scheme
- 18) Shyama Prasad Mukherji Rurban Mission
- 19) Sanasad Adarsh Gram Yojana
- 20) National Food for Work Programme
- 21) Housing for all by 2022 Scheme
- 22) Pradhan Mantri Gram Sadak Yojana
- 23) Drought-Prone Area Programme
- 24) Marginal Farmers Development Agencies(MFDA)
- 25) Rural Landless Employment Guarantee Programme (RLEGP)

- 26) Training of Rural Youth for Self-Employment (TRYSE)
- 27) Integrated Rural Development Programme
- 28) Antyodaya Anna Yojana (AAY)

Policy Plans for Rural Development and Poverty Alleviations and Employment Program in India:

1) To promote growth in agricultural productivity and non-farm rural activities. 2) Public investment in rural infrastructure and agricultural research. Agricultural research benefits the poor directly through an increase in farm production, greater employment opportunities and growth in the rural non-farm economy. 3) Credit policies to promote farm investments and rural micro enterprises policies to promote human capital to expand the capabilities of the poor development of rural financial markets. 4) Self-help group approach to be strengthened as it is proven method of empowerment of the poor. 5) Involvement of local communities and people's participation in NRLM and MGNREGS. 6) Decentralization of the programmes by strengthening the panchayati raj institutions. 7) Public distribution system (PDS) needs to be reformed and better targeted. 8) Provision of safety nets like targeted food subsidies, nutrition programmes and health. 9) Targeted poverty alleviation programmes to continue as the poor of the developing world may not have the patience to wait for the trickle-down effect. The main objective of Indian planning is to alleviate poverty. In this regard government has launched many poverty alleviation programmes. Even then no radical change has been undergone in the ownership of assets, process of production and basic amenities to the poor. In this way poverty alleviation programmes have proved failure due to insufficient resources and lack of proper implementation, active participation of poor, proper identification of poor and infrastructure.

1) Pradhan mantri Jan-Dhan Yojana (PMJDY):

On 15th August 2014, India's prime minister announced the financial inclusion titles "Pradhan mantri Jan-Dhan Yojana". Jan-Dhan Yojana roughly translates into English as "People's Wealth Scheme". India's Prime Minister Narendra Modi announced the launch of this scheme at the Red Fort on the occasion of Independence Day. Launched on 28 August in 77000 of areas. About: The name "Jan Dhan" was chosen through an online competition on the MyGov Platform. Primarily PMJDY is meant for those who do not have a savings bank account. Only 58% of Indian citizens are having a bank account.

Aims: 1) To bring poor financially excluded people into banking system. 2) It covers both urban & rural areas. 3) Raise of Indian Economy. 4) To decrease corruption in Govt subsidy schemes. 5) Digital India.

Benefits: 1) Account can be opened with zero balance. 2) Not required to maintain any minimum balance. 3) ATM card can be issued. 4) Accident insurance upto 100,000. 5) Medical insurance cover of 30,000. 6) 5000 of overdraft available only after 6 months if your account is found.

2) Atal Pension Yojana:

The government of India is extremely concerned about the old age income security of the working poor and is focused on encouraging an enabling into join the national pension system (NPS). The finance minister has announced a new initiative called Atal Pension Yojana (APY) in his budget speech from 2015-16. This newly proposed scheme will replace swavalamban scheme introduced in 2010-11. The APY will be focused on all citizen in the unorganized sector who join the national pension system (NPS) administrated by the pension fund regulatory and development authority (PFRDA) and who are not members of any

statutory social security scheme. Under the APY, the subscribers would receive the fixed pension of Rs.1000 per month, Rs.2000 per month, Rs.3000 per month, Rs.4000 per month, Rs.5000 per month, at the age of 60 years, depending on their contributions, which itself would vary on the age of joining APY. The minimum age of joining the APY is 18 years and maximum age is 40 years.

3) Deendayl Upadhyay Grameen Kaushalya Yojana

Union government on September 25, 2014 launched Deendayl Upadhyay Grameen Kaushalya Yojana. The Yojana was launched by Nitin Gadkari, Union Minister for Rural Development during the National Convention on skills for Rural and Urban held in New Delhi. The Yojana aims at training 10 lakh (1 million) rural youths for jobs in three years, that is, by 2017. The minimum age for entry under the Yojana is 15 years compared to 18 years under the Aajeevika Skills Programme. Skill Development training centres to be launched so as to address the unemployment problem in the rural area. The skills imparted under the Yojana will now be benchmarked against international standards and will complement the Prime Minister's Make In India campaign. The Kaushalya Yojana will also address the need for imparting training to the differently-able persons and chip in private players including international players to impart the skills to the rural youth.

The Yojana was launched in the light of huge problem of unemployment among the rural youths despite the fact that they have merits. In order to correct this match Union government decided to launch skill development scheme.

4) Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA)

MGNREGA was started in 2006-07 and extended to cover the whole country during 11th Plan. With a people-centred, demand-driven architecture, completely different from the earlier rural employment programmes, MGNREGA has directly led to the creation of 987 crore person-days of work since its inception in 2006-07. In financial year 2010-11, MGNREGA provided employment to 5.45 crore households generating 253.68 crore person-days. It has also successfully raised the negotiating power of agricultural labour, resulting in higher agricultural wages, improved economic outcomes leading to reduction in distress migration. This is not to deny that with better project design, implementation leakages could be greatly reduced and the assets so created could make a larger contribution towards increase contribution towards increase in land productivity.

CONCLUSION

Debate on poverty in India has remained mostly in the domain of economists. Poverty is defined in terms of income, expenditure and nutritional value (calorie intake). Social dimension of poverty is a neglected area of study. Poverty is more of social marginalization of an individual, household or group in the community/society rather than inadequacy of income to fulfill the basic needs. Indeed, inadequate income is therefore one of the factors of marginalization but not the sole factor. The goal of poverty alleviation programme should aim merely increasing the income level of the individual, household or group but mainstreaming marginalized in the development process of the country. The country cannot claim economic growth when sections of the people are marginalized to the periphery of the society. The rapid economic growth process should accelerate the access to services like education and health services for all, especially the marginalized citizens. The government should also aware the rural population about the importance of small family and mortality rate. Poverty give birth too many other problems. The link between ignorance and poverty and ill health and poverty are well established. Poverty therefore is a complex phenomenon of many dimensions not

merely the economic dimension. So government should provide better medical facilities, drinking water facilities and education so that people living below poverty line can improve their lives. Yesudian (2000) also suggested that poverty alleviation programmes should also address the issue of poverty from broader social and economic perspectives. The present strategy of rural development mainly focuses on poverty alleviation, better livelihood opportunities, provision of basic amenities and infrastructure facilities through innovative programmes of wage and self-employment.

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Micro Finance Related to Social and Economic Development

Prof. Shweta Mohindroo (M.Com, M.B.E, M.B.A. (Marketing), B.Ed.): Nirmal Degree College of Commerce M. G. Road, Kandivali (West),

Abstract:

Micro finance emerged as a noble substitute for informal credit and an effective and powerful instrument for poverty reduction among people, who are economically active, but financially constrained and vulnerable in various countries.

In developing countries like India the structure of economy is dualistic. The rich get richer and the poor get poorer. Small enterprises in India suffer a lot by high interest rates and lack of convenient access to credit. They need credit to fund their working capital needs on day to day basis so the need for micro finance is essential to reduce poverty for consistent economic growth.

Keywords: Poverty alleviation, loan, social, welfare, empowerment.

Introduction of Micro Finance:

In the earlier days, the service of the banks and the financial institutions are exclusively for those people who are financially strong and have enough money. However a person from the weaker section of economy was unable to avail these services. There comes the concept of the micro finance where person with low income, if want to come to the main stream of economy and wants to set some scale industry or any manufacturing industry can realize their dream. At the same time the micro finance has also made necessary repayment options to repay the loan well in time.

Micro finance is defined as a development tool that grants or provides financial services and products such as very small loans, savings, micro leasing, micro insurance and money transfer to assist the very or exceptionally poor in expanding or establishing their business.

Social Impact of Micro Finance

Personal Level

Community level

Regional Level

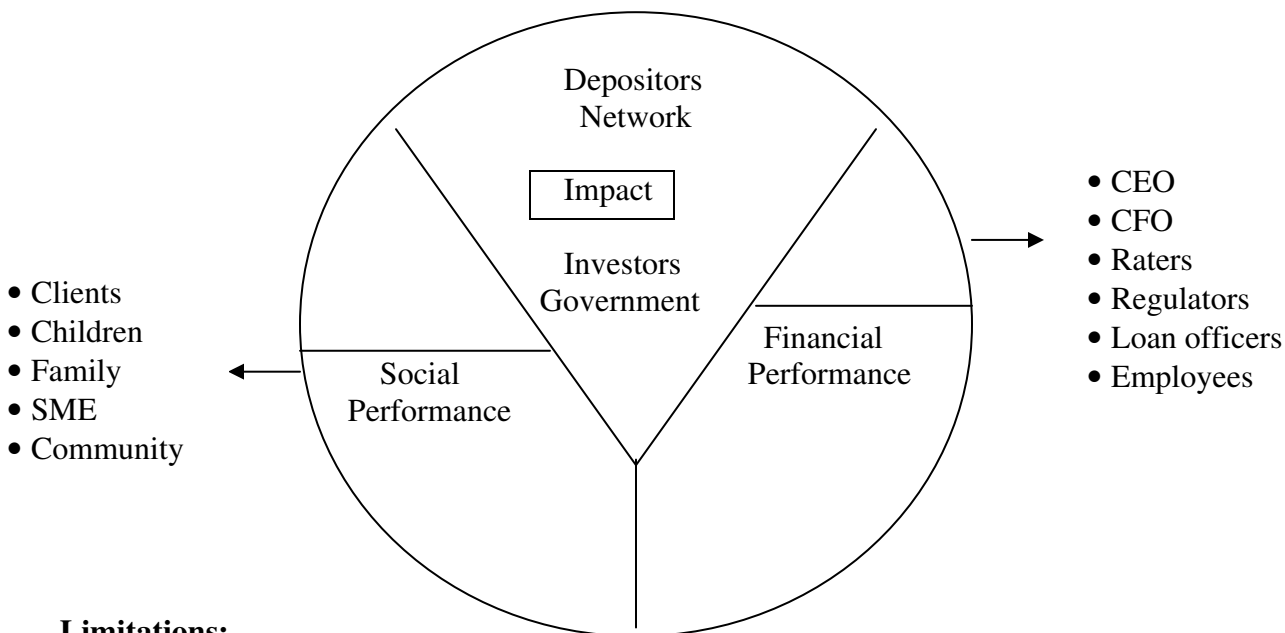
Importance:

- 1) Social Welfare:** Micro finance may lead to social welfare. Due to employment, the income level of the people increases and people may go for better education. Therefore, micro finance is responsible for the betterment of the society.
- 2) Employment Generation:** Micro finance helps in generating employment. The beneficiaries of micro finance set up small business units. Micro credit and other services are made available to small entrepreneurs, SHG's etc.
- 3) Changes Perception:** The micro finance revolution started with the recognition that people needed access to loans and they use the funds properly. It has also changed the perception of the poor people.
- 4) Development of Skills:** Due to micro finance, SHG's encourage its members to set up small business units. The small entrepreneurs may get training and learn to develop their skills.

5) Mobilization of Savings: Micro finance develops saving habits among people. The financial resources generated through savings and micro credit obtained from banks are utilized to provide loans and advances to its members.

Characteristics:

1	Type of Clients	<ul style="list-style-type: none"> • Low Income • Employment in informal sector • Closely interlinked household • Prompt approval and disbursement of micro loans
2	Lending Technology	<ul style="list-style-type: none"> • Lack of extensile loan records • Conditional access to further micro-credits
3	Loan Portfolio	<ul style="list-style-type: none"> • Highly volatile • Risk heavily dependent on portfolio management skills.
4	Institutional Structure	<ul style="list-style-type: none"> • Decentralized • Insufficient external control and regulation • Capital base is quasi equity (soft loans)



Limitations:

- 1) Time Constraint:** Shortage of time was a very big constraint due to which some areas of micro finance has been included in the study.
- 2) Wide areas to study:** Study being conducted was very wide and analysis requires expertise knowledge and skills which wise lacking.
- 3) Future Analysis:** The whole study is based a historical data which was not much useful in analysis of present and prediction of future.
- 4) No Direct Source of Information Required:** The information is collected from indirect sources. In some information, data is not available and all information was from secondary sources and data was not properly analyzed.

Conclusion:

Traditionally women have been marginalized, a high percentage of women are among the poorest of the poor. Micro finance activities can give them a means to step out of poverty. Micro finance could be a solution to help them to extend their horizon and offer them social

recognition and empowerment.

A conclusion is that micro finance can contribute to solving the problems of inadequate housing and urban services as an integral part of poverty alleviation programs.

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* * *

Systematic Utilisation of Human - Resources for Development of Entrepreneurship Skill (A Case Study of Govt. District Industries Centre Thane, Maharashtra)

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DR. S.B. Golahit: S P D M College, Shirpur

Abstract:

To analyse entire development of Industries in India there is an important contribution of small scale industries in India and these industries are playing important role in promoting Financial Development with small capital investment small industries can be started in this country due to which self-employment has become possible. In this way, small industries can be started in rural and semi urban areas, which are the reason for the growth of the Industries after independence.

The entire area in Thane district where Maharashtra development Corporation (MIDC) has carried out development and surrounding areas of industrial sector as per 2011 Census 47.37% population has employment in this district there are 1548 large and medium size industries and 18480 small industries working condition.

Keywords: Human resources manpower entrepreneur ship.

Introduction:

According to National sample survey (1987-88) Four crore of people below poverty line. In such cities, the skills of poor need to be improved and there is an urgent need to help them to start small scale industries or cottage industries.

After independence movement our nation has started paying much required attention to the process of Industry development but before this Mahatma Gandhi in pre independence era had the vision of initiating village industries by Village Industries Mahatma Gandhi Movement showed a road to become self-sufficient and self-dependence to all the citizens. If you analyse the development of Industries in India there is major and important contribution of small scale industries and these Industries playing important role in promoting financial development with small capital investment.

Objective of Research:

- ❖ In this research following objectives are kept in mind for fruitful research outcomes.
- ❖ To study the role of thane govt. district Industries Centre.
- ❖ To Study employment progress in district.
- ❖ To study the problem face by youth for the carrier development programme.
- ❖ To study the problem face by Thane district industry centre and see the remedial approach to solve problems.
- ❖ To study the problem face by industrialist.

Research Methodology:

The methods selection of this research paper provides. The information of which a study's validity is judged. It provides a clear and precise description of how research was done and rationale for why specific hypothesis chosen? Therefore the research methods section structure is prepared for the study, describe the research protocol. The description of preparations, measurements, and the protocol organised chronologically for clarity, when a

large amount of details presented, information is presented in sub section according to topic.

- a) Primary data collection
- b) Secondary data collection
- c) Sample selection method.

Hypothesis:

To have abstention (neutral) and sincere approach about the functioning as well as contribution of Thane District Industrial Centre as Thane is very large district researcher approach is to do the comparative study of rural and tribal. Hypothesis are constructed to show the comparative study and role of DIC Thane.

The hypothesis are as follows:

- 1) Thane District Industries Centre has helped to speed up the Industrial Development.
- 2) Thane District Industries Centre has helped to create opportunities for the employment.
- 3) Through Thane District Industries Centre whether all the govt. schemes related to Industries have reached the last unit of population.
- 4) Considering the urban and rural part of Thane district Thane District Industries Centre not give proper attention to the rural (hilly region Adivasi area) section.

Need of Study:

It can be noticed that DIC are very much needed for fulfillment of our needs and use of resources available in rural areas increasing employment for rural educated uneducated economically backward and backward classes providing employment to all and providing opportunity for according their skills for all these things development of Industries is necessary and equally of DIC's.

Those having positive or negative views will also feel that there is need of DIC in rural areas for the development of small industries.

All experts are of the opinion that there is a need to take strong steps in direction of creating employment opportunities and whatever difficulties or obstacles may be there should be removed so as to be able to reducing population explosion and remove local imbalance.

Method of collection of Information:

- a) Interview sessions
- b) Depth interviews
- c) Observation of Participants
- d) Detailed process and analysis
- e) Construction of questionnaire

Role of Thane District Industries Centre and rural and urban area comparative study:

The scheme of the state as well as central govt. and different corporation and boards are beneficial only to the urban area and rural area is unaware of it. This is the situation about the bank finance schemes also. They have targets but they have cautions about the repayment so they do not penetrate the schemes in rural areas and have promotion in urban areas. The schemes include Entrepreneurship development training, Group development scheme, cluster development scheme, seed capital, handloom and power loom interest subsidy, core skill development training the beneficiaries are mostly from urban areas. This is the main working areas where the district industrial centers are mediators and roll play by them is deciding factor of industrial growth and study aim in this area the comparative approach regards to the entire district work of DIC.

Limitation of Research:

- 1) The research is the comparative study of Thane District small scale Industries only.

- 2) The scheme sponsored by DIC were not given proper publicity and propaganda and no information could be collected from the statistical division and hence dependence was on secondary sources. So survey is the basic total for consideration. Industrialization, play important role in create awareness for bringing social & economic development for increased employment opportunities

Conclusion:

- 1) Indian Governments all industrial promotion schemes reach to all amateur as well as all Industrialists in Thane.
- 2) Thane DIC supports to make entrepreneurs.
- 3) Thane DIC enhances the opportunities in the employment.
- 4) Comparing to city and rural part it is clear that the Thane DIC give less preference to rural part.
- 5) First step of Industrialists is project report and for this they require technical assistance but due to fewer employees Thane DIC do not have designated officer, to support for guidance of preparation of project report.

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Digital Marketing

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Abstract

The word 'Digital' is derived from the Latin word 'Digitalis'. Digital means signals or data expressed as series of the digits 0 and 1, typically represented by values of a physical quantity such as voltage or magnetic polarization; or relating to, using, or storing data or information in the form of digital signals; or involving or relating to the use of computer technology.

The word 'Market' is derived from the Latin word 'Mercatus' & the English word 'Merchant'. Marketing refers to the action or business of promoting and selling products or services, including market research and advertising.

Together, Digital Marketing refers to the marketing of products or services using digital channels to reach consumers, where its main objective is to promote brands through various forms of digital media.

The term Digital Marketing was first used in the 1990s. The digital age took off with the coming of the internet and the development of the Web 1.0 platform.

In 1993, the first clickable banner went live. This marked the beginning of the transition to the digital era of marketing. Because of this gradual shift, the year 1994 saw new technologies enter the digital marketplace. The very same year, Yahoo was launched. 1996 saw the launch of a couple of more search engines and tools like HotBot, LookSmart, and Alexa.

Post 1998 came Web 2.0, where people became more active participants rather than remain passive users. Web 2.0 allowed users to interact with other users and businesses. 1998 also saw the birth of Google. Microsoft launched the MSN search engine and Yahoo brought to the market Yahoo web search.

Digital marketing became more sophisticated in the 2000s and the 2010s; the proliferation of devices' capability access digital media at almost any given time has led to great growth of digital advertising. The digital marketing world saw its first steep surge in 2006, when search engine traffic was reported to have grown to about 6.4 billion in a single month. Statistics produced in 2012 and 2013 showed that digital marketing was still a growing field.

Over the past decade, consumers have transformed from being, "tech-savvy to tech-dependent." And as a result, they expect a seamless user experience from brands across every device and every digital channel. This expectation has prompted both a diversification of marketing technology and a consolidation of it.

Objective

- ❖ To enhance the understanding about digital marketing.
- ❖ To study the various channels of digital marketing & their effectiveness in attraction & retention of the customers.
- ❖ To analyze & evaluate the short term & long term benefits of digital marketing to the firm & its customers

Introduction

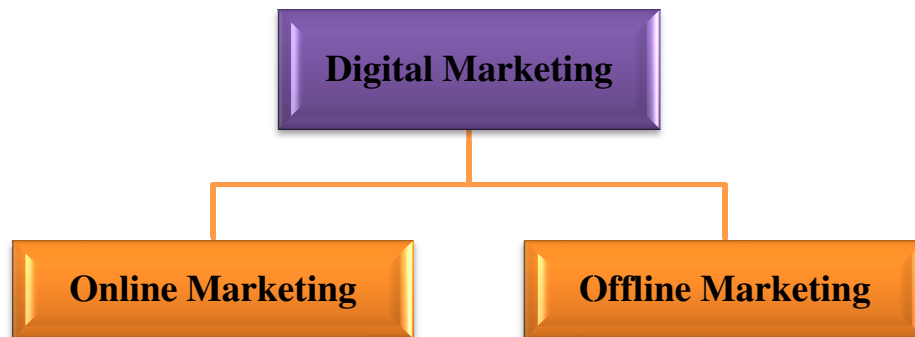
According to 'The Statistics Portal' –

- ❖ India, the second most populous country in the world, is projected to pass the United States in number of smartphone users in 2017. Around 220 million people in the U.S. will use a smartphone by 2017, compared to nearly 244 million in India.
- ❖ The statistic depicts the number of fixed broadband subscriptions in India from 2001 to 2015. There were around 17.12 million fixed-broadband subscriptions registered in India in 2015.
- ❖ The radio advertising spending in India from 2006 to 2013 as well as a forecast until 2016, observed that in 2006, the expenditure amounted to 47 million U.S. dollars. Furthermore, the source predicts the radio advertising spending in India will grow up to approximately 203 million U.S. dollars by 2016.
- ❖ With over 460 million internet users, India is the second largest online market, ranked only behind China. By 2021, there will be about 635.8 million internet users in India.

With diverse digital touch points such as social, web, and mobile gaining popularity across the customer base, digital marketing is, today, perceived as a cost-effective marketing strategy to improve customer connect. Digital channels are rendered and accessed via desktops, tablets, mobile, smartphones, and gaming consoles and can effectively deliver personalized content and promotions.

In short an increased use of the web, social media, and mobility, organizations are leveraging digital channels for wider and more effective customer reach, by launching multiple global and region-specific campaigns. This digital adoption helps provide cost-effective, consistent personalized customer messaging as compared to traditional marketing such as print, television, direct mail and so on.

Digital marketing can be broadly classified into online marketing & offline marketing.



Digital marketing channels

Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. Therefore a great deal of importance lies in the selection of the best digital marketing channel for the most effective result.

