INTERNATIONAL JOURNAL OF RESEARCH CULTURE SOCIETY

ISSN: 2456-6683
Monthly Peer-Reviewed, Refereed, Indexed Research Journal
Impact Factor: 5.245

Publishes original research papers/articles, reviews, mini-reviews, case studies, synopsis, research project and short research communications of all subjects/topics

Special Issue: 16
National Conference on
Sustainable Development and Social Innovation in Business
31st January, 2020

RESEARCH CULTURE SOCIETY & PUBLICATION
Email: editorijrcs@gmail.com
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Cont. No: +91 9033767725
WWW.IJRCS.ORG
NATIONAL CONFERENCE ON
SUSTAINABLE DEVELOPMENT AND SOCIAL INNOVATION IN BUSINESS

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LADY DOAK COLLEGE (AUTONOMOUS)
MADURAI- 2
TAMIL NADU
National Conference
On
Sustainable Development & Social Innovation in Business
31st January, 2020
(Conference Proceedings – Special Issue)

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Published By:
International Journal of Research Culture Society (ISSN: 2456:6683)
Research Culture Society and Publication.
(Reg. International ISBN Books and ISSN Journals Publisher)
Email: editor@ijrcs.org
www.ijrcs.org
ABOUT THE COLLEGE

Lady Doak College, a premier Christian Institution and the first Women's College in Madurai, was the brainchild of Ms Katie Wilcox, with a vision and fervour for the empowerment of women. The College made its humble genesis in 1948, and within a short span of time, in 1978, it was commissioned to function as one of the pioneering autonomous colleges in India, being affiliated to the Madurai Kamaraj University. With a purpose to impart quality education to students of all creeds, this college strives to develop their intellectual powers, locate, identify and cultivate their interests and talents and train them to be responsible and useful citizens. Lady Doak College aim to offer holistic Education in Arts, Science and Business Studies for the empowerment of women by promoting academic excellence, employability and leadership with social commitment.

ABOUT THE DEPARTMENT OF BUSINESS ADMINISTRATION

The Department had a humble beginning in 1996 with a bachelor degree in Business Administration to provide courses which enable students to pursue professional career. The Department aims to prepare the students for positions in management of complex and diversified organizations by providing them with a broad, fundamental and specialized education, thereby enabling them to perform successfully, ethnically, and professionally in a rapid changing interdependent, competitive business world. The Department expanded with one year career oriented Post Graduate Diploma in Human Resource Development from 2015 onwards. The mission is to provide students with specialized knowledge in management concepts, tools and their application and to render practical exposure to perform professionally, ethically and successfully in managerial positions of diversified organizations. The vision of the department to become a leader in management education through industry partnerships, research, and promoting entrepreneurial programs.

ABOUT THE NATIONAL CONFERENCE

Sustainable development, as a concept and call to action to end poverty, protect the planet and guarantee human well-being, is perhaps the greatest challenges facing humanity. Sustainable Development and Social Innovation has clearly gained momentum in the current scenario to generate inclusive, balanced and sustainable growth. Government, Corporates, academicians and NGOs need to work collectively to create a better and sustainable future. This National Conference on Sustainable Development and Social Innovation in Business provides a stimulating platform for academicians, practitioners, researchers, and industrialists to reflect, deliberate, and suggest necessary and desired measures both at micro and macro level to uplift our economy.

This Conference presents the research findings on sustainable development and social innovation in various areas of functions namely: Marketing, Finance, Human Resource Management, Organisational Behaviour, International Business, Information Technology, Operations and Logistics and also other related topics.
EDITORIAL MESSAGE

Sustainable development is a central concept for our age. It is both a way of understanding the world and a method for solving global problems. This conference offers you an introduction to this fascinating and vital field of thought and action.

Our starting point is our crowded planet. These billions of people are looking for their foothold in the world economy. The poor are struggling to find the food, safe water, health care, and shelter they need for mere survival. Those just above poverty are looking for improved prosperity and a brighter future for their children. Those in the high-income world are hoping that technological advances will offer them and their families even higher levels of wellbeing. It seems that the super-rich also jostle for their place on the world’s rankings of richest people. As an intellectual pursuit, sustainable development conference tries to make sense of the interactions of the complex systems in the living world.

Humanity stands at a defining moment in history. We are confronted with many issues. However, integration of environment and development concerns and greater attention to them will lead to the fulfilment of basic needs, improved living standards for all, better protected and managed ecosystems and a safer, more prosperous future. No nation can achieve this on its own; but together we can.

National Conference on Sustainable Development and Social Innovation in Business will addresses the pressing problems of today and also aims at preparing the world for the challenges of the next century. Together, let us achieve.