Digital channels offer new prospects to cultivate customer relationships; as the cost efficiency & diversity of digital channels facilitate marketer's frequent & interactive communication with their customers. There are ample ways to market a product/service on the web. Here is a brief overview of the various digital marketing channels popularly used.



Online Digital Marketing Channels

i. Search engine optimization (SEO)

According to Wikipedia, SEO is “the process of affecting the visibility of a website or a web page in a search engine’s unpaid results”. In other words (SEO) is the process of optimizing your online content, so that a search engine likes to show it as a top result for searches of a certain keyword.

ii. Search engine marketing (SEM)

Originally called “search engine marketing,” the shorter phrase “search marketing” is now often used as the umbrella term over SEO and SEM. Search marketing is the process of gaining traffic and visibility from search engines through both paid and unpaid efforts. SEM is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) primarily through paid advertising.

iii. Content Marketing

According to the Content Marketing Institute, content marketing is defined as - a strategic marketing approach focused on creating and distributing valuable, relevant and consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action. In simple term, it means that content marketing is a long-term strategy, based on building a strong relationship with your target audience, by giving them high quality content that is very relevant to them on a consistent b

iv. Social Media Marketing (SMM)

Social media marketing is the use of social media platforms and websites to promote a product or service. On a strategic level, social media marketing includes the management of the implementation of a marketing campaign, governance, setting the scope and the establishment of a firm's desired social media "culture" and "tone". To use social media effectively, firms should learn to allow customers and Internet users to post user-generated content (e.g., online comments, product reviews, etc.), also known as "earned media", rather than use marketer-prepared advertising copy.

v. Pay-Per-Click (PPC)

PPC stands for *pay-per-click*, a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked. Essentially, it's a way of buying visits to your site, rather than attempting to "earn" those visits organically. Search engine advertising is one of the most popular forms of PPC. It allows advertisers to bid for ad placement in a search engine's sponsored links when someone searches on a keyword that is related to their business offering.

vi. Affiliate marketing

Affiliate marketing is a type of performance-based marketing in which a business rewards one or more affiliates for each visitor or customer brought by the affiliate's own marketing efforts. Affiliate marketing is commonly confused with referral marketing, as both forms of marketing use third parties to drive sales to the retailer. However, both are distinct forms of marketing and the main difference between them is that affiliate marketing relies purely on financial motivations to drive sales while referral marketing relies on trust and personal relationships to drive sales.

vii. Email marketing

Email marketing is sending a commercial message, typically to a group of people, using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It usually involves using email to send advertisements, request business, or solicit sales or donations, and is meant to build loyalty, trust, or brand awareness. Email marketing can be carried out through different types of emails.

- ❖ **Transactional emails** are usually triggered based on a customer's action with a company. To be qualified as transactional or relationship messages, these communications' primary purpose must be "to facilitate, complete, or confirm a commercial transaction that the recipient has previously agreed to enter into with the sender", along with a few other narrow definitions of transactional messaging.
- ❖ **Direct email** or interruption based marketing involves sending an email solely to communicate a promotional message. Companies usually collect a list of customer or prospect email addresses to send direct promotional messages to, or they can also rent a list of email addresses from service companies, but safe mail marketing is also used.

- ❖ **Mobile Email marketing** now develops large amounts of traffic through smartphones and tablets.

Offline Digital Marketing Channels

i. Enhanced offline marketing

This is a form of marketing that is entirely offline, but enhanced with electronic devices. Some form of enhanced offline marketing are as below:

- electronic billboards
- product samples in digital format
- product demo is an important part of digital marketing strategy

ii. Radio Marketing

Commercial radio stations make much of their revenue selling airtime to advertisers, who put on the air radio advertisements. Radio advertisements or "spots" are available when a business or service provides valuable consideration, usually cash, in exchange for the station airing their spot or mentioning them on air. Radio Marketing is mostly carried out in the following forms:

- Radio commercials
- Show sponsoring

iii. Television Marketing

Television marketing hugely consist of a television advertisement, also known as television commercial which are a span of television programming produced and paid for by an organization, which conveys a message, typically to market a product or service. However due to its popularity among the viewer's television marketing has included some other forms of marketing like:

- Tele-Shopping
- Special event based commercials
- TV commercials

iv. Phone Marketing

Smart phones have become common among mobile phone users. It is nothing less than a computer in your pocket. As of today the amount spend on mobile apps has increased tremendously. Therefore the effectiveness of phone marketing is continuously on a rise. Phone marketing can be done in two ways offline & online marketing. The most popular forms of phone marketing are as follows:

- Cold calling/Tele calling
- Text message marketing
- QR codes

BENEFITS OF DIGITAL MARKETING

Benefits of Digital Marketing to a firm

- i. It helps the firm to connect with its customer at various level & on different platform like messages, chats, emails etc..
- ii. As it facilitates easy, smooth & round the clock communication with the customer the retention or conversion rates are higher.
- iii. It facilitates both paid & unpaid form of marketing, thus making it inexpensive.
- iv. It enables real-time customer service
- v. It helps create awareness of the product & transfer the corrective information thereby generating higher revenues.

- vi. It delivers higher Returns On Investment by increasing revenue, customer retention & by developing the corporate image from the campaigns
- vii. It helps in performing better with competitors by facilitating customer satisfaction & by creating customer loyalty.
- viii. It is easier to establish how effective the campaign has been. You can obtain detailed information about how customers use the website or respond to the advertisement.

Benefits of Digital Marketing to a customer

- i. Customer can access the digital marketing 24/7 without any time constrain, thus helping them to state updated.
- ii. It enables easy & effective comparison of product/services across different websites & apps. Hence giving abundant options.
- iii. It facilitates shopping from the comfort of home, as well as reap the benefits of free home delivery.
- iv. It offer clear and consistent product information to the customer. There is little chance of misinterpretation or mishearing.
- v. It the customer reduces their personal carbon foot print. Hence providing greater satisfaction to the customer.

CONCLUSION

Every business is different. Therefore, every business must approach their digital marketing with a unique plan. Because everybody's path to success will be different. Each channel by itself can help you manage different aspects of your online presence, create relationships with existing customers, or gain new customers who are looking for what you have to offer. When used together, however, these fundamentals can help your digital marketing succeed like a Well-planned social event. No matter what industry your business is part of, digital marketing can help create an interest in your brand, products and services that has not been there before.

There's no denying it, the world is rapidly shifting from analogue to digital. People are consuming more and more digital content on a daily basis – on mobile phones, laptops, desktop computers at work, and more – and companies that have not yet recognized this in their marketing strategies need to adapt fast.

Digital marketing is so important, because it is not only a rapidly growing force in the current marketing playing field, it is set to be the future of marketing, and it seems likely that digital media will soon replace more traditional forms altogether.

Digital marketing is infinitely more affordable than traditional offline marketing methods. But one of the main benefits of conducting your marketing digitally is the ease with which results can be tracked and monitored. Rather than conducting expensive customer research, you can quickly view customer response rates and measure the success of your marketing campaign in real-time, enabling you to plan more effectively for the next one.

Perhaps the strongest case for incorporating a digital element into your marketing is that digital media forms are quickly overtaking traditional forms of information consumption.

Thus it can be concluded that, the digital age is here, and those businesses that fail to adapt to the new marketing climate are at great risk of going extinct sooner rather than later.

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A Study of International Digital Marketing with special reference to External Environment changes in India

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Abstract:

The external environment conditions have been changing in a very dynamic manner in the last decade. These changes have triggered a substantial shift in the approach and attitude of marketing professionals. The traditional methods of marketing are undergoing a sea change with the advent of Digital Marketing. The means of reaching out to the existing and potential customers have transcended the various media available.

Changes in other areas like Economics, Politics, Socio Cultural arena, etc are facilitators in this process as well as beneficiaries from the same. This is causing a paradigm shift in the way in which products and services are projected and perceived by the markets and giving rise to newer trends.

Key words: Digital Marketing, External environmental factors, evolution of media, upcoming trends.

Introduction

The business environment in India is undergoing a rapid change in the last few years. The Indian business landscape has opened up as a huge market and a resource for world trade. Until a few decades ago, the Indian economy viewed international trade as a spillover to absorb the goods from extra production. The domestic demand was given first priority and international markets were tapped later. The economic environment had witnessed an overpriced, over protected and cartel pampered industry which found it difficult to cope with the international quality standards which changes radically after the 1991 industrial policy. Multinational and transnational corporations entered the Indian markets making it obligatory for Indian producers and service providers to review their production, finance, pricing, marketing, advertising, supply chain logistics policies and bring them at par with the international demands. Peter Drucker described this situation as, “No institution, whether a business, an University or a hospital can hope to survive, let alone succeed, unless it measures up to the standards set by leaders in its field, in any industry”.

Today, the international markets have opened up myriad opportunities, more so with the advent and rapid progress of digitization and its ever increasing reach. This coupled with the dynamic external environment in India makes for an exciting situation. No business, whatever its size can remain unaffected by these changes and must adopt ways and means to align itself profitably to such changes. Thus a study of the situation in India with reference to such changes and its linkage with digitization is found necessary.

Objectives

- 1) To study the influence of international marketing in the digital arena with specific reference to external environmental changes in India.
- 2) To identify upcoming trends in the field.

Research Methodology

No research will be structured unless a specific research design is used.

Also, data is only as authentic as its source.

In this paper, both primary as well as secondary data is used.

The primary data is collected through a personal interview and interaction with Ms Gauri Marathe (a brief profile provided in Annexure).

The secondary data is collected from various books, periodicals, internet websites, etc. a detailed list whereof has been provided in the reference section.

Some part of the findings is also based on personal observations and interactions with users of Digital marketing platforms.

The findings in this paper are classified according to the external environmental factors to which they relate.

What is Digital Marketing?

People have been trying to influence other people since the dawn of human existence and commercial activity, to attract attention towards their products. Unless the potential buyer knows about the existence of a product or service, it will be difficult to effect sales and earn profit.

To understand the development of marketing, one must look at its progress and its means through the ages. Initially it was the human voice and word of mouth. Certain advertising relics have been recovered by archaeologists used in ancient Arabia, China, Egypt, Greece and Rome. The Egyptians used papyrus to make flyers. Posters, signs and flyers were also used in ancient Greece and Rome. The development of printing in the 15th century heralded a significant milestone in marketing with greater reach in the 17th century through accessibility to newspapers and magazines. It progressed into birth of mail order advertising. The 20th century brought forth a new medium, the radio. Then came television which changed the face of advertising even further. During the latter part of the 20th century, the world was introduced to the internet and so was born 'Digital Marketing'.

Thus, developments in technology and marketing are closely connected. The process normally follows the path as:

- a) New technology emerges and is initially in the dominion of technologists and early adopters.
- b) The technology gains a firmer foothold in the market and starts becoming popular, making it a medium for marketing.
- c) Innovative marketers try to explore ways to harness the power of this emerging technology to connect with the target audience.
- d) The technology reaches the mainstream and becomes a platform which is widely accepted.

Thus technology has the ability to open up completely new markets. The mainstream adoption of digital technology allows people to connect with the product as well as with each other. Whether this development works as an opportunity or threat depends upon the perspective of the marketer.

Findings

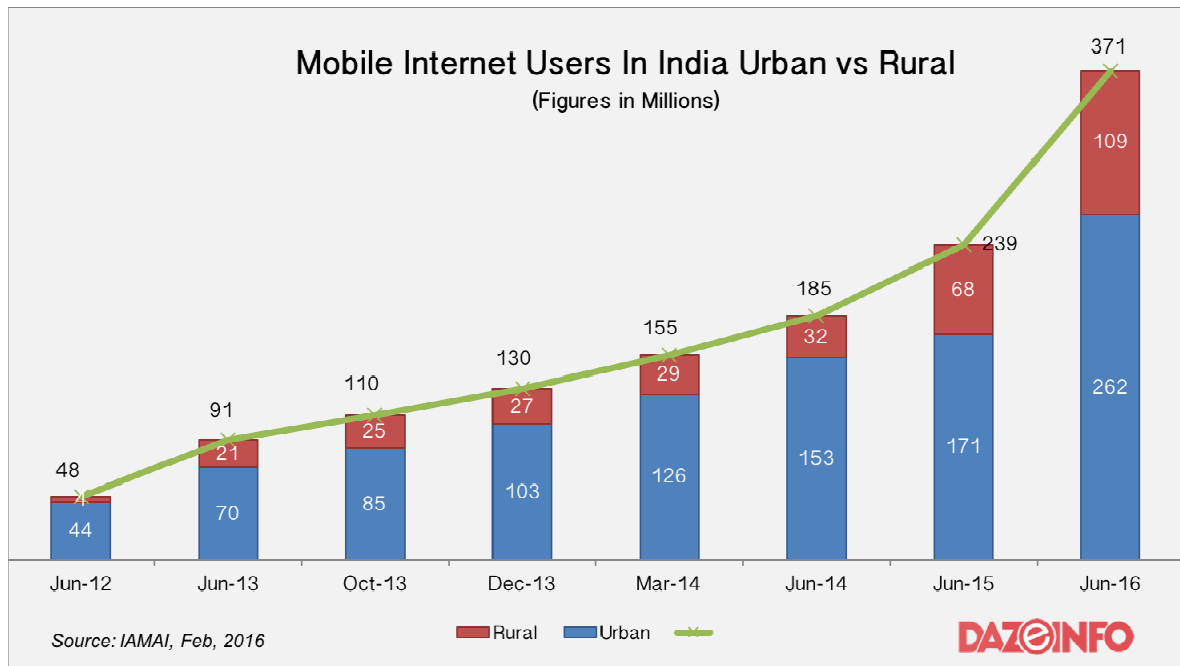
The findings are analysed on the applicable components of the PESTLE factors as follows:

- I. Political environment: - The political environment is normally the legislative arm of any sovereign and politically independent nation. The change in the governments ushers changes at policy level. Such changes, when made with keeping the new demands of the

populace, generally are freely accepted. The 2014 general elections in India has been a watershed event in the political history of independent India. The new government has taken many initiatives towards the process of digitization, like the introduction of the ‘Digital India’ concept, introduction of applications for active interaction with the general public, online filing of documents, etc. these reforms are in keeping with the global trends of communication and transparency. Thus the political environment is becoming favourable towards the acceptance and spread of the digital forums. E.g. the BHIM app launched after demonetization, Meri Sadak App, etc.

II. Economic environment: - The recent economic reform of Demonetization has made it obligatory for the people to adopt digital avenues for making day to day transactions and minimize if not eliminate the cash dealings. This necessitates the use of different types of e-wallets, online transactions, use of plastic money, etc. This has resulted in more and more people resorting to the internet for their day to day dealings. As a result, the competition between the data providers and telecom companies is heating, with each trying to attract maximum number of customers by offering lucrative packages, mobile number portability, cheaper calling rates, SMS packages, etc. Companies like Reliance have revolutionized the mobile and internet market by offering free data. This has created a radical change in perception of telecom companies and it will be some time before a state of equilibrium is achieved. The increase in the growth rates, GDP, per capita incomes has also increased the purchasing power of the people and hence the demand for commodities has been on the increase. Digital platforms are increasingly bridging this gap between demand and supply.

III. Socio Cultural environments: -

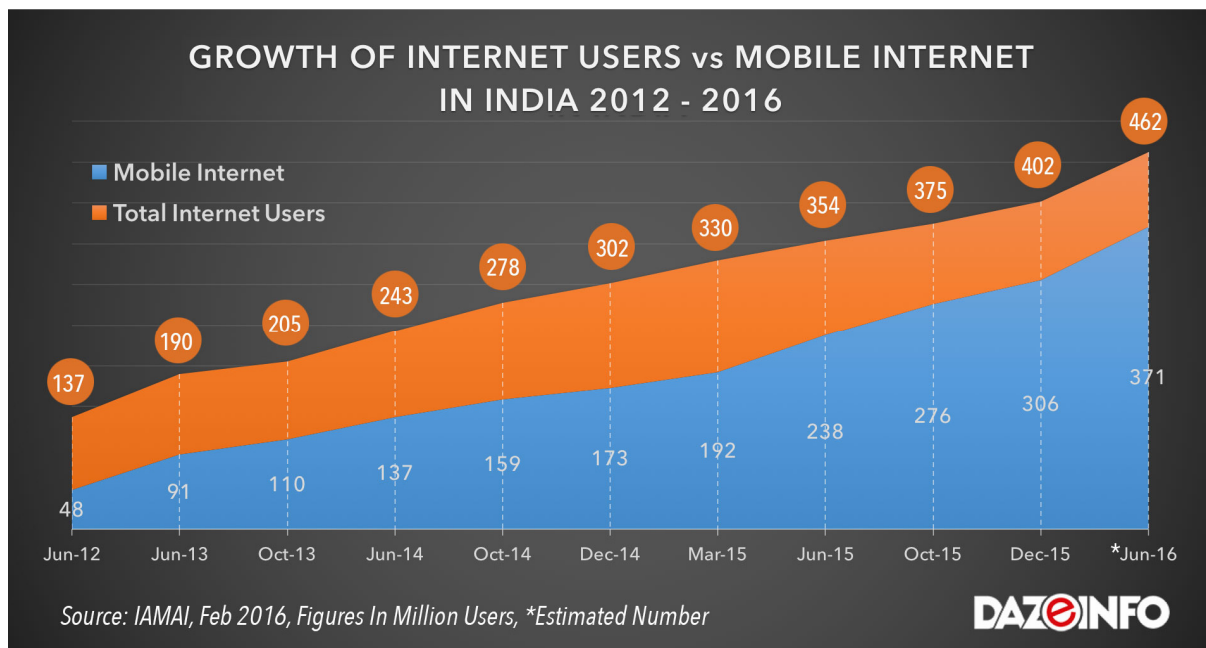


The most common trend observed today is the penetration of the android mobile devices beyond urban areas to Tier II and Tier III cities. Such buying behavior is triggered mostly by peer pressure and the need to fit in. The mobile being an individualistic device

helps in getting a personalized experience. Now a days applications are available in vernacular languages which enhances their reach and acceptability. The desk tops and laptops could be used by all members of a family. As opposed to that mobiles are more personal. Add to this the cultural traits of Indians to have an urge to share information with friends and family, unlike in the Western countries where the information is generally kept to oneself. A particular advertisement for a sale or good offers is shared across to many people in one go. This cultural trait is very specific to Indians making information sharing applications like Whatsapp, Hike, Facebook, as household names. Such word of mouth publicity works in most cases. Indians also give more preference to the firsthand experience of a known person than rely on online reviews, especially in case of places like restaurants, holiday experiences, etc.

However, Indians still find it difficult to go completely digital in the shopping of garments, shoes or such other items where there is still an ambiguity between what is seen on the screen versus what is actually delivered. The traditional retail approach is the more preferred one here.

IV. Technological environments: -



As discussed above the availability of smart phones is now ubiquitous, with android handsets prices starting at 4 to 5 thousand rupees. Along with it comes the need for data on the device. Technological advancement has guaranteed this to be an affordable experience. The rate at which internet is used on mobile phones is increasing consistently.

Along with such devices, come the services like email. Even traditional businessmen find it necessary to have email accounts. The moment an email or Facebook account is created, organisations like Google, who manage such services create a profile of the user. A complete mapping of things one searches for, items which are liked by you, subscriptions to various blogs, videos watched on Youtube is continuously updated. The companies like Google recommend and suggest certain ads to only the target markets/ customers where there

is a potential for sale. Cross marketing also is done by making visible ads related to the products searched for.

There are also many applications being developed for day to day activities like heartbeat trackers, water consumption, relaxation music, real time train time tables, etc. Once preferences of a particular user are known, it aids customer segmentation and helps in identifying target markets.

- V. Legal environment: - The need for legal protection in case of advances in technology is felt from time to time as every new invention comes with the risk of malpractices and insecurity. The laws of the land are fast developing in the direction where the Home department has a special Cyber crime cell. However there is a huge gap between the available legislation and the actual need as technology is gaining in leaps and bounds which the laws are not able to keep pace with.
- VI. Upcoming trends/ issues: - The latest trends in digital commerce is connected with the concept of Internet of Things, where it will be possible for the digital device to keep track of and coordinate all the activities undertaken by the users. E.g.: tracking the status of your flight, informing you that it is delayed, postponing your taxi booking and informing you of the same. Here all digital conveniences literally speak to each other.

Another trend is of digital wearables. This will take time to catch up as the prices are still quite restrictive. There is also the concept of having no salesman stores where one can pick up items, the store device reads your credit card number and payment is made automatically. This eliminates the time required for billing.

The urban Indian population has come to accept the concept of digital marketing, although it has been a difficult task in case of senior citizens and the economically marginalized segments of society. The problem has been the trust deficit as to the authenticity of services like e wallets, taxi bookings on apps, using GPS services, instant sharing of information in the form of texts, photos, etc. There are organisations working towards digital literacy and helping such sections of the economy get acclimatized to the new technology and reap benefits to make their life easier.

Conclusion

The above discussion makes it clear that along with traditional marketing, modern digital marketing practices are gaining ground as international commercial organisations are now looking at the entire world as a market place and newer ways and means will be used to broaden the customer base, along with giving them personalized experiences according to specialized wants. The trend is to go from generalization to specialization. With increasing internet and mobile use, the marketing professionals will have to change both attitude and approach towards taking their products to present and potential consumers. India is on the threshold of becoming a super power and undergoing huge changes at the institutional level. These changes are taking India on the world map and adjusting to the influx of digital marketing strategies which are undertaken by multinational organisations will be necessary. However, India is becoming the epicenter of changes in external environments and so adapting to this dynamic, ever changing environment will be a challenge.

Annexure**Gauri Marathe Profile:**

Gauri Marathe was born and brought up in Mumbai, India. She graduated from Ruia College with Bachelors degree in Psychology. Her passion for psychology encouraged her to do Masters in Organizational Psychology at University of Hertfordshire, UK. Her ambitious nature because of her birth and upbringing in an entrepreneur family prompted her to have further studies in human resources and business administration at the University of Newcastle, Australia. She developed keen interest in digital marketing during her stay in Australia. Gauri returned to India to apply this knowledge of psychology and digital marketing by joining Marathe Infotech in 2012. Gauri started her journey at Marathe Infotech by understanding the traditional business model and studying the new trends of market. This helped her in digitisation of business. Gauri largely works in R&D of the organisation. Gauri's research is not restricted to reading books or articles but also involves attending important digital marketing and development conferences worldwide with Google I/O 2016 as the highlight. Currently she works in Mobile space as mobile is present and future for development and growth of digital properties.

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Cashless India: By Financial Inclusion of Students

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Financial inclusion is the delivery of financial services at affordable costs to vast sections of disadvantaged and low income groups. Even after 60 years of independence, a large section of Indian population still has not linked to the banking services. This condition has led generation of financial instability among the lower income group who do not have access to banking products and services. However, in the recent years the government and Reserve Bank of India has been pushing the concept and idea of financial inclusion. After demonetisation (8th November, 2016) major population of India has realised the importance of being cashless. As a result use of digital payment mode has increased 7 fold in November, 2016.

As per recent RBI report India has about 150000 ATMs of public sector banks and around 200000 ATMs of commercial banks. It shows that average 1 ATM available for 3600 people.

After a grand success of JAN DHAN yojana total number of bank accounts opened are 22 crores out of which 11.58 crore accounts are from rural areas.

Government aims at implementation of DBT (Direct Benefit Transfer) scheme for 100% government schemes to ensure paperless governance and point to point connectivity of money transfer. For this purpose financial inclusion is extremely necessary. For developing country like India, financial inclusion matters a lot due to overpopulation and substantial leakages of funds from government schemes due to corruption.

Need of financial inclusion in India

- a. Develop saving habit among the people
- b. Mobilise the saving
- c. Availability of credit
- d. Effective implementation of government schemes
- e. Prevent leakages in government subsidies
- f. Ensure target reach of government subsidies
- g. Reduce gap between BHARAT & INDIA

Benefits of financial inclusion

- Reduction In income inequalities;
- Widespread development instead of location specific development ;
- Help in more effective distribution of subsidies ;
- Helpful in implementation of social security schemes, such as old age pensions, widow pensions and so on ;
- Helpful for direct distribution of subsidies by crediting bank account of targeted beneficiary helpful in plugging the leakage through distribution channels.
- Freedom from exploitation of moneylenders
- Access to insurance to make provision for unplanned expenses in the form of emergencies such as illness , death in the family or loss of employment;
- Easy access to loans, insurance, money transfer and overdraft facilities
- Reduction in Distribution cost of subsidies as well as social security payments
- Facilitates tracking of financial history

At present leakages in subsidy distribution are likely to cost more than 1000 billion rupees every year. This money can be saved after complete financial inclusion.

For example, grain in the public distribution system (PDS) passes through 19 levels from farmer to consumers. If these 19 levels are removed from the system then this will result into substantial savings in the form of subsidy distribution costs.

Ex-Prime minister Mr Rajeev Gandhi confirmed that out of Re.100 of government subsidy, only Rs.25 reaches up to the beneficiary. So in order to eliminate the corruption in distribution system of government financial inclusion is inevitable.

Challenges of financial inclusion in India

- a. Illiteracy
- b. Population
- c. Lack of awareness
- d. Limited access of banking services
- e. Resistance to change from public
- f. Influence of moneylenders
- g. Frauds due to illiteracy
- h. Inferiority complex among poor people (they think that banks are only for rich people)
- i. Poor infrastructure facilities
- j. Time consuming formalities in banking system
- k. Limited ATM network

Objectives of cashless economy

- a. Reduce red tapism
- b. Control terrorist activities
- c. Ensure transparency in financial transactions
- d. Prevent fake currency
- e. Stop corruption

Benefits of cashless economy (India)

- a. Cost saving on printing of new currency
- b. Tracking financial transactions
- c. Lowers the risk of holding cash
- d. Easy accounting
- e. Simple and low rate of taxation
- f. Convenience of transacting
- g. Avoids the losses due to fake currency
- h. Expansion of banking activities and banking infrastructure
- i. Easy Financial surveillance system
- j. Reduction in corruption

Limitations of Cashless economy

- a. Risk of losing data
- b. Technology unsavvy people
- c. Possibility of cyber attack
- d. Problem of overspending due to online transactions
- e. Increase in online banking frauds
- f. Complete dependence on internet and mobile

Hurdles of cashless India

- a. High rate of Illiteracy in rural areas
- b. Lack of banking infrastructure
- c. Less financial inclusion
- d. Traditional spending habits
- e. Lack of awareness among the public about benefits of cash less transactions
- f. Lack of initiative by bureaucratic system

Interlinking of Financial Inclusion and Cashless India

Financial inclusion and cashless India can be linked in order to achieve both objectives in a very short span. At present government is concentrating on cashless India campaign and financial inclusion separately. Instead of isolated efforts on these schemes, it can be combined wherever possible in order to get multi-dimensional success.

For this success, young generation can be an effective medium. In addition India has democratic dividend in form of massive number of students. Government is spending around 3-4% of total GDP on education. This amount can be effectively utilised if it is linked with financial inclusion objective of government. For this purpose, students' indirect participation can be constructive.

Student participation for the success of cashless India and financial inclusion

Government has introduced education for all. Along with this initiative, it is possible to implement financial inclusion scheme. Compulsory bank account for students will ensure implementation of government schemes by direct benefit transfer to bank account of the students.

At present government has initiated scholarship transfer to bank account of students. This is helpful for future financial involvement of students in the banking system. At present financial inclusion of students compels them to operate their bank accounts regularly. With a view of compulsory education, government can implement this scheme with certain incentive like periodical payment into bank account of each student depending upon their attendance in the school or college.

This will ensure that each and every family in India will be attached to the financial system. Similarly at least one person from each family will be educated. Government schemes can be provided effectively to each and every family by student centric financial inclusion.

Cash less India dream can be converted to reality by active participation of students.

Reasons for concentration on students for cashless India

- a. Universalisation of education
- b. Good ability of learning
- c. Techno savvy nature of young generation
- d. Students can ensure participation of their family members in financial inclusion
- e. Psychological factors like **honesty and patriotism** will ensure voluntary participation in nation building by preventing corruption
- f. Avoids leakages in subsidy provided for education
- g. Motivation for getting higher education due to continuous scholarships
- h. Training of illiterate persons from rural areas

Method of implementation financial inclusion of students

- a. School admission with Aadhar number and bank account
- b. Auto transfer of subsidy amount per month to bank account

- c. Compulsory e-transaction from subsidy amount transferred to bank account
- d. Educational expenditure of students out of specified bank account only
- e. Biometric attendance linked to Aadhar
- f. Attendance linked subsidy amount
- g. Annual increment in subsidy amount subject to successful completion of curriculum

Conclusion:

Large number of Students is an asset of our country. Constructive participation of students can be confirmed in order to achieve the objective of universal education, cashless India as well as financial inclusion. For better future of the nation it is essential to get success of all these schemes. Interlinking of these schemes can provide enormous success of all these schemes in short period of time.

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Performance appraisal: Implication on Employees' performance in Architectural Organizations of Bangladesh

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Abstract:

Performance appraisal is a major tool to measure the frameworks and standard set by any organization for the employees. It is used to track the progress of individual contribution and performance to fulfill the organizational goals and to identify the strengths and opportunities of the individuals for future development and to identify whether the set organizational goals are achieved or served as the root for the company's future planning, improvement and development. The present study highlights the status of the Performance appraisal system of Architectural Organizations of Bangladesh and its implication to the employees performance. The respondents of this study were the architects who were employed minimum for 1 year. The purposive sampling technique was used in the selection of respondents. Quantitative and qualitative method of research was utilized in the gathering of data. Interviews, focus group discussion and survey questionnaires were the main instrument used in this study. The result of the study showed that the performance appraisal system of the architectural organizations are taking shape, developing and trying to put it's remark in the new business field of architecture. On the other hand, the results reflected that the performance appraisal system of the organizations has both positive and negative impact on the architect employee's performance. Further, the respondents identified some major gaps in the Implementation of the company's appraisal system: no appropriate rewards are given to best employees, appraisal system was not fully explained to employees, no feedback of results and employees do not participate in the formulation of evaluation tools. It is recommended that the company should revisit and redesign its appraisal system so that it can match to its vision and mission towards the achievement of its organizational goals.

Keywords: *Company Performance, Employee Efficiency, Employee Motivation, Employee Reward System, Evaluation*

Introduction:

This present study is on Performance appraisal, one of the vital factors of "Human Resource Management Practices" in Architectural Organizations of the Bangladesh. The study refers to the architects' perceptions of Human Resource Management (HRM) practices in the architectural industry, where the employee architects are the "assets" considered by the firm, and somehow these influences the job satisfaction of them performance appraisal is an important issue for any company. It gives the proper idea of the employees' strength, weakness, area of development, scopes of improvement and also to decide the reward, benefits and compensation required for the employees. Apparently, it seems to be a less important factor in the Architectural organizations, but like other companies, the human resource has a great impact even for the architectural firms. In Bangladesh, the human resource management practice is newly introduced and many companies do not have the idea

of employee evaluation... Also, some companies don't treat the human resource as a valuable resource for the enterprise. In spite of that, some companies take the human resource very seriously and positively and try to manage this department with great care. Architecture is one of the developing businesses in Bangladesh, and there are still scope and possibilities for improvement in this area. Architects are known as the visual artists, and their creative works are considered as the art merged with the science of building construction for the humans' basic need living hood. With fulfilling these criteria of HRM architecture can be a successful business, and the architects can be the most valuable asset of this business. In the present globalization trend, the best possible practices have logical foundation. Global dimension and the recent human Resource Management changes in organizations also have changed their direction to a current trend. The new trend of Performance-based HRM system must have unique aspects that reflect from both the characteristics of traditional and performance-based on best practice in HRM. This process allows reconciliation the interests of the company with the benefit of each. While comparing the knowledge and skills required by the organization to those who reside in people. Knowledge management skills involve identifying people who can provide the benefit of the organization willingly. For this the required Skills are:

- Identification of the necessary skills which is helpful for achieving the objectives of the organization (strategic, tactical and operational)
- Assessment of the skill of the members of the organization
- A plan to bring existing powers with the necessary
- Setting and monitoring targets both individual and collective performance. These goals should be possible to verify the use of these skills

Performance Appraisal refers to a well maintained, systematic process of evaluating the of employees' performance and to find out the possibilities and abilities of an employees which will be helpful for his further growth and developing his skills. The following ways are used to make performance evaluation:

- The senior architects analysis the juniors' payment and income and then compare it with the settled plans and targets
- The senior architect determines the junior architect's performance appraisal factors.

The seniors employees are given the option and privilege to guide the junior employees.

Literature Review: "Performance management is the process so that employees' activities and outputs can be ensured by the managers which contribute to the organization's goals. This process need to identify what activities and outputs are desired, monitoring whether they occur, and providing feedback to help employees meet prospects" (Noe et al., 2004). Employee can enhance their productivity and commitment through Performance appraisal systems (Brown and Benson, 2003). If performance evaluation system can be practiced by an organization appropriately, that will raise productivity and efficiency, get better customer satisfaction and market share and increase employee commitment which is one of the vital tools for an organization (Duchon, 2007). Dailey and Kirk (1992) stated in their research paper, performance appraisal and planning systems did not accepted successfully which effected their sensitivities of unfairness and they were assumed to leave the organization.

Shahzad et al. (2008) researched 'Impact of HR Practices on Perceived Performance of University Teachers in Pakistan' and found the association between performance evaluation practices and teachers' performance is quite weak (0.15, $p < 0.01$). Corresponding

HRM practices like formal training and incentive pay can improve opportunity of performance appraisal and it guides to superior influence of productivity (Brown and Heywood, 2005). Paul and Anantharaman (2004) revealed in a study that development oriented appraisal which has included in human resources practices showed a remarkable positive association with organizational commitment. An empirical study by Marwat et al. (2006) indicated positive correlation (0.47) between employees' performance and Performance appraisal. One study by Khan (2010) titled 'Effects of Human Resource Management Practices on Organizational Performance – An Empirical Study of Oil and Gas Industry in Pakistan' found a positive coordination between performance appraisal and organizational performance.

One research study conducted by Hossain (1992) on Non- Profit Organizations in Bangladesh and found Job evaluation method for compensation purpose was available 67% organizations surveyed. Hossain and Ahmed (2002) surveyed on American Tobacco Company Limited (BATB) and found BATB used the mechanism of 'Performance Appraisal and Career Enhancement (PACE)' in TNA. Through this systematic mechanism the company rates the (a) overall performance, (b) competence profile, (c) development plan, and (d) future career of the employees. Mahmud (2007) investigated on HRM practices of SQUARE in Bangladesh and found the company evaluates the employee's past performance; mainly for reward, promotion and development purpose. One study carried out by Ehsan (2008) on WPSA in Bangladesh and found the performance management system is out of date and subjective. Absar et al. (2010) on fifty manufacturing firms in Bangladesh and showed that performance appraisal have significant influence on organizational performance.

Hypothesis:

After reviewing the literatures basing on it and setting the objectives for of this present study, the specific hypotheses were formulated for verification through empirical investigation.

H1: Performance Appraisal practices are not positively associated with architectural organizational performance. (Ho)

This null hypothesis predicted that performance appraisal practices will be negatively associated with organizational performance. A number of studies support that strong performance appraisal policy has assertive connection with organizational performance. Lee and Lee (2007) found that effective and good performance appraisal system enhances productivity and quality. Rahman (2006) found that comprehensive performance appraisal enhance employees' commitment. Researchers found assertive and remarkable relation between performance appraisal and organizational performance (Khan, 2010; Ahmed & Schroeders, 2003; Chang & Chen, 2002; Kuo, 2004; Sang, 2005). Khan (2010) found value. Absar et al. (2010) established positive and significant value. Chi-square test was used to investigate if the two variables are analytically related with each other significantly. It was used to analyse the impact of one factor over the other factor. From the Table-28, it is confirm that with the mark able value of 0.00 at 1% level of significance, also it can be confirmed that there is a significant association between the Employee Performance appraisals and organizational performance. The hypothesis 4 is not accepted. Williams (1996) found weak correlations with several measures of performance management and that were .11 (F value =8.99) for participation, .14 (F value =15.41) for feedback, and .16 (F value =16.47) for difficulty of goals set. The reason for the results is that in huge numbers of the Architectural organizations there is no proper well designed system of employees' performance evaluation.

In government organizations it is done on the basis of typical year ending confidential reporting of performance after every year end and in private sector if there is any system, it has no serious impact on employees' or organizational performance. The employees do not measure its importance when it has no link with promotion and benefits and service

Result and Analysis:

**Table 1 Reliability of Sub scale of Subjects of Performance appraisal:
Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.992	.993	10

Cronbach's alpha coefficient shows a high stability of the questions of performance appraisal where the sub-scale is has high consistency (Cronbach's alpha > 0.99). Finally all the sub-scales had a high repeatability of the designed questionnaire was measured through intra-class correlation coefficient for performance appraisal.

Table 2 Chi-Square Test for Factors of Performance appraisal:

<i>Factors</i>	<i>Pearson Chi-square value</i>	<i>df</i>	<i>Asymp. Sig</i>
employees' performance must be measured and evaluated on a base of measureable results which can be quantified and the basic goal or aim	68.000a	5	0.00
Appraisal measurement in organization is oriented towards development	104.833b	6	0.00
Feedback on performance and required counselling is provided to employees	241.333b	6	0.00
Appraisal system is not biased and transparent	260.000b	6	0.00
Bonuses, promotions and selected training are given upon the appraisal evaluation	341.667b	6	0.00
All employees of the organization has clear concept of performance appraisal	170.000a	5	0.00
Modern and the latest techniques and technology is used for appraisal evaluation	146.833b	6	0.00
Team and individual behaviour has influence of appraisal	164.333b	6	0.00
Performance appraisal is conducted on a regular basis	179.500b	6	0.00
Performance appraisal is not used for penalization in the organization	176.000b	6	0.00

Source: Primary Data

Chi-square test was used to identify if the two variables are analytically related with each other meaningfully. It was used to analysis the impact of one factor over the other factor. From the Table-24, it is clear that with the remarkable value of 0.00 at 1% level of significance, and it can be said that there is a significant association between the factors of performance appraisal and organizational performance

**Table 3: Sampling Adequacy Test for Factors of Performance appraisal:
KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.947
Bartlett's Test of Approx. Chi-Square	6.982E3
Sphericity	df
	45
	Sig.
	.000

KMO and Bartlett's Test measures the sampling competence using correlations and partial correlations to know if the variables in the sample were competence to correlate. It is indicated that the KMO value is 0.947 which is a obviously satisfactory for proceeding factor analysis. The Bartlett's test of sphericity test was done to know if there is a relationship between the variables. The P value < 0.05 indicates that it can be continue with the factor analysis of performance appraisal

Table 4: Total variance explained by components of factors and Graph for scree plots of eigen values for factors

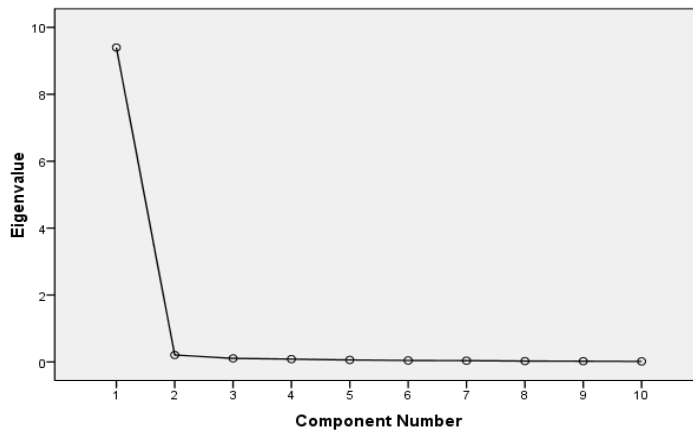
Component Matrix^a

	Component
	1
employees' performance must be measured and evaluated on a base of measurable results which can be quantified and the basic goal or aim	.965
Appraisal measurement in organization is oriented towards development	.974
Feedback on performance and required counselling is provided to employees	.970
Appraisal system is not biased and transparent	.970
Bonuses, promotions and selected training are given upon the appraisal evaluation	.952
All employees of the organization has clear concept of performance appraisal	.961
Modern and the latest techniques and technology is used for appraisal evaluation	.977
Team and individual behaviour has influence of appraisal	.977
Performance appraisal is conducted on a regular basis	.978
Performance appraisal is not used for penalization in the organization	.972

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.398	93.982	93.982	9.398	93.982	93.982
2	.208	2.077	96.059			
3	.106	1.057	97.116			
4	.084	.836	97.953			
5	.059	.594	98.547			
6	.043	.432	98.979			
7	.038	.382	99.360			
8	.025	.253	99.613			
9	.023	.228	99.842			
	.016	.158	100.000			

Scree Plot



The table-4 and Scree plot displays the 93.98% variance explained by a single factor (Performance appraisal is conducted on a regular basis).

Strongly Disagreed Disagreed Somewhat Disagreed Indifferent/Natural Somewhat Agreed Agreed Strongly Agreed

employees' performance must be measured and evaluated on a base of measurable results which can be quantified and the basic goal or aim

0 55 45 80 70 45 5

Appraisal measurement in organization is oriented towards development

5 40 60 80 60 45 10

Feedback on performance and required counselling is provided to employees

5 5 50 115 70 50 5

Appraisal system is not biased and transparent

5 10 35 100 105 40 5

Bonuses, promotions and selected training are given upon the appraisal evaluation
 5 5 30 100 125 30 5

All employees of the organization has clear concept of performance appraisal
 5 10 75 90 95 25 0

Modern and the latest techniques and technology is used for appraisal evaluation
 5 25 60 85 75 45 5

Team and individual behaviour has influence of appraisal
 5 15 40 75 100 45 20

Performance appraisal is conducted on a regular basis
 5 20 30 85 100 40 20

Performance appraisal is not used for penalization in the organization
 5 10 40 65 105 55 20

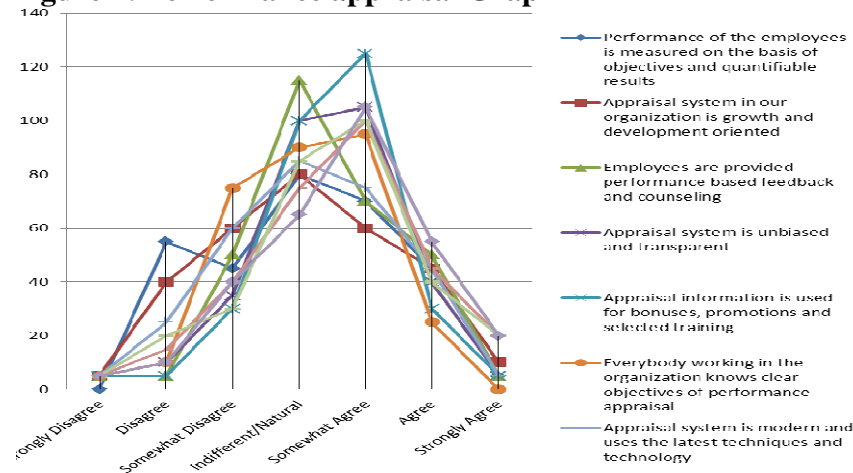
Most of respondents are agree to this point that Bonuses, promotions and selected training are given upon the appraisal evaluation. Respondents are having clear concept of performance appraisal. An architectural firm is a performance base industries and employee of the firm are well known about the issues and Feedback on performance and required counselling is provided to employees time to time for their work from the senior architect or management.