Editor:
Dr. Chirag M. Patel

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KEY NOTE SPEAKER

Dr. Suresh Paul Antony, Professor Marketing
Indian Institute of Management, Trichy, India

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M. P. Vasimalai, Executive Director of DHAN Foundation, Madurai
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About Key Note Speaker

Prof. Paul, a practitioner - turns coat! - academic, is a Fellow of the Indian Institute of Management Lucknow. Besides, he holds a post-graduate degree in management from Madurai Kamaraj University.

A firm believer of participant-centred learning, he enthusiastically experiments with learner centred methodologies rather than solely lecture. He underwent certification in Paris with StratX Simulations. Besides, he has attended the Global Colloquium on Participant-Centered Learning and the Case Workshop at the Harvard Business School held at Boston and Shanghai.

From 1985 he served across the country and gathered hands-on customer interface experience in the automotive, financial services, direct selling, and music retailing industries. His corporate experience spans business and consumer markets, rural and urban, and product and services marketing as well.

Following a mid-career shift to academics in 1999, he served at XLRI [Jamshedpur], IIM [Kozhikode] and Thiagarajar School of Management [Madurai]. Likewise, he has held visiting academic appointments at the Asian Institute of Management [The Philippines], XLRI [Jamshedpur], IIM [Lucknow], and Amrita School of Business [Coimbatore]. Besides, he has taught working executives at Singapore and Dubai.

Since 2012 with IIM Tiruchirappalli, Prof. Paul teaches two elective courses - Product & Brand Management and Strategic Marketing, both taught using simulation, and occasionally Services Marketing.

His areas of research are marketing demographics & consumer vulnerability. He is interested in the demographic transition and is actively engaged with the question of how, in comparison with younger age groups, elderly consumers respond to marketing stimuli.

Prof. Paul’s training & consulting interests lie in products, services and brands, and marketing strategy. In his training and consulting assignments he has worked with executives of Asian Paints, Saint Gobain, Merck Serano, Optum Global Solutions, Chennai Petroleum Corporation Ltd., Hindustan Petroleum Corporation Ltd., GMMCO Ltd., IFFCO Ltd., India Posts, Indian Railways, Khadi & Village Industries Commission, Sharptronics, Slicerooms.com, Small Industries Product Promotion Organisation Ltd., and the TVS group of companies.

Prof. Paul has undergone training on academic leadership at the UK. He has been actively involved in institution building at IIM Trichy and has made significant service contributions. Among others, he set up the Chennai Campus in 2012 where he launched the MBA for working executives, chaired the residential MBA programme at Trichy from 2013 to 2016, wrote the Convocation Manual and conducted the first four convocations, initiated significant revisions in the programme manual, and introduced a social project ‘Make a difference’ in the curriculum, now a mandatory requirement for award of the MBA degree.

Besides, he has headed various activities like Executive Education & Consulting, Technical Education Quality Improvement Programme, Accreditation, Programme Review, Branding, Campus Relocation, besides having served on several committees like Placement & External Relations, International Exchange, Library and Student Activities.

Prof. Suresh Paul Antony
Department of Business Administration
LADY DOAK COLLEGE (AUTONOMOUS)
MADURAI- 2, TAMIL NADU
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Consumer Satisfaction on Digital Payment: An integrative Conceptual Framework adopting Technology Acceptance Model (TAM), Innovation Diffusion Theory (IDT) and SERQUAL

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ABSTRACT:

Purpose: This exploratory study finds the gap in the literature, theoretical framework and models studying the consumer satisfaction on digital payment. This study reviews the research conducted on digital payment and develops an integrative framework to gain insights on the phenomenon of digital payments and the perceptions of the customers which would help other researchers and practitioners.

Design/Methodology/Approach: This study is based on a literature investigation with an aim to develop an integrative framework on consumer satisfaction on digital payment that provides the relationship among important elements and dimensions.

Findings: This study enriches our insight on the relationship of the Technology Acceptance Model (TAM) on the awareness of consumers on digital awareness, challenges faced and consumer satisfaction.

Practical Implications: This study will assist researchers, industry and policy makers to identify the challenges and provide better service to consumers of digital payment.

KEYWORDS: Digital payment, consumer satisfaction, technology acceptance model, awareness, challenges, perceived usefulness, ease of use, v-wallet.

1. INTRODUCTION:

In this technology-based era, the world is moving toward a cashless economy from physical cash economy. The way we conduct our business and retail digital payments during the past decade has witnessed several advancements and consequently, academicians and researchers have conscientiously researched this emerging industry from various perspectives covering topics related to customer perception and satisfaction, evolution of various cryptocurrencies including bitcoins, alt-coin, mobile payment systems, and financial inclusion (Luther, 2016; Grinberg, 2011; White, 2015; Singh & Rana, 2017). Utilizing web-based technologies and e-communications networks, economies have realised the importance of digital cash payment system in our day to day life. As one of the key engines fuelling the world’s economic growth, India is also accelerating towards a digital economy. Given the fact that several researches are conducted, this study tries to conduct a literature-based investigation to create a conceptual framework to integrate vital elements, relationships and dimensions to study the consumer satisfaction of digital payment.