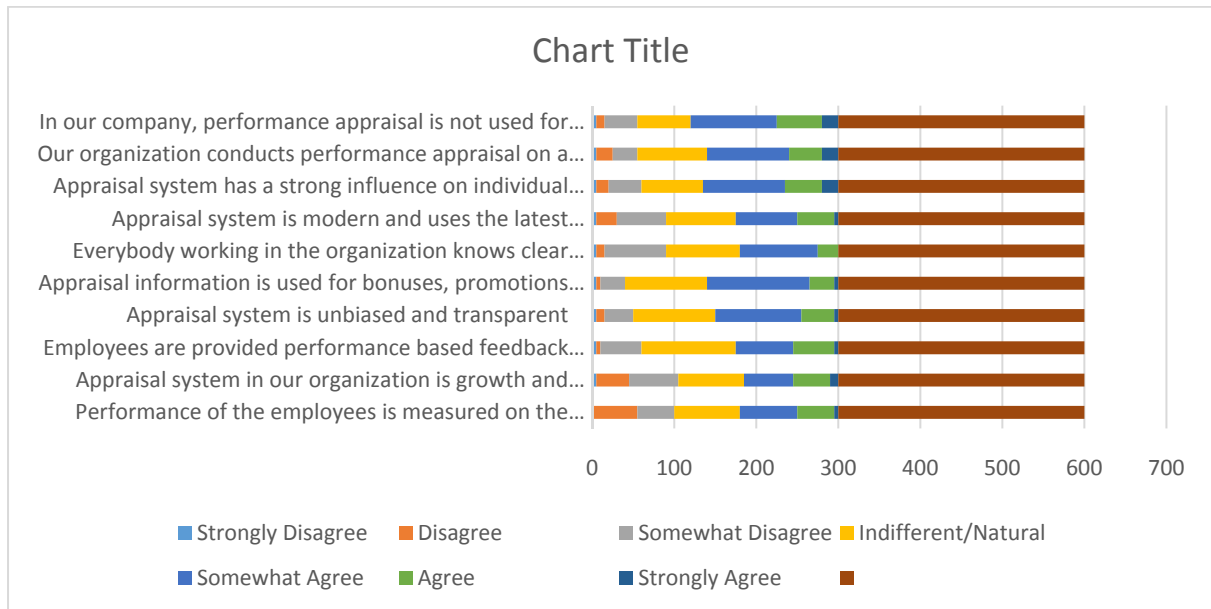
120 respondents are agreed to employees' performance must be measured and evaluated on a base of measureable results which can be quantified and the basic goal or aim, 80 respondents are neutral to employees' performance must be measured and evaluated on a base of measureable results which can be quantified and the basic goal or aim, rest of the respondent are disagree about employees' performance must be measured and evaluated on a base of measureable results which can be quantified and the basic goal or aim

115 respondents are agreed to Appraisal measurement in organization is oriented towards development, 80 respondents are neutral to Appraisal measurement in organization is oriented towards development, rest of the respondent are disagree about Appraisal measurement in organization is oriented towards development.

135 respondents are agree to the option Feedback on performance and required counselling is provided to employees, 60 respondents are neutral to the option Feedback on performance and required counselling is provided to employees, rest of the respondent are disagree about the option Feedback on performance and required counselling is provided to employees

Figure 1: Performance appraisal Graph





In Bangladesh the general followed technique of employee evaluation is of following type:

The company has its own process and parameters for performance evaluation of employees. Once in a year at the end and the fiscal year shall be January-December. No performance evaluation shall be evaluated before completion of probationary period said hereinafter. Increment totally depends on employee’s performance. Increments can and will vary from employee to employee.

Initial evaluation

During the initial half year of employment the employee will be evaluated twice. Both evaluations will result in salary increment according to the settled grades and levels.. First evaluation will be held after three month, with is considered a probation period. First evaluation will bring the employee to level J. Second evaluation will be held after another three month (a total of six month of employment). Second evaluation will bring the employee to level I.

Each employee is requested to take comments and indications from evaluation seriously and to improve in the areas suggest. It is expected that points of “needs improvement” are kept at an absolute minimum as they may result in discontinuation of the employee.

Templates being used for evaluations can be found through the company Intranet.

Yearly evaluation – Employee Development Conversation (EDC)

For employees who at the time of the year end have passed probation period and period for continues training (after six month) will be participating in employee development conversations. Besides the employee; department group leader and HOD will participate. Group leaders are overall responsible for the initiation and progress of EDC.

The evaluation will contain the following elements:

- 1) The talk which we call EDC Employee Development Conversation (EDC) will be held at the end of December. Both production and non production employees will be evaluated. EDC it self will not include discussions regarding salary, but will be focusing upon the

development of the employee within the company.

- 2) Employees comments Each employee will be given a sheet to fill up with his or her own comments towards his or her own performance, development and future wishes. The template is available through the company Intranet.
- 3) Group leader's comments The Group leader will fill up a standard sheet for each employee which will be the basis for his evaluation of the employee.
- 4) Salary review The management will prior to the EDC's settle next year salary according to their impression of the employees. Group Leaders will hereafter be invited to add their comments towards the settlement. When EDC's are finalized the management will initiate individual talks with employees which salary has been changed. Though it is expected, it might occur that salary isn't changed due to lack of improvements performed by the employee.

Administrative employees

Previous grades and level schedule for administrative employees has been removed. Administrative employees will be evaluated through the same process as productive employees.

The employee evaluation is the perfect process to judge the employee's ability for working, communicating with others and remain discipline in the office. This gives a clear view about the employee's quality and potentiality.

Findings:

1. 11. 50% of the firm has no Performance Appraisal System, 30% has moderate Performance Appraisal System and only 20% firms have Performance Appraisal System.
2. Performance appraisal is important for Architects, as they are creative field workers, appreciation works as their motivation and energy
3. Proper rewards should be given for the good performance. In Bangladesh, only appreciation of good work is considered as reward. Along with that different benefits can be provided.
4. Evaluation process should be more precise and more organized.
5. Involvement of all the team members for the evaluation is important for inter personal relationships among the team members.

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Contemporary Issues in Tourism

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Abstract:

Tourism is travel for pleasure; also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours. Tourism may be international, or within the traveller's country. The World Tourism Organization defines tourism more generally, in terms which go beyond the common perception of tourism as being limited to holiday activity only, as people traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.

Tourism can be domestic or international, and international tourism has both incoming and outgoing implications on a country's balance of payments. Today, tourism is a major source of income for many countries, and affects the economy of both the source and host countries, in some cases being of vital importance.

Introduction:

In 1936, the League of Nations defined a *foreign tourist* as "someone traveling abroad for at least twenty-four hours". Its successor, the United Nations, amended this definition in 1945, by including a maximum stay of six months.

In 1941, Hunziker and Kraft defined tourism as "the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity." In 1976, the Tourism Society of England's definition was: "Tourism is the temporary, short-term movement of people to destinations outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes." In 1981, the International Association of Scientific Experts in Tourism defined tourism in terms of particular activities chosen and undertaken outside the home.

Environmental impact of tourism in India

The tourism industry in India can have several positive and negative impact on the environment which are discuss below.

Positive impacts

Direct Financial Contributions

Tourism can contribute directly to the conservation of sensitive areas and habitat. Revenue from park-entrance fees and similar sources can be allocated specifically to pay for the protection and management of environmentally sensitive areas. Special fees for park operations or conservation activities can be collected from tourists or tour operators.

Contributions to Government Revenues

The Indian government through the tourism department also collect money in more far-reaching and indirect ways that are not linked to specific parks or conservation areas. User fees, income taxes, taxes on sales or rental of recreation equipment, and license fees for activities such as rafting and fishing can provide governments with the funds needed to manage natural resources. Such funds can be used for overall conservation programs and

activities, such as park ranger salaries and park maintenance.

Improved Environmental Management and Planning

Sound environmental management of tourism facilities and especially hotels can increase the benefits to natural environment. By planning early for tourism development, damaging and expensive mistakes can be prevented, avoiding the gradual deterioration of environmental assets significant to tourism. The development of tourism has moved the Indian government towards this direction leading to improved environmental management.

Raising Environmental Awareness

Tourism has the potential to increase public appreciation of the environment and to spread awareness of environmental problems when it brings people into closer contact with nature and the environment. This confrontation heightens awareness of the value of nature among the community and lead to environmentally conscious behavior and activities to preserve the environment.

Protection and Preservation of Environment

Tourism can significantly contribute to environmental protection, conservation and restoration of biological diversity and sustainable use of natural resources. Because of their attractiveness, pristine sites and natural areas are identified as valuable and the need to keep the attraction alive can lead to creation of national parks and wildlife parks.

In India, new laws and regulations have been enacted to preserve the forest and to protect native species. The coral reefs around the coastal areas and the marine life that depend on them for survival are also protected.

Negative Impacts

Depletion of Natural Resources: Tourism development can put pressure on natural resources when it increases consumption in areas where resources are already scarce.

Water resources: Water, especially fresh water, is one of the most critical natural resources. The tourism industry generally overuses water resources for hotels, swimming pools, golf courses and personal use of water by tourists. This can result in water shortages and degradation of water supplies, as well as generating a greater volume of waste water. (www.gdrc.org/uem/eco-tour/envi/index.html). In dryer regions like Rajasthan, the issue of water scarcity is of particular concern.

Local resources: Tourism can create great pressure on local resources like energy, food, and other raw materials that may already be in short supply. Greater extraction and transport of these resources exacerbates the physical impacts associated with their exploitation. Because of the seasonal character of the industry, many destinations have ten times more inhabitants in the high season as in the low season. A high demand is placed upon these resources to meet the high expectations tourists often have (proper heating, hot water, etc.).

Land degradation: Important land resources include minerals, fossil fuels, fertile soil, forests, wetland and wildlife. Increased construction of tourism and recreational facilities has increased the pressure on these resources and on scenic landscapes. Direct impact on natural resources, both renewable and nonrenewable, in the provision of tourist facilities is caused by the use of land for accommodation and other infrastructure provision, and the use of building materials (www.gdrc.org/uem/eco-tour/envi/index.html)

Forests often suffer negative impacts of tourism in the form of deforestation caused by fuel wood collection and land clearing e.g. the trekking in the Himalayan region, Sikkim and Assam.

Pollution

Tourism can cause the same forms of pollution as any other industry: air emissions, noise, solid waste and littering, releases of sewage, oil and chemicals, even architectural/visual pollution (www.gdrc.org/uem/eco-tour/envi/index.html).

Air and Noise Pollution: Transport by air, road, and rail is continuously increasing in response to the rising number of tourist activities in India. Transport emissions and emissions from energy production and use are linked to acid rain, global warming and photochemical pollution. Air pollution from tourist transportation has impacts on the global level, especially from carbon dioxide (CO₂) emissions related to transportation energy use. And it can contribute to severe local air pollution. Some of these impacts are quite specific to tourist activities where the sites are in remote areas like Ajanta and Ellora temples. For example, tour buses often leave their motors running for hours while the tourists go out for an excursion because they want to return to a comfortably air-conditioned bus.

Noise pollution from airplanes, cars, and buses, as well as recreational vehicles is an ever-growing problem of modern life. In addition to causing annoyance, stress, and even hearing loss for humans, it causes distress to wildlife, especially in sensitive areas (www.gdrc.org/uem/eco-tour/envi/index.html).

Solid waste and littering: In areas with high concentrations of tourist activities and appealing natural attractions, waste disposal is a serious problem and improper disposal can be a major despoiler of the natural environment - rivers, scenic areas, and roadsides.

In mountain areas of the Himalayas and Darjeeling, trekking tourists generate a great deal of waste. Tourists on expedition leave behind their garbage, oxygen cylinders and even camping equipment. Such practices degrade the environment particularly in remote areas because they have few garbage collection or disposal facilities (www.gdrc.org/uem/eco-tour/envi/index.html).

Sewage: Construction of hotels, recreation and other facilities often leads to increased sewage pollution. Wastewater has polluted seas and lakes surrounding tourist attractions, damaging the flora and fauna. Sewage runoff causes serious damage to coral reefs because it stimulates the growth of algae, which cover the filter-feeding corals, hindering their ability to survive. Changes in salinity and siltation can have wide-ranging impacts on coastal environments. And sewage pollution can threaten the health of humans and animals. Examples of such pollution can be seen in the coastal states of Goa, Kerela, Maharashtra, Tamil Nadu, etc.

Destruction and Alteration of Ecosystem

An ecosystem is a geographic area including all the living organisms (people, plants, animals, and micro-organisms), their physical surroundings (such as soil, water, and air), and the natural cycles that sustain them. Attractive landscape sites, such as sandy beaches in Goa, Maharashtra, Kerela, Tamil Nadu; lakes, riversides, and mountain tops and slopes, are often transitional zones, characterized by species-rich ecosystems. The threats to and pressures on these ecosystems are often severe because such places are very attractive to both tourists and developers. Examples may be cited from Krushedei Island near Rameswaram. What was once called paradise for marine biologists has been abandoned due to massive destruction of coral and other marine life. Another area of concern which emerged at Jaisalmer is regarding the deterioration of the desert ecology due to increased tourist activities in the desert.

Moreover, habitat can be degraded by tourism leisure activities. For example, wildlife viewing can bring about stress for the animals and alter their natural behavior when tourists

come too close. Safaris and wildlife watching activities have a degrading effect on habitat as they often are accompanied by the noise and commotion created by tourists.

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Sustainable Development

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Abstract

The debate between the development and economic needs and that of the environment is enduring one, since if the environment is destroyed for any purpose without a compelling development cause it will most probably run foul of the executive and judicial safeguards. In response to this difficulty, policy makers and judicial bodies across the world have produced the concept of sustainable development. Accordingly, the court has to follow the of sustainable development and find a balance between the developmental needs and environmental degradation.

The environment problems can and do undermine the goals of development in many ways. Take for example, pollution free water and air is itself a part of improvement in the welfare that development attempts to bring. If the benefits from the rising incomes are offset by costs imposed on health and the quality of life by pollution, this cannot be called development. Also environmental damage can undermine future productivity and thus it affects the sustainability. It must be remembered that environment is not a separate sector, distinct from industry, agriculture and energy. Hence, environment protection must become an integral part of the decision-making at all levels.

FULL PAPER

The principle of sustainable development is perhaps the most important principle which has emerged from international activity on the environment. Sustainable development means different things to different people.

To live “Sustainably” mean finding ways of development which will improve everyone’s quality of life without damaging the environment and without creating problems for future generations, or transferring such problems to people in other parts of the world. Thus, essentially, the concept of sustainable development has two aspects: - Economic development and the use of natural resources of the world in order to achieve such development in a manner that is sustainable. Brundtland Report, “Sustainable development is the development that meets the needs of the present without compromising the ability of the future generation to meet their own needs”. This also something referred to as the Intergeneration Equity Principle. In other words, this concept refers to development which is in harmony with environmental considerations.

In 1971 the World Conservation Union defined “Sustainability” as “a characteristic or state that can be maintained indefinitely” and “development” as “the increasing capacity to meet human needs and improve the quality of human life”. In other words, there must be a proper balance between “development” on the one hand and “environment” on the other so that both can co-exist without one adversely affecting the other.

The concept has its genesis in the mid-twentieth century when the world realised that the stress which development was putting on the environment was unacceptable. Every facet

of the environment was, being destroyed – sometimes beyond repair – and a need was felt to evolve a new system of development whereby ecology will not be compromised. It is with this background that the concept of sustainable development emerged and evolved.

The expression “sustainable development” was first used in 1972 at the Cocoyoc Declaration on Environment and Development and has thence been used profusely – Sometimes meaningfully and sometimes otherwise – whenever environmental issues are talked about or discussed. The concept received a universal backing at the Stockholm Conference 1972, and thereafter has been the most important theme of all conferences and declarations on environment.

Essentially, sustainable development is a multi-dimensional concept with three interacting angles: ecology; economics and ethics.

The global commitment to sustainable development was reiterated at the World Summit on Sustainable Development held at Johannesburg, South Africa, from 2nd to 4th September, 2002, where it was decided to strengthen the three interdependent pillars of sustainable development : economic development, social development and environment development.

The underlying idea of this concept is that natural resources like the sea-bed are not the fruits of the labour put in by the present generation, and that therefore, they should be used and exploited , always keeping in mind the needs of the future generations.

Several natural resources in this world are non-renewable, as for instance, fossil fuels and minerals. Once a particular quantity of such resources is used, the total quantity stands reduced forever. However, this does not mean that such resources should not be used at all. All that sustainable development requires is that we used these resources with extreme caution respecting the “rights of future generation”. “Protection of the environment” and

“development” are thus two sides of the same coin and one is inseparable from the other. Over emphasis on either will leave mother earth in a state of imbalance.

McGoldrick, in his famous book – Sustainable Development and Human Rights: An Integrated Conception, has depicted sustainable development as a three – pillared structure of table which looks like this:

Sustainable development		
International Human Rights Law	International Environmental Law	International Economic Law
Pillar No.2	Pillar No.1	Pillar No.3

According to McGoldrick, Pillar No. 1 International Environmental Law is the central pillar, giving maximum support to the structure. However, our country requires support from all three pillars, each of supplements the other two.

SILIENT PRINCIPLES OF SUSTAINABLE DEVELOPMENT:

The balance between environmental protection and activities could only be maintained by strictly following the principles of “sustainable development” this is a development strategy that caters to the needs of the present without negotiating the ability of upcoming generations to satisfy their needs. It is a guarantee to the present and a bequeath to the future. All environment related development activities should benefit more people while maintaining the environmental balance. The adherence to sustainable development principle is a sine qua non for the maintenance of the symbiotic balance between the right to environment and development.

Sustainable development is an ever-expanding concept and today, the concept covers a variety of notions which fall under its wide Umbrella. The U.N. Division for Sustainable Development has listed more than forty areas which fall under the scope of Sustainable development as for instance, the following:-

1. Atmospheric chemistry
2. Bio diversity
3. Renewable energy
4. Forests
5. Health
6. Industry
7. Mountains
8. Poverty
9. Sanitation
10. Sustainable agriculture
11. Sustainable tourism, etc.

As stated above, the concept of “Sustainable development” is not one which is easy to define. What is certain, however is that it has grown in size since it was born. The Supreme Court explained the concept in *Narmada Bachao Andolan V. Union Of India* [(2000) 10 SCC 664] wherein it observed that, “sustainable development means what type or extent of development can take place which can be sustained by nature or ecology with or without mitigation”

The concept of “Sustainable development” has grown since its inception at the international fora and it has acquired different dimensions in terms of economic growth, development and environment protection. However, some of the salient principles of sustainable development given by Brundtland Report and other international documents such as Rio Declaration and Agenda 21 are as under:-

1. Inter – Generational Equity,
2. Use and Conservation of Natural Resources,
3. Environment Protection,
4. The Precautionary Principle
5. The polluter pays Principle
6. Obligation to Assist and Co-operate
7. Eradication of Poverty, and
8. Financial Assistance to the Developing Countries.

1. Inter-Generational Equity:

The central theme of the theory of inter-generational equity is the right of each generation of human being to benefit from the past generations. Inter-Generational equity and quality of biological resources, and of renewable resources such as forests, water and soils.

The principle of inter-generational equity is of recent origin. The 1972 Stockholm Declaration Provided the environment is viewed more as a resource basis for the survival of the present and future generation and to improve the environment for the present and future generation.

In *K. Guruprasad Rao V. State of Karnataka*, the appellant, an advocate filed a PIL praying for the cancellation of the mining lease granted to respondent and stopping mining within the radius of 1 km from the Jambunatheswara temple (Karnataka). The court explained the ambit and scope of inter-generational equity and sustainable development. Sustainable

development includes preservation and protection of historical archaeological monumental wealth for future generation. Right to development includes the whole spectrum of civil, cultural, economic, political, and social process for the improvement of people's well being and realization of their full potential.

2. Use and Conservation of natural Resources:

In order to meet the needs on sustainable basis, it is absolutely necessary to use the earth's natural resources carefully and the natural resource base must be conserved and enhanced. It is part of our moral obligation to other living beings and future generations. The resources must be conserved and enhanced to meet the needs of the growing populations.

3. Environment Protection:-

The protection of the environment is an essential part of sustainable development. Without adequate environment protection, development is undermined, without development, resources will be inadequate for needed investments, and environmental protection will fail. The strong environment policies complement and reinforce sustainable development. It is often the poorest who suffer the most from the consequences of pollution and environment degradation. For example unlike the rich, the poor also draw a large part of their livelihood from unmarked environmental resources such as forests. The unscrupulous exploitation of forests may be detrimental to both environment and development.

4. The Precautionary Principle:-

The main purpose of the precautionary principle is to ensure that a substance or activity posing a threat to the environment is prevented from adversely affecting the environment even if there is no conclusive proof of linking that particular substance or activity to environmental damage. The words "substance" and activity imply substance and activities introduced as a result of human intervention.

In the context of the municipal law the "precautionary principle means:-

- (i) Environmental measures by the State Government and Local authorities must anticipate, prevent and attack the causes of environmental degradation.
- (ii) Where there are threats of serious and irreversible damage, lack of scientific certainty should not be used as a reason for postponing measures to prevent environmental degradation.
- (iii) The "onus of Proof" is on the actor or the developer/industrialist to show that his action is environmentally benign.

5. The Polluter Pays Principle:-

The "Polluter Pays Principle" (PPP) as interpreted by the Supreme Court of India, means that the absolute liability for harm to the environment extends not only to compensate the victim of pollution but also the cost of restoring the environmental degradation. Thus it includes environmental cost as well as direct costs to people or property. Remediation of damaged environment is part of "sustainable development and as such the polluter is liable to pay the cost to the individual sufferers as well as the cost of reversing the damaged ecology.

6. Obligation to Assist and Co-operate:-

The environmental problem is not the problem of an individual or that of one country. It is a global problem and it can be tackled only with the assistance and co-operation of all countries for sustainable development by improving scientific understanding through exchanges of scientific and technological Knowledge, and by enhancing new and innovative technologies. The environmental issues are best handled with participation of all concerned citizens, at the relevant level.

It is important for every state in India to co-operate to promote a supportive and open national economic system that would lead to economic growth and sustainable development in all states.

7. Eradication of Poverty:-

The sustainable development has to address the problem of the large number of people who live in absolute poverty and who cannot satisfy even their basic needs. At the Stockholm Conference 1972, our former Prime Minister Mrs. Indira Gandhi said: “of all pollutants we face, the worst is Poverty”. The key to achieve sustainability is to break the vicious cycle of poverty.

8. Financial Assistance to Developing Countries:-

The financial assistance and transfer of technology from the developed nations to the developing nations is a must if we want to achieve the goal of sustainable protection. This was one of the major demand of developing countries at the “Earth Summit” of 1992.

Conclusion:

All nations of the world have today realised the relevance, value and importance of the concept of sustainable development which will now become the reason of the economic growth of each and every country 21st century.

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Fitness Band: The Influence of Technology on Fitness

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Abstract:

In modern times the fast pace of urban life have given birth to issues of non-communicable diseases such as cardiovascular, hypertension, obesity, and diabetes which are on the mount. The health status of Indians, is still a cause of grave concern, especially that of the urban population. This paper is coupled to a device called Fitness Band, which is a fully automated physical activity tracker. This device is just akin to a gym at your doorstep. This study mainly focuses on the awareness of this device and its usefulness among users. To comprehend the awareness among users about Fitness Band researcher has set 10 different parameters such as tracking of daily activities, health, regular movements, etc. Similarly, to understand awareness among users related to set of daily activities track by Fitness Band researcher has selected 9 different array of activities generally users wants to track such as step count, food and water intake, weight etc. To grasp awareness researcher has set 4 scale to assess perception such as Not at all aware, somewhat aware, aware, and completely aware. This study is based on 50 randomly selected samples to investigate awareness among users regarding the use of Fitness Band device and its utility. This research is restricted to Mumbai area only. Researcher has used ANOVA test and it is found that, there is good awareness among users related to Fitness Band. Exclusively young crowd is showing more fascination in wearing Fitness Band.

Keywords: - non-communicable diseases, Fitness Band, Automated Physical Activity Tracker.

Introduction

We all know physical activities have many health benefits. Research says that, daily at least 30 minutes physical exercise can help you stay away from variety of chronic diseases such as Cardiovascular Disease, Hypertension, Diabetes, Cancer, Depression, Osteoporosis, and Obesity etc. It also assists to improve mental health and well-being. However, personal, practical, social and environmental barriers continue to hinder people's commitment to maintaining a healthy level of physical activity. Self-regulation, self-monitoring, goal-setting, reinforcements, and self-corrective actions have been shown to increase physical activity participation in a variety of populations. The fitness sector of India has come a long way from the days of the concept local 'Akhadas'. In recent years, with a high market fragmentation, astonishing market potential and end-to-end growth, the fitness industry in India is poised at an inflection point. A number of new business models are emerging to this industry. Today date fitness industry in India is mainly compelled towards health, well-being, good looks and confidence. Aerobics, yoga, jogging, brisk walking, etc. have become the fitness trends over a few years in India. Still, the fitness industry in India is largely an unorganized and unstructured sector and is marching to words become an organized entity. Today's fast,

hectic, modern lifestyles which hardly allow a person to workout actively or follow a well-crafted fitness scheduled. Nowadays gyms and fitness are on people's smart phones. This can motivate many people to do whatever they can to keep themselves fit and active and also creates health consciousness in their mind. In recent years, various commercial technologies have emerged in Indian Health Industry which facilitates automatically collecting data that can assist in self-regulation. For instance, Fitness Band tools such as Fitbit, MI band, Toshiba Activity Tracker and similar options can monitor activity data. Fitness Band is a device which is also known as a Fitness Tracker. This is fully technology based device continuously monitoring and tracking fitness related activities on timely basis. Major fitness related metrics tracked by fitness band such as distance walked or run, calorie consumption, heartbeat rate, quality of sleep and many more. The term "Fitness Band" now primarily refers to wearable devices that monitor and record a person's fitness activity. The concept of fitness band initially grew based on spreadsheet-style computer logs in which entries were made manually. Improvements in technology in the late 20th and early 21st century allow automation in the monitoring and recording of fitness activities and integrating them easily into the equipment. Wristwatch-sized bicycle computers that monitored speed, duration, distance, etc., available at least by the early 1990s, Wearable heart rate monitors for athletes were available in 1981 are examples for fitness tracers . Wearable fitness tracking devices, including wireless heart rate monitoring that integrated with commercial-grade fitness equipment found in gyms, were available in consumer-grade electronics by at least the early 2000s.

“Fitness Band” is just like a gym membership. Once you start using fitness band, it will not only change your lives but also help you to say goodbye to our wobbly bits. We cannot develop good structured body in a few days but bit by bit we can develop. Those who are newbie, do not regular to exercise, and fitness band is the best option for them. By using fitness band you can ensure that your fitness goals are fulfilled through tracking your daily activities and measuring your performance constantly.

In this research paper, researcher intends to highlight few reasons why people should use Fitness Band. First reason is, Fitness Band device keep on recording the statistics of your exercise and generate information based on graphical terms. It includes calorie counter, step counter, distance counter, speed and heart rate monitor. Ultimately this will boost your motivation level. Such individuals, who are not having sufficient fund or time to work out in a gym on regular basis, fitness band can be the best option for them. Fitness band also offer you different workout ideas that are tailored to cater for your current fitness level. In today's date, most of the doctors are recommending Fitness Band as beneficial for overall daily self-care. By using Fitness Band, you can record your heart rate, burned calories on daily basis and monitor your health and adjust accordingly. Fitness Band also allows you to adhere to a healthier diet, exercise more and sleep better. After monitoring your activity and sleep patterns and recording how they affect your overall health, Fitness Band also **recommend easy making changes** and manageable activity goals. Another main ground behind use of Fitness Band is its user-friendliness operations. Its inbuilt screens, vibrating alarms, statistics and history tracking **make it easy for users to monitor their progress** without being distracted from their workout sessions.

Objectives:

In this study, researcher wants to evaluate the awareness and awareness related to the utility of Fitness Band device among its users. To recognize customer awareness and awareness about usefulness of Fitness Band, the researcher has selected some activities which Fitness Band tracks. Also, researcher has set four scales to understand the awareness of users about the device. Indeed, Researcher wants to understand which category of users showing interest in wearing Fitness Band.

Research methodology:

In this study for mentioned objectives, the research has been done by the researcher on primary basis. To understand the awareness of users about Fitness Band, researcher has selected 10 different parameters and 4 point scale. To understand the awareness of fitness band based on variety of activities track by Fitness Band, researcher has selected 9 major daily activities and 4 point scale. To fulfil the objectives of the study, researcher has selected 50 samples randomly and to analyse the customer awareness based on Anova test.

Hypothesis:

A) Awareness among customers, about fitness band as a device to track fitness.

Ho: - There is no awareness among customers about fitness band as a fitness tracker device.

H1:- There is awareness among customers about fitness band as a fitness tracker device.

B) Awareness among customers about fitness band based on daily activities which can track.

C) Ho: - There is no awareness among customers about fitness band based on daily activities which can track.

H1:- There is awareness among customers about fitness band based on daily activities which can track.

DATA ANALYSIS AND INTERPRETATION

A) Awareness among customers, about fitness band as a device to track fitness.

Sr.No	Parameters	Not at all Aware	Somewhat Aware	Aware	Completely Aware
i	Track your daily fitness Activities	1	4	14	31
ii	Track your health daily	1	4	14	31
iii	Focus on your regular movements	1	4	14	31
iv	Create and record the statistics of your exercise	1	5	14	31
v	Get social by using fitness band	2	4	14	30
vi	Variety of ideas to track your health	1	5	14	30
vii	Monitor the progress of your health performance	1	5	13	31
viii	User friendly in Operation	1	5	13	31
ix	Can track fitness activities of your relatives, friends and Associates	1	6	13	30
x	Familiar with fitness band	1	8	11	30

(Table No-1 Source: - Prepare by the researcher based on primary survey.)

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Rows	0.225	9	0.025	0.026497	0.999998	2.250131
Columns	5146.275	3	1715.425	1818.115	3E-31	2.960351
Error	25.475	27	0.943519			
Total	5171.975	39				

(Table No.2 Source: - Prepared by the researcher)

Here, Column Treatment is associated to the awareness among customers about Fitness Band. We can see that, for column treatment **Fcal is very large than Fcrit.**, hence **H1 Accepted** indicate that, there is a great awareness between users about fitness band as a device it's used and technology. Row treatment is to identify variations among customer's perception towards parameters set by researcher towards usefulness of Fitness Band. We can see that, Fcal for row treatment is less than Fcrit., indicate that, there is no variations among perception given respondents towards the parameters.

B) Awareness among customers about fitness band based on daily activities which can track.

Sr.No	Activities to be Tracked	Not at all Aware	Somewhat Aware	Aware	Completely Aware
i	Steps Count	0	1	13	36
ii	Food Intake	1	1	13	35
iii	Water Intake	1	1	13	35
iv	Caffeine Intake	2	4	11	33
v	Weight	0	2	13	35
vi	Sleep Tracking	0	2	13	35
vii	Blood Glucose	1	1	13	33
viii	Blood Pressure	0	4	13	33
ix	Exercise	0	1	14	35

(Table No. 3 Source: - Prepared by the researcher based on primary survey)

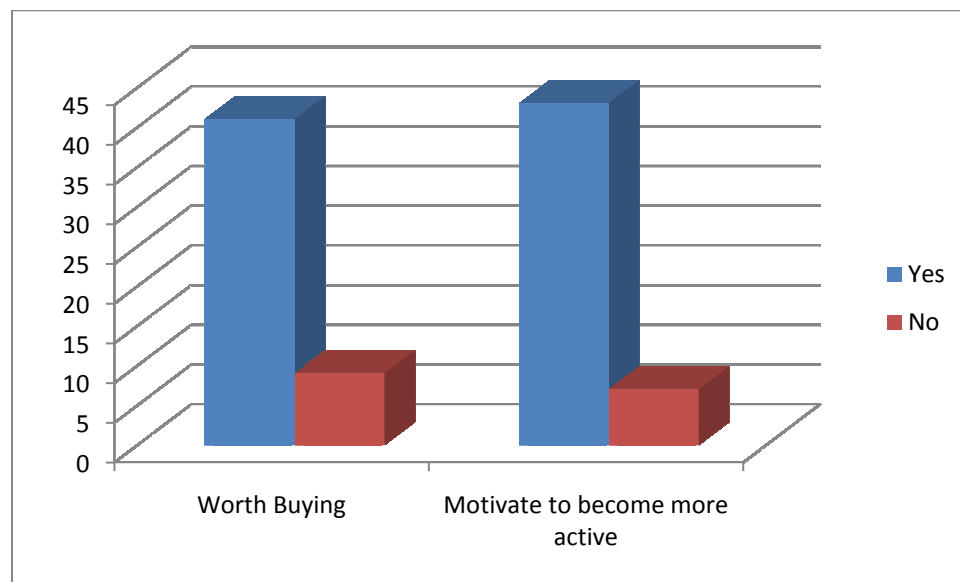
ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	6632.667	3	2210.889	2195.641	4.1E-37	2.90112
Within Groups	32.22222	32	1.006944			
Total	6664.889	35				

(Table No. 4Source: - Prepared by the researcher)

Here we can see that, **Fcal is very large than Fcrit.**, hence **H1 Accepted** indicate that, there is a great awareness among users of fitness band on its usefulness to track fitness activities.

Response	Worth Buying	Motivate to become more active
Yes	41	43
No	9	7

(Table No. 5 Source: - Prepared by the researcher based on primary survey)

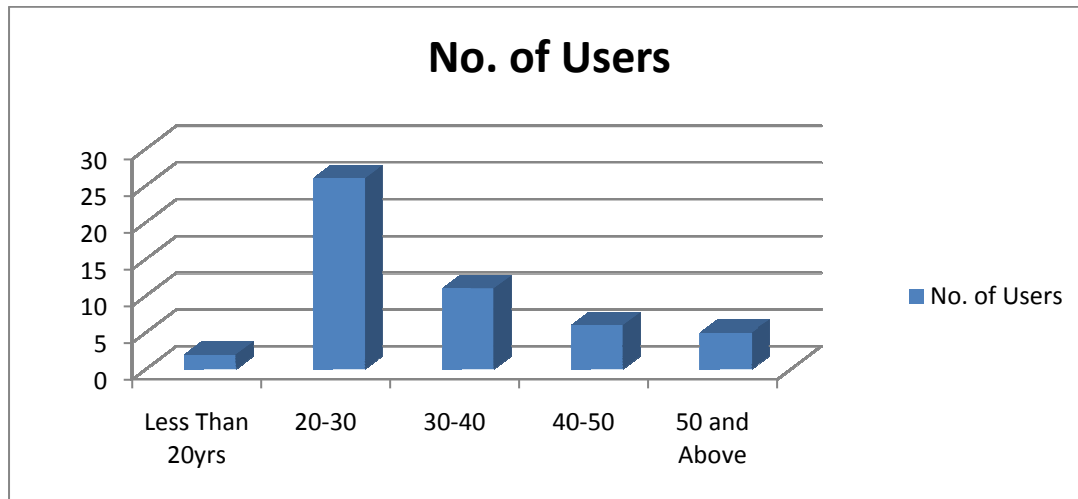


(Graph No.1 Source: - Prepared by the researcher)

Here we can see that, Maximum users feels, it is worthwhile using fitness band and also fitness band motivate them to become healthier, active and health conscious.

Age Groups	No. of Users
Less Than 20yrs	2
20-30	26
30-40	11
40-50	6
50 and Above	5

(Table No. 5 Source: - Prepared by the researcher based on primary survey)



(Graph No.2 Source: - Prepared by the researcher)

Here we can see that, wearable market for fitness band is more. Maximum young age crowd between 20 to 30 years old, showing more interest in buying fitness band than middle age and old age crowd. But still use of fitness band that segment we cannot ignore.

Conclusion:

Through this research paper, researcher want to highlight that, the trend of using fitness band is on a high and increasing. The data is specifically collected in Mumbai area with higher income. The trend of use of fitness band shown by the researcher in this paper is limited because of the area covered by the researcher for collection of the data is only urban area. Rural area is not covered in this study. It has been seen that, some users are feels that, it's not worth buying fitness band because of cost factor. They feel that, the cost of advanced Fitness Bands is very high. Also similar functions are available in smartphone mobile app and hence it is not worth buying Fitness Band. Another reason why users don't want to buy Fitness Band, that, they can easily updates fitness app easily on mobile phone whereas, if you want to update device you should buy new one. Contrary another segment of users are happy with Fitness Band by saying, instead of carrying mobile phones it is better to wear Fitness Band even at night time to track sleep pattern. Still, demand and adoption of fitness band among users has been healthy.

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Game Theory: An Ideal Tool for Strategic Situations

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Abstract:

In real life scenario, conflicts and competitions are very common. In order to cope with a number of problems in the field of economics it is required to explore a situation where, there can be a probability of two or more than two parties having conflicting interests and consequently the action of the one party influencing the action taken by opponent. Such circumstances are termed as “The conflicting situations”. In the domain of Economics, where there is a competition in each conflicting situations, there is a need for analysing such situations based on special Operations Research Techniques. The theory of game is a mathematical tool which is applied to transact with such conflicting situations by many corporate firms. The focal intent of this theory is to analyse rational behaviour of each of the opponents in the course of a conflicting situation.

This paper is confined to the Game Theory. To explain this concept, researchers have selected a case of ABG Ltd. Shipyard Company encountering issue related to remuneration for last twenty years between employees of the company referred as a union in this case and the management. The company management and the union tendered their dispute to the arbitration board through a body comprising of five representatives from both sides. This research paper focuses on strategic solutions from management point of view through comprehensive study of the theory of game in conflicting scenarios.

Keywords: *Conflicting Situation, Operations Research, Theory of Game, Mathematical Tool, Strategic decision.*

Introduction:

It is a general observation that, in the field of economics, competitors and rivals are always try to overpower each other. This is the gist of competitors in the market, armies in the battlefield, rivals in political campaign etc. where every action invites a reaction. In order to handle such situations, in the field of Operations Research there is a new theory developed called “Theory of Game or Game Theory”. Many corporate are applying the Game Theory as an aid to strategic decisions in highly competitive markets and situations. The doctrine of Game Theory is leveraged through the use of strategic games. These games are well-defined mathematical scenarios that includes a set of players may be individuals or firms, a set of strategies available to those players, and a payoff specification for each combination of strategies. Game theory came into existence in early 20th century. However, mathematical treatment of the game theory was made available only in 1944, when John Von Neumann and Oscar Morgenstern published a book “Theory of the Games and Economic Behaviour”. It is an ideal tool for strategic situations where competition can be modelled. These situations include auctions like sealed project bids, bargaining activities between union vs management, pricing buy-back and revenue-sharing negotiations, product decisions like entry or exit

markets, principal-agent decisions like compensation negotiations, supplier incentives and supply chain design like capacity management, build vs outsource decisions.

CASE STUDY:

ABG Shipyard Ltd. Company is an Indian-based marine engineering shipyard company designs and builds specialist vessels and rigs, serving ship owners and offshore customers across ASEAN countries. Throughout their 40-year history, the shipyard has delivered a wide range of engineering services, spanning ship repair, shipbuilding, ship conversion, rig building and offshore engineering. The management of the company soon will be negotiating a new contract with the union that represents the company's employees. The union's contract is renegotiated each year. At the time of renegotiation one issue has created related to the wage rate. The same issue has been there in with the company and management the past twenty years. Hence, both the Union and the management have agreed to submit their dispute to an arbitration board. The tripartite arbitration board consists of three members including a representative of the company, a representative of the union, and a third party member which is appointed by the Arbitration Association. The third party member is an impartial member who is acting as a chairman. Since the union representative seldom feels compelled to vote with management and vice-versa. The selection of a management representative is of utmost importance since his actions may well influence the final outcome of the dispute, even though the chairman is actually impartial. The chairman's decision may well be influenced by the choices made by both the union and the management as to their respective representatives. For example, if management selects as its representative an individual who is a radical company and the union chooses an individual who is either unbiased or does not express his favouritism towards the union vocally. The chairman may have negative reaction against the company and favour the union in his final decision.

The management is considering five different types of individuals to represents the company on the arbitration board. These individuals are indicated below by the symbols Mg1, Mg2, Mg3, Mg4, and Mg5. Characteristics of each Management individual listed as, Mg1 is an unbiased individual. Mg2 is an individual who's voting records in arbitration cases indicate a slight bias in favour of management, but who on occasions has voted against the management. Mg3 is a company man who utilises a "soft-sell approach". Mg4 is an outspoken company man and Mg5 is a radical company man. The union has a similar set of individuals who is considering representing in the dispute. The individuals are indicated by names Un1, Un2, Un3, Un4, and Un5. Characteristics of each union representative listed as. Un1 is an unbiased individual. Un2 is an individual who's voting records in arbitration cases indicate a slight bias in favour of management, but who on occasions has voted against the union. Un3 is a union man who utilises a "soft-sell approach". Un4 is an outspoken union man and Un5 is a radical union man. Past experience in arbitration cases has indicated that the average per monthly wage increases associated with type of representative that management employs at the bargaining table is completely dependent on the type of representative that the union chooses. And likewise, the average per monthly wage increases associated with type of representative that management chooses. It is convenient to refer to the choices available to union and management as strategies. It should be emphasized that neither the union nor management knows the other's final strategy decision until the arbitration hearing actually begins. Neither party can alter its choice of a representative once the representative's name has been submitted to the chairman of the arbitration board. Twenty years arbitration experience indicate that the following table is an approximate indication of the expected

average wage increases associated with the different possible combinations of union and management representatives chosen to serve on the arbitration board.

	Mg	Mg2	Mg3	Mg4	Mg5
Un1	0	2	50	50	150
Un2	50	25	75	75	175
Un3	125	75	50	100	200
Un4	75	25	25	75	100
Un5	-25	0	25	50	50

Although the average wage increases in this table are not an exact representation of the wage increases associated with the different union-management strategies utilised over the past twenty years, management does feel that it will prove to be a useful guide in selecting the type of individual to represent the company in future wage negotiations. Furthermore, both the union and the management know the approximate wages increases associated with each union-management strategy combination. Although management would like to select that strategy which will minimize the average month increases during the forthcoming contract period, it is more concerned with selecting a set strategies that will enable it to minimize the increase wage rates over an extended period of time. In other words, management would like to select the particular pure strategy that will minimize wage increases in long run. Management may find that, its optimum strategy is one in which it does not choose the same particular pure strategy each year; instead it may select strategy randomly according to some pre-determined optimal probability distribution imposed over its pure strategies.

CASE STUDY ANALYSIS AND INTERPRETATION:-

To select optimum strategy, according to some pre-determined optimal probability distribution, researchers are using “principle of Dominance”. The Principle of Dominance believes that, sometimes it is better to reduce the size of payoff matrix. To reduce the size of payoff matrix we need to eliminate a course of action which is so inferior to another course of action. It can be left out of the set of choices. Such course of action is said to be dominated by the other.

Before apply principle of Dominance, we need to search “Saddle Point” from payoff matrix. A necessary and sufficient condition for a saddle point to exist is the presence of a payoff matrix element which is both a minimum of its row and a maximum of its column.

	Mg1	Mg2	Mg3	Mg4	Mg5
Un1	0	2	50	50	150
Un2	50	25	75	75	175
Un3	125	75	50	100	200
Un4	75	25	25	75	100
Un5	-25	0	25	50	50

In this payoff matrix we need to check a point which is Minima (row) = Maxima (Column) for every row. We can see that, there is no such element exists in all rows. And hence, for this payoff matrix there is no saddle point. And hence, this game can take as “Mixed strategy problem”. To reduce the size of the matrix we again need to apply Principle of Dominance on the payoff matrix.

	Mg	Mg2	Mg3	Mg4	Mg5
Un1	0	2	50	50	150
Un2	50	25	75	75	175
Un3	125	75	50	100	200
Un4	75	25	25	75	100
Un5	-25	0	25	50	50

Since, the first row is dominated by second row; and fourth and fifth rows are dominated by third row, because of payoffs are less. Thus after deleting first, fourth and fifth row, the reduced matrix become:

	Mg	Mg2	Mg3	Mg4	Mg5
Un2	50	25	75	75	175
Un3	125	75	50	100	200

In this reduced matrix, we again need to apply the Principle of Dominance. Here first column is dominated by second column, and fourth and fifth columns are dominated by second column and hence because of payoffs are less attractive i.e. more loss for management, the matrix will be become further reduced as:

	Mg2	Mg3
Un2	25	75
Un3	75	50

The deletion of corresponding rows and columns are those strategies which are less attractive to both the union’s and the management’s point of view. In this reduced matrix we again need to check saddle point. A point which Minima(Row) = Maxima(Column). We can see there is no such element satisfies above condition. And hence, the reduced payoff matrix has no saddle point. Thus, both union and management have to use mixed strategy with fixed probabilities.

For the union, let apply p1 probability to select Un2 strategy and p2 be probability to select Un3 strategy.

	Mg2	Mg3	
Un2	25	75	p1
Un3	75	50	p2

Then expected gain to the union if management follows Mg2 and Mg3 strategies, this can be given as,

$$25p1 + 75P2 \text{ and } 75p1 + 50p2 : p1 + p2 = 1$$

For the union, the probabilities p1 and p2 should be such that, expected gains under both conditions are equal i.e.

$$25p1 + 75P2 = 75p1 + 50p2 \Rightarrow 25p1 + 75(1-p1) = 75p1 + 50(1-p1)$$

after solving given linear equation, we can see that,

$$75p1 = 25$$

$$\text{and therefore, } p1 = 25/75 \Rightarrow 1/3 \Rightarrow 0.33$$

$$\text{and } p2 = 1 - p1 \Rightarrow 1 - (1/3) \Rightarrow 2/3 \Rightarrow 0.67$$

For the management, let apply q1 probability to select Mg2 strategy and q2 be probability to select Mg3 strategy.

	Mg2	Mg3
Un2	25	75
Un3	75	50
	q1	q2

Then it will be beneficial to the management if union follows Un2 and Un3 strategies, this can be given as,

$$25q_1 + 75q_2 \text{ and } 75q_1 + 50q_2 : q_1 + q_2 = 1$$

For the management, the probabilities q_1 and q_2 should be such that, expected loss under both conditions is equal i.e.

$$25q_1 + 75q_2 = 75q_1 + 50q_2 \Rightarrow 25q_1 + 75(1-q_1) = 75q_1 + 50(1-q_1)$$

after solving given linear equation, we can see that,

$$75q_1 = 25$$

$$\text{and therefore, } q_1 = 25/75 \Rightarrow 1/3 \Rightarrow 0.33$$

$$\text{and } q_2 = 1 - q_1 \Rightarrow 1 - (1/3) \Rightarrow 2/3 \Rightarrow 0.67$$

FINDINGS AND SUGGESTIONS:

Hence, the management should adopt Mg2 and Mg3 strategies with 33 percent of time and 67 percent of time or with 33 percent and 67 percent probability on any one play of the game respectively. The expected gain to the management is the value of the game, which can be calculated as:

Expected gain to the management =

$$25q_1 + 75q_2 \Rightarrow 25 * (1/3) + 75 * (2/3) \Rightarrow 58.33 \text{ Union adopts Un2 strategy}$$

$$75q_1 + 50q_2 \Rightarrow 75 * (1/3) + 50 * (2/3) \Rightarrow 58.33 \text{ Union adopts Un3 strategy}$$

i.e. expected gain to the management is 58.33. For the management this will in future minimise the average monthly wage increase during the following contract period.

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Digitization of Students Attendance in Colleges for Sustainable Development of Indian Economy

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Abstract:

Now a days, the most of the College students are not attending lectures. Students are passing their lecture time either in a park or at the sky walk. Tentative solution for this problem is to digitize their attendance and keep the Teachers and Parents informed.

Key words: College, Students, Teacher, Parents, Class room, Park, Digital I.card

Introduction:

Under present scenario, it is difficult to the teachers to deliver lectures on account of poor attendance of the students in the class. Teachers are not satisfied due to non co-operation and lack of positive response from the students. Students are more interested to attend their lectures in private coaching classes. The attendants in the coaching classes are always good on because of the target oriented strategy to get good marks. The main target of the classes is to get better results and not to give sufficient and effective knowledge to their students. But in the college, the situation is totally different because teachers are more interested for giving up-to-date knowledge to the students and to improve their academic performance.

Objectives:-

- To bring back college students to class rooms by digitizing their attendance.
- To improve the attendance in the class.
- To acquire knowledge along with better results.

Present Scenario:-

Class Room:-

Class Rooms are not fully occupied as only few students attend lectures in colleges.

Park:-

Students prefer to enjoy in a park during their lecture time.

Impact factor:-

Teacher:-

Teacher can start guiding and motivating such students as ready record of defaulter is available.

Parent:-

Parent can also start guiding and motivating their ward as they are now aware of his/her absenteeism in college.

RESEARCH METHODOLOGY:-

Universe of study:-

The universe of study is Mumbai Suburbs

Sample Size:-

A size of 100 respondents are taken under consideration. Sample is taken in the premises of Mumbai Suburbs of Mumbai District.

Data Collection:-

- Primary Data
Structured questionnaires
- Secondary Data
College Magazines, News Papers and Websites

Statistical Tools and Analysis:- The researcher will use mean, standard deviation, rank Correlation, anova and necessary techniques.

Cost benefit Analysis:-

Cost (Approx) for 1000 students	
Soft Ware	Rs 2,00,000
Sensor	Rs 2,00,000
I.Card	Rs 1,00,000
Total	Rs 5,00,000
Fixed Cost (software + Sensor)	Rs 4,00,000
Variable cost (I.card)	Rs 1,00,000
1st Year	
Students contribution(80%)	Rs 4,00,000
Management Contribution (20%)	Rs 1,00,000
2nd year	
Student Contribution	Rs 4,00,000
Expense only variable cost	Rs 1,00,000
Surplus	Rs 3,00,000

With the help of above cost analysis, it is proved that the college can improve the attendance of the students in the class by introducing the concept of digitization by charging little fees to be borne by the students. The college administration is not required to spend more amount for digitization for improvement in attendance in the class and to maintain discipline and to create good atmosphere in the college campus.

Questionnaire used for Research:-

Name	_____
Is Your Ward Studying in college?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Are You interested in daily attendance record of your Ward?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Are You Willing to Pay a Nominal charge of Rs 500 p.a. for such facility?	Yes <input type="checkbox"/> No <input type="checkbox"/>

Analysis and Interpretation of Data:-

	Yes	No
Is Your Ward Studying in college?	100%	
Are You interested in daily attendance record of your Ward?	90%	10%
Are You Willing to Pay a Nominal charge of Rs 500 p.a. for such facility?	80%	20%

While analysis and interpretation of the data, it is proved that 100% respondents are in favor of their wards to study in premises in the college only and 90% of the respondents are interested in daily attendance record of their ward in the college. 80% of respondents are ready to pay nominal charge of Rs. 500/- p.a. for digitization in the college

Suggestions/Solutions:-

- Digitalized I. Card will be issued to students.
- I. Cards will be read by the sensor at the college gate at the time of entry and exit.
- Immediate Report will be generated by the Software.
- Immediate SMS will be sent to the parents by Software.

Conclusion:

Sustainable Development of Indian Economy by developing our most valuable resource i.e. Human Resource. Students are the real assets of the college and should properly valued by the college authorities. Digitization is one of the most important doctrine to be introduced in the college for good attendance of the students in the classes.

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Application of Information Technology in the Collage libraries of Gujarat State with special reference to colleges of Valsad district: A Study

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Abstract of Importance of IT in Library Management.

Modernization of Library Management and services has occupied importance in India since the ancient times and reference of libraries is found in the ancient Nalanda University. First futuristic approach towards their management in India can be seen during the rule of the British east India Company which set up an organized library in Calcutta and followed it up with similar libraries in other parts of the country . Post independence the Indian government took a very serious view of the importance of libraries in education and to keep them modernized set up the Ranganathan and the Kothari committies, prominrntly among others, to suggest serious measures for improvement to meet the needs of the emerging trends in modern day education. The University Grant Commission now started making provision of grants for the university and college libraries in other parts of the world and with the advent of information technology and their application in library management ,established the I information and library network (INFLIBNET) centre, an autonomous Inter- University center of the UGC in 1991 as a major National Programme initiated by the with its head Quarters at Gujarat University Campus Ahmadabad with a view to according inter University connectivity to libraries.

The present study selected eight college libraries in the valsad district of Gujarat to ascertain how the advent of information technology had impacted these libraries; the revelations from the study have not been encouraging.

Keywords: Gujarat Libraries, Inflibnet, College libraries, valsad, Information technology.

Introduction

Information Technology is for better management and exchange of information for more efficient communication and ultimately for the benefit of the people using IT (Bryson, 1990). Information is a dynamic and unending resource that affects all disciplines and all walks of life as it supports education, research and development. As libraries and information centers deal mainly with information, majority of their technical applications is in collection, handling, storage and dissemination of information or information technology. Technologies, especially computer and telecommunication technology have highly revolutionized the field of library and information services. They facilitate collection, storage, organization, processing, analysis, presentation, communication and dissemination of information. With the introduction of new technologies, libraries are expected to use various types of technology to provide information, more quickly and in greater volume than before. Information Technology has broken the worldwide boundaries, new apparatus and methods help to

provide better services to the uses.

In spite of the study finds its cause on the hypothesis that the resources, services and facilities for application of technology in the sampled libraries are in rudimentary stages, housekeeping services in the libraries are not automated, Users are largely ignorant of the massive developments in the modern day management through reliance on IT, those questioned are given to use of internet, internet facilities are absent in the collage libraries though the need for such is increasingly felt, students rarely use contemporary technology to locate and search information and the library staff is largely untrained in the modern methods of library management and the management of these collages have not been forthcoming in changing the scenario in these libraries.

The main objectives of this study have been to examine the existing conditions of the libraries and information services in college libraries of Valsad district of Gujarat state. The specific objectives of the study are to find out the general information of the college libraries, level of employment and extent of usage of IT in the sampled libraries, investigate benefits from IT to the librarians and users, examine availability of modern day library technologies in these libraries, identify specific problems encountered by the professionals manning the libraries in the application of IT.

Eight libraries situated in Valsad district of Gujarat were selected for this study on the basis of having minimum library equipment and facilities that are needed to provide basic library service. The methodology involved recourse to structured questionnaires designed to interview the head of the library or the librarian or the person responsible for library, besides personal observation, informal discussion and through visit of the sites which helped the research correlate the necessary data needed for the study. The revelations emerging from the methodology were then studied in the context of the historical development of libraries and their management to modern times and the sampled libraries in such context.

.The questions that guided the study related to the description of the sampled libraries, extent of employment of Information technology, average number of daily subscribers of the libraries, number of organizational units in the libraries, diversity of the stock in the libraries, nature of the computing systems, status of services offered by the libraries, modes and methods of delivery of documents, extent and number of IT hardware available with the libraries and the budgetary allocation for these libraries.

The picture that emerges from the sampled libraries of Valsad bears a contrast to what import of modern methods into the management of libraries have made them where its importance has been realized and adopted. The studies of these libraries reveals that these have continued to tread on the traditional lines reducing their status to remotely situated islands far from the super highways of knowledge without apparent inclination to seek connectivity.

Objectives of study

The main objectives of this study were to examine the existing conditions of the libraries and information services in college libraries of Valsad district of Gujarat state. The specific objectives of the study are to :-

- Find out the general information of the college libraries
- Find out the level of IT application and their extent of use in the library.

- Investigate the benefit of IT to the librarian and library users.
- Examine the available technologies in the selected libraries.
- Identify the specific problems that are being faced by the library professionals in the application of IT for information service.

Statement of problem

Information is the key factor of any kind of research and development. Information is a fundamental resource which is essential for survival in today's competitive and wired world. The information itself and way it is accessed have undergone changes owing to the developments in information technology. It is a vital ingredient for socio-economic and cultural development of any nation or individual. The value of information in every human endeavor cannot be overstressed. Quick and easy access to required information is supremely important especially for libraries.

Thus, it is very urgent to take a study on the uses and application of information technology in libraries to determine the strength and weakness of information sector of a country. However, it is important to say several studies have been carried out in Gujarat state, but the efforts were isolated, institution based and on the libraries of divisional area. While the application and use of technologies in library and information centers are developing very quickly in other countries, the progress in Valsad District is not satisfactory. This study by the authors is based on eight selected college libraries in Valsad district. It has been carried out mainly to identify the present condition and technological position as well as the willingness and complexities toward the adoption of IT application in their libraries. The topic has been chosen for the greater interest of the Valsad district of Gujarat state and hope to provide a fruitful recommendation for the development of the proposed sector.

Methodology

The questionnaire survey method were used for the present study and for the purpose of this research, application of IT in the college libraries was taken as a dependent variable. These independent variables were drawn from the libraries' characteristics, librarians and their professional characteristics. Eight libraries are selected for this study on the basis of having minimum library equipment and facilities that are needed to provide basic library service. All of the surveyed libraries were located at the Valsad district of Gujarat state. Structured questionnaires are designed to interview the head of the library or the librarian or the person responsible for library sector. Besides personal observation, informal discussion and through visit of the site have helped the research to co-relate the necessary data needed for the study. The collections of data are made from the libraries of the colleges that are selected for the survey whose names are coded as BSC, SCC, JAC, KCC, SBC, GMC, RKC and JPC.

Research Tools- Questionnaires

The study is guided by the following research questions to accomplish the stated purposes and objectives

- RQ1** - what are the description of selected college libraries?
RQ2 - what are the levels of availability and utilization of IT in the college Libraries?
RQ3 - How many daily average patronage of are using the college libraries?

- RQ4** - How many organizational units are available in the college libraries?
RQ5 - How many different kinds of collection available in the college libraries?
RQ6 - Which type of computer systems and software are used in the college libraries?
RQ7 - What are the status of services offered by the college libraries?
RQ8 - Which methods are used for delivery of documents in the college libraries?
RQ9 - How many IT equipments are used in the college libraries ?
RQ10 - What is the allocation of library budget in the college libraries ?

Study Area

The study includes in its sample selected libraries of Valsad district of Gujarat.

Assumptions

It is assumed that college librarians of selected colleges in Valsad district are aware of the importance of application of information technology in libraries. They are also aware of the information technologies that have been employed in libraries. It is also assumed that librarians will interpret questions correctly, and they will answer the questions honestly.

Findings of study

It is over three decades since the first computers made their way into India then an infant nation and democracy but breaking all barriers the human resource of this nation adopted and adapted itself to the imperatives of globalization and the concept of global village that was to be marked by information highways making access to critical knowledge viable. Gujarat a state of the Indian union with 33 districts known for of its progressive strides in development and becoming the centre of economic hub in India, may it seems have missed out on the needs of according due attention to the needs of digitalization in its collage libraries situated in the far flung districts such as Valsad. The collage libraries in the district situated here present a grim picture as to how the advancements of IT revolution in the state has been sporadic than being consistent in uniformity.

Information drawn from eight libraries of the district invariably of the graduate level reflected scant regard for the requisites of libraries, the storehouses of diverse knowledge so crucial for the development of human resources. Information technology which seeks to provide facilities for free flow of information are conspicuously absent in the campuses. The libraries still adhere to traditional library practices in utter disregard to what now stands recognized as electronic librarian-ship. In the present scenario that obtains in the libraries in Valsad one can hardly underline the gross relevance and importance of the concept of virtual libraries. The findings from the following tables show that new technological advancements so profoundly affecting libraries appear to be a distant cry for the collage libraries in Valsad.

Each of the libraries drawn under study (Table-1) has been in the business for periods sufficient to expose them to the changes that have occurred in library practices elsewhere in the country and abroad. There are at least three colleges which have existed since 1957 which is around six decades and the rest since the eighties which shows they also have been around for roughly three decades in the business of enlightening and enabling the human resource of the area. The first computers made their passage into India roughly in the late seventies replacing most of the repetitive data machines that had their limited usage in billing and postage, Fax machines had also emerged on the scene as a substitute to the postal mails and

with the advent of net one saw communication of ideas making the letterboxes largely increasingly redundant.

. TABLE -1 Type/Level, Establishment year, Size and Staff					
S.N.	Code of College	Type/level	Year of establishment	Size of library(sq.ft)	No. of staff
1	BSC	General/Degree	1957	2000	P-2 NP-2
2	SCC	General/Degree	1957	1400	P-2 NP-2 SLP-3
3	JAC	General/Degree	1957	2500	P-1 NP-2 SLP-2
4	KCC	General/Degree	2001	1500	P-2 NP-1
5	SBC	General/Degree	2000	750	P-2 NP-2
6	GMC	General/Degree	1999	2000	P-3 NP-2 SLP-1
7	RKC	General/Degree	2001	1200	P-1 NP-1
8	JPC	General/Degree	1984	900	P-1 NP-2

Type - Technical, General, Level - Diploma, Degree .Staff – Professional (P), Non-Professional (NP), Semi-Professional (SP)

The first computers made their passage into India roughly in the late seventies replacing most of the repetitive data machines that had their limited usage in billing and postage, Fax machines had also emerged on the scene as a substitute to the postal mails and with the advent of net one saw communication of ideas making the letterboxes largely increasingly redundant. The libraries continue to perform with the traditional methods underlining the lackadaisical approach of the managers of these collages to keep pace with the advancements in technology so crucial for the enabling of human resource converging in these campuses. The libraries bear a dismal picture of inadequacy of space, staff and technology. The floor area allotted to libraries in these collages range between 900 and 2000 square feet and the staff manning these between 2 and 5 which includes the professionals and the non professionals and an odd computer or two on an average.

S.N.N O.	CODE OF COLLEGE	CATALOG WING CLASSIFICATIO N	CIRCULATIO N	INFORMATIO N SEARCHING
1.	BSC	B	M	M
2.	SCC	B	M	M
3.	JAC	M	M	M
4.	KCC	M	M	M
5.	SBC	M	M	M
6.	GMC	M	M	M
7.	RKC	M	M	M
8.	JPC	B	M	M

T = Technological, M = Manual, B= Both (T & M)

From Table-2 it is apparent that the organization in the sampled libraries shows more bias towards traditional structuring.

S.N.	CODE OF COLLEGE	TEACHER S	STUDENT S	RESEARCHE S	OTHE R	TOTA L
1.	BSC	35	55	--	20	110
2.	SCC	43	60	10	25	138
3.	JAC	24	30	10	10	64
4.	KCC	36	15	10	--	61
5.	SBC	20	10	06	15	36
6.	GMC	30	15	05	30	75
7.	RKC	20	10	--	20	50
8.	JPC	16	10	--	10	36

As is evident from Table-3 the total number of library visitors in all sampled colleges inclusive which includes teachers, researchers, students and others on an average day is 570 at an average of 71 visitors per library per day of which 7.1% are researchers, 36 % are students, 39 % are teachers and 23 % others. Low percentage of researchers is attributed to the non availability of hard and software as also net connectivity. The libraries in terms of the stock and diversity are unable to attract serious researchers. Even the visit of the students to these libraries is not impressive and this is on account of two factors. Students serious of seeking assistance from libraries see no scope in these libraries given their per functionary status as symbols than repositories of information that students seek. The few who have alternative sources of enablement see visits to these libraries as futile exercises. Journals and other periodicals are attractions for the teachers and others.

While the adherence to acquisition and processing by these libraries as given in Table-4, is 100 percent with all colleges showing such inclination. 62.5% appear appreciative of the importance of audiovisuals 37.5% percent show no such. Understanding of relevance of proper administration of libraries appears evident in 62.5% percent while the same is missed 37.5% in percent. In so far as referencing, availability of periodicals and their circulation are concerned, the indulgence is 100%. The resourcing of libraries on traditional line has restricted the scope of pursuit of enrichment of the libraries on account of the constraints that traditional methods of sourcing literature for libraries tend to cause.

Organizational unit / section	Code Of College							
	BSC	SCC	JAC	KCC	SBC	GMC	RKC	JPC
Acquisition	Y	Y	Y	Y	Y	Y	Y	Y
Processing	Y	Y	Y	Y	Y	Y	Y	Y
Audio- visual	N	N	Y	N	Y	Y	N	N
Administrative	Y	Y	Y	N	Y	Y	N	N
Reference	Y	Y	Y	Y	Y	Y	Y	Y
Periodicals	Y	Y	Y	Y	Y	Y	Y	Y
Circulation	Y	Y	Y	Y	Y	Y	Y	Y
None of them	N	N	N	N	N	N	N	N

Y = Existing N = Not existing

The libraries, it appears have not been in a situation of technological enablement that opens up the horizon of the emerging literature on diverse subjects that can lie on the super highways of information that cannot be accessed in the absence of the infrastructure required for such purpose. The recourse of the seeker of knowledge to the traditional librarian with his moth-eaten records of the books shelved in the library can only be a cumbersome task for a scholar taking toll on his time, energy and eventually on his spirited initiative. Traditional acquisition methods also seem to have a bearing on the processing involved as far as upkeep and proper maintenance of the libraries is concerned. Though statistically the sampled libraries appear cent percent in terms of the traditionalistic approach they would have borne an entirely different picture should they have resorted to modern methods of library management. Acquisition, cataloguing and search in a technologically resourced library would have been qualitatively enhanced and the process more effective facilitating proper enablement which appears wanting in the sampled libraries.

Speedy location and tracking of reference materials such as audio visual aids and periodicals can only elude subscribers of the libraries in the absence of the emerging IT tools of modern day library management. Administration of the library holistically can only be brought about in modern times through resort to modern methods which the sampled libraries presently lacking.

Type of collection	Code Of College & Amount Of Collection							
	BSC	SCC	JAC	KCC	SBC	GMC	RKC	JPC
Books	14000	12000	9000	12000	9000	15000	6000	5500
Journals	45	235	55	----	635	450	25	32
Bound Journals	13	35	---	----	230	135	----	---
Slides	08	----	06	---	05	08	----	---

News Clippings	----	---	25	---	65	40	---	08
Video C.D.	---	----	----	20	40	53	15	----
Microfilms	04	----	----	05	15	04	----	----
Microfiche	---	----	----	----	---	10	----	----
Reports	16	---	15	10	12	16	15	20
Monograph	105	----	05	----	----	105	----	----
Others	---	----	----	----	25 Thesis	55 Thesis	----	----

The collection of books in the sampled collages ranges from over 5000 to a maximum of 15000. The number of journals in different collages ranges between 25 and 635 with at least one collage having no journals to show. The collection of bound journals ranges between 13 and 230 with 50% of the sampled libraries having no bound journals. The availability of slides in collages ranges from 05-08 with 50% of the sampled libraries missing out on that. The number of news clippings in the libraries under study ranges from 08-65 with 50% of the libraries having nothing to show. The video/ CDs available with the libraries ranged from 15-20 with 50% of the libraries having nothing to show. 50% of the libraries have Microfilms ranging in numbers from 04- 15. Only one library has 10 microfiches to show while the remaining has none. 07 out of the 08 libraries have reports which is clear from Table-5. Not much can be expected in terms of improvement of these libraries should these continue stick to the traditional methods.

TABLE –6 (Computer system and software used in libraries)

S.N	CODE OF COLLEGE	Packagers (S)	Total no. of computers
1.	BSC		02
2.	SCC	--	01
3.	JAC	Soul	02
4.	KCC	--	01
5.	SBC	Soul	02
6.	GMC	Soul	03
7.	RKC	---	01
8.	JPC	---	01

As shown in Table-6 the number of computers available with the sampled libraries ranges from 01-03 in numbers. While 50% percent of the sampled is performing with only 01 computer, 37.5% is doing with 02 computers only 12.5% has 03 computers. The paucity of net enabled computers has been a reason why the subscription levels of the libraries bear a dismal picture. The non availability of surfing facilities in these libraries has been an inhibiting force.

TABLE -7 (Status of services offered by the libraries)

Type of service	Code of college							
	BSC	SCC	JAC	KCC	SBC	GMC	RKC	JPC
Reading text books	√	√	√	√	√	√	√	√

Reading reference books	√	√	√	√	√	√	√	√
CD- ROM searching	-	√		√	√	√	--	--
On-line searching	-	√	√	-	--	√	--	
CAS	-	-		-	√	√	--	--
Indexing	-	-	√	-	√	√	√	√
Bibliography	-	-	√	-	√	√	√	--
Reading Journals	√	√	√	√	√	√	√	√
SDI	-	-	√	-	√	√	√	√
Abstracting	-	-	√	-	√	√	√	√
Photocopy	√	√	√	√	√	√	√	√
E-mail	-	-		-	√	√	--	√
Internet	--	√		√	√	√	--	√
Computerized catalogue/database	√	√		√	√	√	--	--
Retrospective search	-	-	√	-	√	√	--	√
Reference & referral	-	-	√	-	√	√	--	√
Others	-	-	√	-	√	-	-	-

If available tick (√) otherwise put dash (-)

While textbook reading, referencing of books, reading of journals and recourse to photocopying is 100% in the sampled libraries, CD Rom searching accounted for only 50%, on-line searching accounted for only 50% of the sample. On- line searching in the sampled libraries accounted for exists only in 37.5% of the libraries, 25% accounted for CAS, 62.5% for indexing, 50% for bibliography, 62.5% for SDI, 67.5% for abstraction, 37.5% for emailing, 62.5% for providing net facility, 62.5% with provision for computerized cataloguing and data basing, 50% for retrospective searching, 50% for referencing and referrals and 25% for other services. The picture of Table-7 shows the though there is an inherent desire o the part of the patrons of these libraries to take to the modern methods of learning and knowledge transfer and sharing , the same is restricted in scope by the non existence of requisite ware withal in these libraries.

TABLE –8 (Method of document delivery)

Document delivery	Code of college							
	BSC	SCC	JAC	KCC	SBC	GMC	RKC	JPC
Postal	√	√	√	√	√	√	√	√
Air mail	-			-	√	√	-	√
Fax	√	√	√	√	√	√	-	√
Photo copy	√	√	√	√	√	√	√	√
On-line			√	√	√	√	√	√
Telephone	√	√	√	√	√	√	√	√
E-mail					√	√		√
Others	-	-	-	-	√	√	-	-

If available tick (√) otherwise put dash (-)

While 100% of the libraries exhibit recourse to the traditional postal methods, 37.5%

air mail, 87.5% fax, 100% photocopy, 62.5% are on-line, 100% are equipped telephonically, 37.5% email and 25% resort to other methods (Table-8). Document delivery as apparent from the figures is more reliant on traditional methods than on the contemporary modern and quicker methods.

TABLE -9 (Equipment used in the selected libraries)

Equipment	Code of college							
	BSC	SCC	JAC	KCC	SBC	GMC	RKC	JPC
Manual typewriter	Y	N	N	N	N	N	N	N
Electronic typewriter	Y	Y	Y	Y	Y	Y	Y	Y
Telephone	Y	Y	Y	Y	Y	Y	Y	Y
Television	Y	Y	Y	Y	Y	Y	Y	Y
Duplicating machine	N	Y	N	N	Y	Y	N	Y
Photo copier	Y	Y	Y	Y	Y	Y	Y	Y
Telex	Y	Y	N	N	Y	Y	N	Y
Micro-film	N	N	N	N	Y	Y	N	Y
Micro-fiche	N	N	N	N	Y	Y	N	Y
Fax	Y	Y	Y	Y	Y	Y	N	Y
Computer	Y	Y	Y	Y	Y	Y	Y	Y
Printer	Y	Y	Y	Y	Y	Y	Y	Y
Internet	N	Y	N	Y	Y	Y	N	Y

Y = Existing, N= Not existing

87.5% of the libraries do not use manual typewriters, 100% type on electronic typewriters, 100% of the libraries have telephones, 100% have television sets, 50% have duplicating machines, 100% have photocopiers, 62.5% have telex facilities, only 25% have microfiche, 87.5% have Fax machines, 100% have computers with as many printers and 62.5% have internet facility. The schedule clearly shows that the libraries under study show continued insistence on traditional methods and have shown little meaningful movement towards creating a more scientific environment.

TABLE -10 (Allocation of library budget)

S.N	Code of college	Average financial allocation(2011-15)
.	BSC	05 lack
2.	SCC	07 lack
3.	JAC	10 lack
4.	KCC	05.5 lack
5.	SBC	20 lack
6.	GMC	25 lack
7.	RKC	2.5 lack
8.	JPC	5.5 lack

The aggregate five-yearly (2011-2015) budgetary outlay for the sampled libraries numbering 08 has been Rs98 lakhs at an average of Rs12.25 lacks but with disparity in allocated funds between the libraries with the lowest of .10 lacks per annum to Rs 2.0 lacks. As per the data of Table-10 the annual budgetary allocations appear to be very low in some

of the libraries underlining why most of these may be ill provisioned.

Shortcomings

The study finds its cause on the hypothesis that the resources, services and facilities for application of technology in the sampled libraries are in rudimentary stages, housekeeping services in the libraries are not automated, Users are largely ignorant of the massive developments in the modern day management through reliance on IT, those questioned are given to use of internet but internet facilities are by and large absent in the collage libraries though the need for such is increasingly felt, students rarely use contemporary technology to locate and search information and the library staff is largely untrained in the modern methods of library management and the management of these collages have not been forthcoming in changing the scenario in these libraries.

The main objectives of this study were to examine the existing conditions of the libraries and information services in college libraries of Valsad district of Gujarat state. The specific objectives of the study were to find out the general information of the college libraries, level of employment and extent of usage of IT in the sampled libraries, investigate benefits from IT to the librarians and users, examine availability of modern day library technologies in these libraries, identify specific problems encountered by the professionals manning the libraries in the application of IT.

Crucial information on human life in all its manifestations such as historical, philosophical, literary, economic, social, scientific or technological has to be reliable if national or international advancements in different areas are to be scientifically incisive and result oriented. In a world where increasing aspects of human and material development show a shift from dependence on the manual to the technological, lackadaisical approach towards adoption and adaptation of evolving technology is discernable in the sampled libraries which can be disastrous since libraries are the rich reservoirs of diverse knowledge from which major research is drawn. In our times no meaningful research would be possible if our libraries remain isolated and unconnected with the super highways of knowledge which unfortunately is the situation with the libraries of Valsad with little signs of urge for change and transformation. Being part of an integrated information infrastructure linking library systems, computer based data centers with academic especially public libraries is still a far cry.

The libraries situated of Valsad district of Gujarat selected for study revealed that these libraries have not made themselves part of the historical evolution of libraries in general and in Valsad in particular. The libraries appear to be still set in the older times. Their existence in the campuses is more per functionary than dynamically resourceful.

The libraries further seemed wanting in terms of the extent of employment of Information technology, average number of daily subscribers of the libraries, number of organizational units in the libraries, diversity of the stock in the libraries, nature of the computing systems, status of services offered by the libraries, modes and methods of delivery of documents, extent and number of IT hardware available with the libraries and the budgetary allocation for these libraries. In all these areas the libraries appear to be still clinging to the archaic methods. There is hardly any employment of modern technology in these libraries, the nature and content of these libraries hold little attraction for increased subscription, the organization is representative of older times, the libraries are under stocked craving for larger space and consequently with no diversity to support the purposes and objectives of contemporary libraries. The nature of the computing systems, status of services

offered by the libraries, the existence of modern library hardware and the budgetary allocation to enable any transformation leave a lot to be desired.

It is in the historical backdrop of the developments in library management from Ancient Sumer, Alexandria repositories of knowledge, the Vedic era Pustak bhandars, to the collections in Taxilla and Nalanda, the advent of East India Company and the establishment of first professional libraries in Kolkata then Calcutta, the Montague-Chemsford reforms, the role of Dr. Sarvapalli Radhakrishnan, various commissions looking into the matter and the initiative of the Indian state, post freedom up to the contemporary times that the reality of the sampled libraries were assessed. The sampled libraries of Valsad it appears have failed to join the mainstream of modern day philosophy governing libraries and their management with IT embracing all spheres of human endeavor and economies and diverse spheres of human life becoming increasingly digitalized. The libraries in their present state require a radical approach for transformation to be with the fast changing times.

The picture that emerges from the sampled libraries of Valsad bears a contrast to what import of modern methods into the management of libraries have made them where its importance has been realized and adopted. In the back drop of the content and extent of the scope of Information technology which has in a sense globalised the information storing and sharing amongst the far flung areas of the world the sampled libraries appear to have not responded to these modern day developments with desirable motivation and initiative thus restricting the scope of quest of the subscribers. The study of these libraries reveals that these have continued to tread on the traditional lines reducing their status to remotely situated islands far from the super highways of knowledge without apparent inclination to seek connectivity.

Though there has been tremendous **planning** at the central level with sizable grants from the University grants commission for the up gradation of the libraries and their integration with other libraries globally the same does not find commensurate reflection in the libraries of Valsad. It appears that more meaningful and realistic planning is required at the level of state. The decision makers at the state level also need to be made conscious of the far reaching contribution that libraries as knowledge centers make in developing men, nations and states.

The collages in whose campuses these libraries exist **need to show initiative and resolve** which presently is missing. Within the organization the modernization of libraries and their upkeep needs to be raised higher on the priority list if integrating these with the super highways of knowledge is the goal. The lack of appropriate initiative that informs the decision makers in the collages that hold these libraries needs correction.

The library staff needs to be made conscious of the great strides that modern day library management has made. Unless the library staff is acquainted with the fundamentals of modern day library management they would continue to shy away from undergoing self transformation before they adopt the modern tools and technologies of library management. Motivation in such people can only follow from inspiration and that can come only from a knowledgeable decision maker. The problem is that the decision maker here is more often as inadequately informed as the library staff. It is pertinent that the decision makers keep themselves informed of the manners in which information technology now comes to equip human activities of all sorts and dimensions. The situation that obtains in the libraries in the Valsad district of Gujarat calls for a holistic approach towards transformation from the archaic methods of library management to what in true sense of the term makes a technologically

informed and appointed modern day library. The task though onerous is an imperative of the present times because if the development of men, material, nations and states have to develop holistically the resources to support such goal have to be resourceful which the libraries of Valsaad presently are not.

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Global Opportunities in context of digital era for sustainable Indian economy – Financial inclusion and digitization

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Abstract:

Digital India initiative is an ambitious project of the government of India to empower and transform the country into a digitally empowered knowledge economy. The ideas and trends from around the world of innovations in digitization will encourage huge investments into technology sector, generate skilled employment and contribute to the growth and development of the nation.

This digital technology which is being leveraged to bridge the gap in sectors like power, infrastructure, healthcare, is all having one common thread – that of financial inclusion. The inclusiveness of the entire financial products and services into a channel under the digitalization adds and also assumes much importance.

With the objective to reach the new customers by millions, various entities – such as banks and nonbanks have begun to offer digital financial services and at the same time improving the access channels for those who are in financially excluded and underserved populations by the banks and other financial institutions. Therefore, it would be an initiative to include everybody.

Thus, the entire concept of digital financial inclusion, would revolve on the pivot of digital access to, and the use of formal financial services by the excluded and underserved populations. These populations can be spread across the metros or even in the rural areas.

Key Words:- Digitization, Environment, Market Segmentation, Inclusion.

Introduction:-

Financial services can be divided into four broad groupings based on the party holding the contractual relationship with the customers:-

- A full service traditional bank offering simplified services via mobile or a payment card,
- Limited service niche banks offering such services via a mobile device
- Mobile network operator & Non-bank payment services provider

All the above service providers provide services through a digital platform (say a bank) an agent network (say paytm) and a customers access device (say a mobile phone). The common thread thus is the leveraging of the information technology for maximum gain to maximum population.

The scope of offering services of payments and transfers, insurance, subscription to securities, and the information on the status in saving and other accounts, becomes enlarged and offers an opportunity to the underserved and excluded customers to move into main stream. The enabling role of the IT in providing transactional and information services is thus unlimited.

The focus areas in digital financial inclusion would thus take care of:

- Customers – by profiling them on basis of market segmentation (for focused attention – such as rural areas which may need handholding to understand the concepts), financial capabilities, and women centric initiatives (as women of today are handling varied

financial products and majority being in the non-working environment can get used to the technology on a more enduring basis).

- Digitization of Financial services – such as offering credit related services, transfer of payments by the government to the individual, insurance, payments and remittances and savings etc.
- Policy making and adopting best global practices in regulation.
- Risk management and control mechanisms.

Enabling environment for better performances in terms of depth and reach, especially for the consumers who are at the bottom of the pyramid so that they are able to move up the economic ladder and be a part of the main stream development economics.

The enabling environment in digitization of the financial services could include thrust for micro finance. The rise of micro lending and the SHGs in the 1990s with the active policy enablers in India helped a new wave of business models. Many of the institutions which were serving their customers expanded their command area of operations and range of services. A few went to list themselves on stock exchanges for raising capital to increase their scale of business. The digitization, such as electronic funds movement and storage, mobile telephony technology and such other process helped them to operate in a transparent manner, reduce the cost of operations and at the same time serve a large mass of people across geographies.

Digitization helps in broadening the supervisory and control mechanism, such as those in anti-money laundering and terrorist funding activities and thus move to the goal of financial integrity efforts. Responsible financial inclusion also got an impetus from the 2008 financial crisis wherein the move was to protect consumers and clients from the vagaries of financial and economic cycles. Digitization helped the entire financial services sector in better monitoring and control and risk management exercises. The role of financial inclusion was thus not negated.

Objectives:-

- 1) To judge the actual supervisory and control mechanism.
- 2) To find out the impact of Environment in Digitization of Financial services

Research Methodology:-

Primary data was not collected for the research paper.

Secondary Data:- Books & Journals

Conclusion:-

Shapers of global financial regulations and supervision have made an extra effort to digitize the whole process of control mechanism and elevating the importance of the need to scale up such initiatives. Whether it is the calculations of risk in risk weighted assets of the Basel agreement or of the balance sheets at home, the process of digitization has been high on the agenda of the financial architects.

Digital financial services are expanding the scope of policy issues. The Digital India campaigns of the government of India are a way forward towards a cashless society and bringing more people into financial system. Government feels that the digital payments will play a crucial role in achieving digital India vision and in driving financial inclusion which will help increase The country has a high propensity to save in and use cash and thus increases the cost. By moving to digitization this is estimated that the country will save Rs 4.7 lakh crores by 2025 if there is effective financial literacy for the advantages the digital transactions offer and thus reduce the cost drastically. India had only 10 digital transactions

per capita compared to 163 in Brazil and 420 in South Korea and 429 in Sweden. Thus the scope of moving to new system of financial inclusion through digitization is unparalleled.

Just as the vast populace – across age, demography and literacy – has embraced the mobile and its various applications, the future seems to be bright for the adoption and effective usage of the digital initiatives.

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Use of Business Intelligence In Merger And Acquisition

Avani M Mistry: Ph.D. Scholar of JJT University

Abstract:

The industrial transformation as the experts suggest is the digital economy in the productive platform. The biggest business opportunities of the man kind in the next 3-4 decades is presumed to be generated from the Digital Economy by way of new market opportunities, jobs and other business areas.

Goldman Sachs has predicted that “India is populated by 15% of the world population, with a growth rate of 7 to 8%, could be the second largest economy by 2030”. India seems to be a new leadership considers the digital economy as a major growth competence. When Prime Minister NarendraModi strategically listed “Digital India” among the top priorities for all the initiative for changing Indian economic policy as well system, he delivered a resounding nod to the digital economy’s opportunities.

In the economic transformation it is the vision of the Prime Minister Modi's to make India as Digital India as a intended call to grab the opportunity for India so that India can be one of the leaders in this era, and the use of Information and Communication Technologies (ICTs) that has never been greater.

Key Words: Digitalization, Merger, Acquisition.

Introduction:

Digitalization has been enable to create its position in the field of legal profession. Due to this also the firms have started to adopt progressively larger and smarter document and data management archiving and storage systems because the use of virtual data rooms have become a standard in the industries . The digital technologies for example transaction management and electronic signage systems are largely used by many law firms and their clients over the years as to hamper the speed, convenience and efficiency.

Signom and DocuSign both are software solutions which help the firm and their customers the ease of location and time independent access for securing digital signing services. This technique is adopted by many practices and their clients. As these products also increasingly being accessed from various platforms like android, iPhones and windows.The continuous communication and never ending information flow is constantly generated by the digital content with the help of the digital communication networks. The load of extensive research is need to be lightened hence there has been bid from other business sectors to borrow technologies in some law firms because of such development.

The number of increasing cross border transactions has added to the burden of assignment with the increasing number of M&A lawyers who are turning to technology to support their work by way of heavy lifting involved in the research which has created a legal landscape. The law firms have started creating efficiencies in their own work by the use of digital tools so the work can be speed up of the previously laborious and the same monotonous task and also to point out the errors.

“A full merger or acquisition should be attempted only when there is a convincing reason.” This can figure out only after the analysis in detail which is also say as “Intelligence is defined as the use of legitimate competitive intelligence techniques?”

Use of Business Intelligence (BI) in M&A are very necessary for the success of the activity basically it means acquirer should consider strategies for purchase the business , processes for valuation , applications of data and products, technologies are of niche help in collection, analysis, presentation and dissemination of business information.

BI in M&A provides historical, current and predictive views of business operations, which can results as reporting, online analytical processing, analytics, data mining, process mining, complex event processing, business performance management, benchmarking. Predictive analytics and prescriptive analytics and are capable of handling large amounts of organised and sometimes unorganised data to help identify, develop and otherwise create new strategic business opportunities, strength and weakness. The intention is the easy interpretation of these vast data of the company and says sector and Identifying new opportunities and implementing an effective strategy

Business intelligence for M&A must be used to take a wide range of business decisions ranging from operational to strategic. In all kind of business or say M&A uses of business intelligence seems very important and effective when it combines data derived from the field or say company operates (external data) with data from company sources internal to the business such as financial and operations data (internal data). When combined, peripheral and interior data can provide a wide picture which, in effect, creates an "intelligence" that cannot be derived by detail research of the companies data.

Business intelligence in M&A proved as best tools to empower organizations to improvement insight into new markets assess demand and suitability of products and services for different market segments and impact of marketing efforts.

Business intelligence is not used only up to the merger is approved. Market research should continue in future also so there can be sustainable growth as well as assurance of fully understanding of new market background, refine the scope of expansion strategy and build a strong base for uninterrupted gains and profit.

Euro monitor offers both syndicated and custom research solutions, merging with clients around the world and across industries to make informed strategic business decisions.

Objectives:

- To create proper position in field of legal profession with the help of digitalization.
- To take proper decision relating to production & pricing of the product.
- To determine the value of equity.

Research Methodology:

Primary data was not collected for the research paper.

Secondary Data:- Books & Journals

Kinds of Mergers and Acquisitions:

There are various kinds of mergers and acquisitions which has different sets of objects and goals which raises different questions in the concept of business intelligence

Mainly there are three kinds of mergers one of them is a Horizontal mergers wherein the competing parties are either in the same field or same industry before the merger in operating level and also at a given time the sales or the production process operate similarly. One of such example wherein a cross border merger had taken place between two automotive giants wherein one was Chrysler in the US and the other was Daimler, who was the creator of the one of the most luxury cars of the world that is Mercedes and trucks, In Germany. This

merger is known as a horizontal merger. This deal raised a lot many questions regarding the strategic importance but however various horizontal mergers have succeeded in achieving their desired objective. Various such examples of such examples are GlaxoSmithKline, Exxon Mobile, Royal bank of Scotland (acquiring NatWest) and many more.

One of the features of horizontal mergers is that wherein the key managerial personnel of either of the parties that is one of a party to such mergers will have a lot more knowledge about the business from that of the other party.

The second kind of the merger is the vertical mergers wherein the merger takes place in the same industry but the deal is between the buyers and the sellers or both of a firm or company who deal in different levels. An example for the same is a merger had taken place between a supplier of data and the firm or the company controlling the ways in which the information is passed on to the customers or the consumers, one of such leading merger took place between Time Warner who was a content driven firm having a lot many popular magazines and other was AOL known as one the largest internet portal company at the given time when the deal was taking place.

However under the given circumstances there is always a negative impact in Vertical kind of merger as the deal which takes place between the two companies who often has less common knowledge even though there are chances that they may share at a level a small degree of past clients or even suppliers or even chances of having shared the same past shared employees. There are chances having different cultures which are very different from each other.

There is a very famous saying that “Different types of mergers and acquisitions are driven by different goals”.

Another kind of merger is known as the Conglomerate wherein merger is said to take place between the firms or the companies who are not at all related to each other or do not have competitive relationship in the course of time or also who do not possess the buyer seller kind of relationship with each other. Some firm or companies or private individuals do follow or practice such mergers such as the hedge funds and the private equity houses. It is indeed that whenever such kind of mergers takes place the fruits of such mergers are highly beneficial as the innovatively new business intelligence is created. This can be said in the following view such as let us assume when there is a research is taking place under which a detailed scenario is being planned wherein it involves simulations based on high level of information which helps in detecting the unforeseen risk and problems and also can help in providing a logical reasoning.

A mergers or acquisitions result cannot be pre-determined. Hence it becomes very important to minutely inspect all the relevant details with using all the intellectual capacity so as to steer clear from all the possibilities that can be caused in the future which can be very harmful for the company.

Conclusion:

Digital Era is the necessity for the development and growth which furnish industrial transformation and that only leads our Economy enriched with sustainable growth and its better prospectus in the Glob.

Our economy includes various departments and various layers for work on it and the law is the very important part of it so here the above mentioned example is taken for digitization cause impression about the law firms is that only lot of papers ,books and documents where here only we have seen major changes in this and for the future also we

have great scope for paperless work in law as well as in government also we are moving towards digitization and in fact that's priority of our prime minister which makes Indian economy more powerful and transparent as well as trustworthy and also attracts investments from the world and leads to more M&A in the India.

Use of Business Intelligence with reference to the above details that being in a next gen world by using a latest technologies intelligently in the business one can achieve the best result in M&A. best Example of Cyril AmarchandMangaldas (CAM) has proved that even M&A in a law firm can do the business intelligently by using the latest intelligent technique/software can make Indian economy and firm well equipped which creates its sustainable growth.

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Skill Development

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Abstract:

Skills development is the process of identifying your skill gaps, and developing and honing these skills. It is important because your skills determine your ability to execute your plans with success. Interpersonal skills are the life skills we use every day to communicate and interact with people both individually and groups.

Every aspect is about **skills development**. When we see others' successes, what we don't see are the countless hours they spent behind the scenes, honing their craft, and building their skills. what we see as "talent" in others is the result of their 10,000 hours of hard work where raw passion and human potential are turned into hard skills. Skills development is where we turn from beginner to novice, to intermediate, to senior, to expert. and henceforth, having the ability to conquer our goal.

Key Words: Analytical skill, Research skill, Flexibility, Adaptability.

Introduction:

Every aspect is about **skills development**. When we see others' successes, what we don't see are the countless hours they spent behind the scenes, honing their craft, and building their skills. what we see as "talent" in others is the result of their 10,000 hours of hard work where raw passion and human potential are turned into hard skills. skills development is where we turn from beginner to novice, to intermediate, to senior, to expert. and henceforth, having the ability to conquer our goal.

The national skill development mission was approved by the union cabinet on 01.07.2015, and officially launched by the Honourable prime minister on 15.07.2015 on the occasion of world youth skills day. The mission has been developed to create convergence across sectors and states in terms of skill training activities. further, to achieve the vision of 'skilled India', the national skill development mission would not only consolidate and coordinate skilling efforts, but also expedite decision making across sectors to achieve skilling at scale with speed and standards. It will be implemented through a streamlined institutional mechanism driven by ministry of skill development and entrepreneurship. Key institutional mechanisms for achieving the objectives of the mission have been divided into three tiers, which will consist of a governing council for policy guidance at apex level, a steering committee and a mission directorate (along with an executive committee) as the executive arm of the mission. Mission directorate will be supported by three other institutions: national skill development agency (NSDA), national skill development corporation (NSDC), and directorate general of training – all of which will have horizontal linkages with mission directorate to facilitate smooth functioning of the national institutional mechanism. Seven sub-missions have been proposed initially to act as building blocks for achieving overall objectives of the mission.

Introduction objectives centres ongoing projects - skilling sectors

Objectives:

- 1) To develop communication skill.
- 2) To find out the different techniques for the development of communication skill .

3) To acquire the knowledge of Economic growth & Social development of the country with the help of communication skill.

Research Mythology:-

Primary data was not collected for the research paper.

Secondary Data:- Books & Journals

Importance of Skill Development:-

Skills development and knowledge are the driving forces of economic growth and social development of any country. They have become even more important given the increasing pace of globalization and technological changes provide both challenges that are taking place in the world. Countries with higher and better levels of skills adjust more effectively to the challenges and opportunities of globalization.

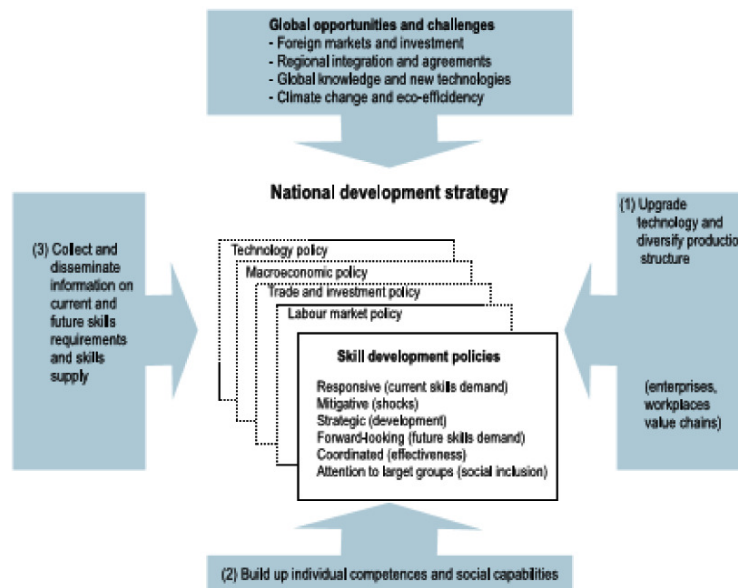
The development of skill is necessary to the person. It can be develop by way of the following:

- Communication Skills
- Analytical and Research skills
- Flexibility and Adaptability
- Interpersonal Abilities
- Decision Making Skills
- Ability to plan, Organise and prioritise work
- Ability to wear multiple hats
- Leadership and Management Skills

The quantitative dimension of the skill development challenge can be estimated by the following:

- 80% of new entrants to workforce have no opportunity for skill training. Against 12.8 million per annum new entrants to the workforce the existing training capacity is 3.1 million per annum.
- about 2% of existing workforce has skill training against 96% in Korea, 75% in Germany.

Skills development strategy for productivity, employment and sustainable development



Source: Skills for Improved Productivity, employment growth and development ILO 2008

Table-3: Percentage Distribution of Unorganised Workers across Expenditure Classes

Status	Total	Self Employed	Regular	Casual 2004-05
Poor+ Vulnerable	78.70	74.70	66.70	90.00
Higher income group	21.30	25.30	33.30	10.00
2011-12				
Poor+ Vulnerable	76.28	73.00	56.75	88.28
Higher income group	23.72	27.00	43.25	11.72

Source: Calculated from NSSO unit level data

Current and future skill requirements for India:

Nearly 56 per cent of the workforce in 2011-12 had basic education till primary and the proportion of low literacy levels was high among the female workforce (75 per cent below primary) as compared to the males. The proportion of total workforce with educational qualification secondary was just 11.5 per cent while for the female workforce it was still lower at 5.4 per cent.

In analysing the skill gap, there exist two types of low educated labour force entering the labour market due to their poor economic conditions and remaining unskilled. One is the educated labour force who are not able to find jobs matching their qualification due to lack of technical or soft skills. This is the reason for the high rate of educated unemployment among the youth. To reduce the skill gap among the educated there is the need for better quality education, knowledge of English language, on the job training as well as better job information.

Aashish Mehta argues that 'India's skill gaps rests on weak conceptual foundations. While some industries do suffer from real skill gaps, others are constrained by commercial difficulties that maybe better addressed through policies other than skill development programmes. The India Skills report 2015 quotes Dr. Rajendra Kumar Pandey⁴ as saying that India has to achieve the target of skilling / upskilling 150 million people by 2022. He further explains skill gap as 'the phrase skill gap refers to redefining the relationship between education, industry and business.' In simple terms a skill gap can be defined as the difference between the skills needed for a job versus those skills possessed by a prospective worker.

The Ministry of Skill Development & Entrepreneurship has estimated the estimated incremental human resource requirement across 24 sectors as 109.73 million by 2022. The Institute of Applied Manpower Research in their Occasional Paper 'Estimating Skill Gap on a Realistic Basis for 2022' arrive at an incremental skilled manpower requirement of 291 million by 2022. But they point out two major problems for those already in the workforce. First, is the poor quality of those who have general education up to secondary level or those having vocational training (including post-secondary level technical education), and hence employability. The second problem that employers are known to complain about is the mismatch between the skills that are currently available in the educated or trained labour force on the one hand, and the type of skills that are actually in demand from employers, on the other. This supply-demand mismatch and the quality problem will have to be addressed over the course of the next decade simultaneously with a very sharp quantitative expansion in capacity of those to be educated or vocationally trained.

Policies to promote skill development and support formalisation of economic activity On the education front, the Right to Education Act, 2009 has been introduced which legislates compulsory education up to the age of 14 years. Thereafter to prevent drop outs the government is promoting the dual system of education from Class IX (secondary level)

onwards. Credit facility is now being made available for students who want to pursue vocational education after completing Senior Secondary. The National Skill Qualification Framework has been introduced to facilitate the smooth transition from general education to vocational education and vice versa at all levels from 2014 onwards.

Conclusion:

Under the present circumstances, the skill development plays an important role in the social & economic development of the country. Hence the government of the India has introduced the various schemes & techniques for the skill development because skill development & knowledge are the driving forces of economic growth & social development of the country. Globalization and technological changes provide both challenges that are taking place in the world. Countries with higher and better of skills adjust more effectively to the challenges and opportunities of globalization.

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Risk Management

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Abstract

Risk management is the process of identifying risk, assessing risk, and taking steps to reduce risk to an acceptable level. The risk management approach determines the processes, techniques, tools, and team roles and responsibilities for a specific project. The risk management plan describes how risk management will be structured and performed on the project.

Risk management is the identification, assessment, and prioritization of risks (defined in ISO 31000 as the effect of uncertainty on objectives) followed by coordinated and economical application of resources to minimize, monitor, and control the probability and/or impact of unfortunate events or to maximize the realization of opportunities. Risk management's objective is to assure uncertainty does not deflect the endeavor from the business goals.

Let us understand the basic process of Risk Management in this research paper.

Key Words: Risk, Probability, Opportunities, Monitor, Financial Portfolio

Introduction:

Risks can come from various sources including uncertainty in financial markets, threats from project failures (at any phase in design, development, production, or sustainment life-cycles), legal liabilities, credit risk, accidents, natural causes and disasters, deliberate attack from an adversary, or events of uncertain or unpredictable root-cause. There are two types of events i.e. negative events can be classified as risks while positive events are classified as opportunities. Several risk management standards have been developed including the Project Management Institute, the National Institute of Standards and Technology, actuarial societies, and ISO standards. Methods, definitions and goals vary widely according to whether the risk management method is in the context of project management, security, engineering, industrial processes, financial portfolios, actuarial assessments, or public health and safety.

Strategies to manage threats (uncertainties with negative consequences) typically include avoiding the threat, reducing the negative effect or probability of the threat, transferring all or part of the threat to another party, and even retaining some or all of the potential or actual consequences of a particular threat, and the opposites for opportunities (uncertain future states with benefits).

Certain aspects of many of the risk management standards have come under criticism for having no measurable improvement on risk; whereas the confidence in estimates and decisions seem to increase. For example, it has been shown that one in six IT projects experience cost overruns of 200% on average, and schedule overruns of 70%.

Objectives:-

- Understanding the need for managing risk.
- To understand Risk management.
- To understand Process of Risk management.

- To understand Consequences of not managing risk at workplace.

Limitations:-

The topic is so vast but due to certain limitations couldn't express in depth.

The process described in the research paper is written by John C Hull but could not manage to meet the author due to geographic restrictions.

Due to certain situations could not take up survey in Company.

Research Methodology:-

Primary data was not collected for the research paper.

Secondary Data:- Books & Journals

Managing Risk: Steps for Future Success

1. Understand how Risk Management works

Risk is the effect (positive or negative) of an event or series of events that take place in one or several locations. It is computed from the probability of the event becoming an issue and the impact it would have (See Risk = Probability X Impact). Various factors should be identified in order to analyze risk, including:-

Event: What could happen?

Probability: How likely is it to happen?

Impact: How bad will it be if it happens?

Mitigation: How can you reduce the Probability (and by how much)?

Contingency: How can you reduce the Impact (and by how much)?

Reduction = Mitigation X Contingency

Exposure = Risk – Reduction

After you identify the above, the result will be what's called Exposure. This is the amount of risk you simply can't avoid. Exposure may also be referred to as Threat, Liability or Severity, but they pretty much mean the same thing. It will be used to help determine if the planned activity should take place.

This is often a simple cost vs. benefits formula. You might use these elements to determine if the risk of implementing the change is higher or lower than the risk of not implementing the change.

Assumed Risk. If you decide to proceed (sometimes there is no choice, e.g. federally mandated changes) then your Exposure becomes what is known as Assumed Risk. In some environments, Assumed Risk is reduced to a dollar value which is then used to calculate the profitability of the end product.

2. Define your project

In this article, let's pretend you are responsible for a computer system that provides important (but not life-critical) information to some large population. The main computer on which this system resides is old and needs to be replaced. Your task is to develop a Risk Management Plan for the migration. This will be a simplified model where Risk and Impact are listed as High, Medium or Low (that is very common especially in Project Management).

3. Get input from others

Brainstorm on risks. Get several people together that are familiar with the project and ask for input on what could happen, how to help prevent it, and what to do if it does happen. Take a lot of notes! You will use the output of this very important session several times during the following steps. Try to keep an open mind about ideas. "Out of the box" thinking is good, but do keep control of the session. It needs to stay focused and on target.

4. Identify the consequences of each risk

From your brainstorming session, you gathered information about what would happen if risks materialized. Associate each risk with the consequences arrived at during that session. Be as specific as possible with each one. "Project Delay" is not as desirable as "Project will be delayed by 13 days." If there is a dollar value, list it; just saying "Over Budget" is too general.

5. Eliminate irrelevant issues

If you're moving, for example, a car dealership's computer system, then threats such as nuclear war, plague pandemic or killer asteroids are pretty much things that will disrupt the project. There's nothing you can do to plan for them or to lessen the impact. You might keep them in mind, but don't put that kind of thing on your risk plan.

6. List all identified risk elements

You don't need to put them in any order just yet. Just list them one-by-one.

7. Assign probability

For each risk element on your list, determine if the likelihood of it actually materializing is High, Medium or Low. If you absolutely have to use numbers, then figure Probability on a scale from 0.00 to 1.00. 0.01 to 0.33 = Low, 0.34 to 0.66 = Medium, 0.67 to 1.00 = High.

Note: If the probability of an event occurring is zero, then it will be removed from consideration. There's no reason to consider things that simply cannot happen (enraged T-Rex eats the computer).

8. Assign impact

In general, assign Impact as High, Medium or Low based on some pre-established guidelines. If you absolutely have to use numbers, then figure Impact on a scale from 0.00 to 1.00 as follows: 0.01 to 0.33 = Low, 0.34 – 0.66 = Medium, 0.67 – 1.00 = High.

Note: If the impact of an event is zero, it should not be listed. There's no reason to consider things that are irrelevant, regardless of the probability (my dog ate dinner).

9. Determine risk for the element

Often, a table is used for this. If you have used the Low, Medium and High values for Probability and Impact, the top table is most useful. If you have used numeric values, you will need to consider a bit more complex rating system similar to the second table here. It is important to note that there is no universal formula for combining Probability and Impact; that will vary between people and projects. This is only an example (albeit a real-life one):

Be flexible in analysis. Sometimes it may be appropriate to switch back and forth between the L-M-H designations and numeric designations. You might use a table similar to the one below.

10. Rank the risks

List all the elements you have identified from the highest risk to the lowest risk.

11. Compute the total risk

Here is where numbers will help you. In Table 6, you have 7 risks assigned as H, H, M, M, M, L, and L. This can translate to 0.8, 0.8, 0.5, 0.5, 0.5, 0.2 and 0.2, from Table 5. The average of the total risk is then 0.5 and this translates to Medium.

12. Develop mitigation strategies

Mitigation is designed to reduce the probability that a risk will materialize. Normally you will only do this for High and Medium elements. You might want to mitigate low risk items, but certainly address the other ones first. For example, if one of your risk elements is that there could be a delay in delivery of critical parts, you might mitigate the risk by ordering

early in the project.

13. Develop contingency plans

Contingency is designed to reduce the impact if a risk does materialize. Again, you will usually only develop contingencies for High and Medium elements. For example, if the critical parts you need do not arrive on time, you might have to use old, existing parts while you're waiting for the new ones.

14. Analyze the effectiveness of strategies

How much have you reduced the Probability and Impact? Evaluate your Contingency and Mitigation strategies and reassign Effective Ratings to your risks.

15. Compute your effective risk

Now your 7 risks are M, M, M, L, L, L and L, which translate to 0.5, 0.5, 0.5, 0.2, 0.2, 0.2 and 0.2. This gives an average risk of 0.329. Looking at Table 5, we see that the overall risk is now categorized as Low. Originally the Risk was Medium (0.5). After management strategies have been added, your Exposure is Low (0.329). That means you have achieved a 34.2% reduction in Risk through Mitigation and Contingency. Not bad!

16. Monitor your risks

Now that you know what your risks are, you need to determine how you'll know if they materialize so you'll know when and if you should put your contingencies in place. This is done by identifying Risk Cues. Do this for each one of your High and Medium risk elements. Then, as your project progresses, you will be able to determine if a risk element has become an issue. If you don't know these cues, it is very possible a risk could silently materialize and affect the project, even if you have good contingencies in place.

Findings & Suggestions:-

Effective risk management strategies allow you to identify your project's strengths, weaknesses, opportunities and threats. By planning for unexpected events, you can be ready to respond if they arise. To ensure your project's success, define how you will handle potential risks so you can identify, mitigate or avoid problems when you need to do. Successful project managers recognize that risk management is important, because achieving a project's goals depends on planning, preparation, results and evaluation that contribute to achieving strategic goals.

Due to the instability of the economy it has been a major effect on how companies operate these days. Companies that used to operate smoothly with the help of forecasts and projections now refrain from making business judgements that are set in stone. Now, companies have a renewed focus: to manage risk.

Risk is the **main cause** of uncertainty in any organisation. Thus, companies increasingly focus more on identifying risks and managing them before they even affect the business. The ability to manage risk will help companies act more confidently on future business decisions. Their knowledge of the risks they are facing will give them various options on how to deal with potential problems.

Conclusion:-

Risk can be caused by internal and external sources. The external risks are those that are not in direct control of the management. These include political issues, exchange rates, interest rates, and so on. Internal risks, on the other hand, include non-compliance or information breaches and operational risk among others.

Risk management is important in an organisation because without it, a firm cannot possibly define its objectives for the future.

Recently, many companies have added risk management departments to their team. The role of this team is to identify risks, come up with strategies to guard against these risks, to execute these strategies, and to motivate all members of the company to cooperate in these strategies. Larger organisations generally face larger risks, so their risk management strategies also need to be more sophisticated.

Also, the risk management team is responsible for assessing each risk and determining which of them are critical for the business. The critical risks are those that could have an adverse impact on the business; these should then be given importance and should be prioritized. The whole goal of risk management is to make sure that the company only takes the risks that will help it achieve its primary objectives while keeping all other risks under control.

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A Study on Corporate Entrepreneurship and Innovation

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Abstract:

The nature of business has been transformed in the twenty first century. Today, Companies must survive in the fast paced, highly threatening, and increasingly global environment. Dramatic and ongoing change forces executives to regularly reexamine the basic purpose of their Organizations.

As the rules of competitive game keep changing, companies begin to realize that sustainable competitive advantage is fleeting. And yet in the midst of this turmoil, successful companies have made a fundamental discovery-the dynamic that drives real competitive advantage is entrepreneurship and innovation.

Entrepreneurship is “the process of creating value by bringing together a unique combination of resources to exploit an opportunity” This means it is manageable, can be broken down into stages and is ongoing. Moreover, as a process, entrepreneurship can be applied in any organizational context. Second, entrepreneurs create value within organization and they create value in the market place.

Innovation includes new products or services, processes, or programs pertaining to employees of the organization. The abilities to think and act entrepreneurially, to continually innovate, and to engage in an ongoing process of “creative destruction” have become a source of that competitive advantage.

Key Words: Entrepreneurship, Innovation, Adaptability, Flexibility, Environment

Introduction:

Today, there is considerable scholarly and managerial interest in corporate entrepreneurship, that is, those activities that enhance a company’s ability to innovate, take risk, and seize opportunities in its markets. Corporate entrepreneurship centers on creating new business by penetrating new markets, pursuing new business, or both.

It is one thing to recognize the need for innovation and quite another to make it happen. In recent years major corporations floundered through a sagging economy with downsizing, rightsizing, budget cuts and a depressed morale in their work forces. How could an Organization develop innovations when its personnel were being pressured to do more with less? Leading Edge companies found the answer in another sector of the economy- The Entrepreneurial Sector. They witnessed entrepreneurs like Steve Jobs of Apple Computer, Fred Smith of Federal Express and Bill Gates of Microsoft capture the economic spotlight by demonstrating that people create new ideas and not institutions. More importantly these new ideas grow into major corporations.

Entrepreneurial attitudes and behaviors are necessary for companies of all sizes to flourish and prosper. The challenge to managers is one of creating an internal marketplace for innovation to flourish within their companies, and encouraging employees to implement creative ideas.

To establish a corporate entrepreneurship strategy, organizations need to allow the freedom and provide the capital that corporate entrepreneurs require to develop their innovative concepts. Corporate entrepreneurship is the sum of a company’s innovation,

renewal and venturing efforts. Innovation, which is concerned with introducing something new to the marketplace, Strategic renewal which is concerned with organizational renewal involving major strategic or structural changes and venturing efforts that lead to creation of new business organizations within the corporation are all important and legitimate parts of the concept of corporate entrepreneurship. Unfortunately, it is no simple process to move a traditional hierarchical company to the point that entrepreneurship becomes an important and meaningful component of an organization's interest.

Traditional Management practices that have focused upon doing tasks more efficiently are not sufficient solutions to new challenges. Companies need to become more flexible and creative. An environment needs to be created where innovative pursuits are the norm and corporate entrepreneurs are stimulated, supported and protected.

Over the stages of the life cycle, managers become increasingly adept at "producing", "administering" and "integrating" but managers fail to become adept at "entrepreneurship". They operate in a reactive mode attempting to respond to the many entrepreneurial changes occurring in the external environment, but unaware of the need to rekindle, and the methods of rekindling, the entrepreneurial fires within the company itself. It is this entrepreneurial role of management that is most vital for addressing the exponential changes acting on organizations in the twenty first century.

Objectives:

- To find out the impact of innovation on corporate entrepreneurship.
- To judge the performance of corporate entrepreneurship due to innovation.

Research Methodology:

The unversed of the study: The study is limited to the extent of Mumbai city .

Sample Size: 50 respondents are taken under consideration. Sample is taken in the jurisdiction of Mumbai city.

Data Collection:

- Primary data:- Structured questioners
- Secondary Data:- Manual of enterprises, books, journals

Suggestions & Conclusions:

Suggestions:

- 1) The ability to adjust, on a timely basis, to new technologies, new customer needs, new regulatory rules, and other changes in conditions without losing focus or causing significant destruction of core operations and commitments.
- 2) The ability to design company strategies, processes, and operational approaches that can simultaneously meet the diverse and evolving requirements of customers, distributors, suppliers, financiers, regulators and other key stakeholders.
- 3) The ability to act quickly on emerging opportunities, to develop new products and services more rapidly, and to make critical operational decisions without lengthy deliberations.
- 4) An intense, focused and proactive approach of eliminating competitors, Delighting customers, and growing employees.

Conclusion:

Adaptability, Flexibility, Speed, Aggressiveness & Innovativeness, are the most important capabilities regarding corporate entrepreneurial. Innovativeness, continuous priority placed on developing and launching new products, services, processes, markets, and technologies and on leading the marketplace. Companies that are more adaptable, flexible,

fast, aggressive and innovative are better positioned not only to adjust to a dynamic, threatening and complex external environment, but to create change in that environment. That is, they do not take the external environment as given, but instead define themselves as agents of change, leading customers instead of following them, creating markets, and rewriting the rules of the competitive game. These five capabilities ultimate come down to one---Corporate Entrepreneurship.

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