2. BACKGROUND OF THE STUDY:

The Indian banking sector has witnessed a significant technical growth after independence. 1980-90 played an important role in banking can be referred as a starting of technical revolution, it was beginning of debit and credit card, MICR cheques, ATMs and ECS payments system etc. Later on, India joined society for worldwide interbank financial telecommunication during 1991(Suhas & Ramesh, 2018). SMS banking with was started in 2002. We can say that, it was the beginning of today’s digital economy in India. Further, this revolution has many milestone e.g. special electronic fund transfer, real-time gross settlement, free cash withdrawals from ATMs, introduction of unified payment interface and development of so many mobile apps by private and public-sector organization in subsequent years up to 2019. In India, use of digital payment
system boosted up like a storm after the demonetization (2016) decision (Singh & Rana, 2017). The study is aimed towards use of digital payment system, level of awareness among consumers, factors which influence the people to switch from physical cash payments to cashless payments etc.

3. DEFINITIONS USED IN THIS STUDY:

**Perceived Usefulness:** According to the definition by Davis (1989), it is “the degree to which a person believes that using a particular system would enhance his or her job performance”. In the context of this study, the consumer’s perceived usefulness on digital payment will be studied.

**Ease of Use:** Davis (1989) defines it as “the degree to which a person believes that using a particular system would be free from effort”. The perception of the consumers about the ease of using digital payment is included in the framework.

**e-Customer Satisfaction:** e-satisfaction is defined as “the contentment of the customer with respect to his or her prior purchasing experience with a given electronic-commerce firm (Anderson. & Srinivasan, 2003).

4. RELEVANT THEORIES, SCALES AND DETERMINANTS:

There are several theories that are used to gain more insight about digital payment. Theories assist in providing a detailed understanding of the context and relevant predictors or variables to be studied. A few of the relevant theories are discussed below.

a. **Technology acceptance model (TAM)**

   This theory helps researchers to find out how users accept and use technology. Davis (1989) had conducted a study which validated new scales for the constructs perceived usefulness and ease of use with respect to the usage of information technology. Adams, Nelson & Todd (1992) in their study replicated the work of Davis (1989) and their results shows that the scales for measurement of perceived ease of use, usefulness and use were reliable and valid. Furthermore, Segars & Grover (1993) validated the constructs used to measure the influence of usefulness and ease of use. “Perceived usefulness” is measured by finding answers to questions which includes work more quickly, makes job easier, useful, increase productivity,effectiveness, performance, quality of work, control over work, critical to job and “Ease of use” is calculated using the questions related to the easy to use, easy to learn, easy to become skillful, clear/understandable, controllable, flexible, cumbersome, frustrating, difficulty to remember, mental effort and “the usage of information technology” is measured by finding the frequency of use and the hours of use. (Davis,1989; Adams et. al., 1992; Segars & Grover, 1993; Hosein,2009). Since these scales are very much relevant to find the satisfaction of customers in using digital payment and are validated by several researchers, these scales will be used in this study.

b. **Unified Theory of Acceptance and Use of Technology (UTAUT)**

   This theory is an advancement to the Technology Acceptance Model. Venkatesh, Morris, Davis, & Davis (2003) developed the Unified Theory of Acceptance and Use of Technology (UTAUT). The four main constructs were performance expectancy, effort expectancy, social influence, and facilitating conditions. It was extended by including new constructs viz. hedonic motivation, price value, and habit (Venkatesh, James, Thong & Xu, 2012).

c. **Innovation Diffusion Theory (IDT)**

   Several researches have used the Innovation Diffusion Theory (Mavetera, Jokonya, Maradung, 2017; Rogers, 1983; Chen, Adams, 2005). Rogers (1983) proposed that the determinants of behavioural intention in IDT model are relative advantage, complexity(difficulty to use), trialability(degree to which innovation can be tested before use), observability(degree of result seen by others), compatibility(consistent with what one uses). These attributes will display the attitude and intentions of consumers of digital payment. This theory helps to identify the rate of adoption of the innovation. In this research, part of this theory will be used to identify the rate in which the consumers adopt digital payment.

d. **Other theories**
The other relevant theories and models used to study the factors the influence consumers’ intentions to use e-payments are Theory of Reasoned action (TRA), Theory of Planned Behaviour (TPB), Innovation Diffusion Theory (IDT), Social Cognitive Theory (SCT) (Chen & Adams, 2005; Sfenrianto, 2015; 1).

e. Determinants of Customer Satisfaction

Literature review shows that the models mainly used to study customer satisfaction is SERQUAL. To measure the customer perception, TAM and UTAUT were mainly used. The key elements considered were security (trust and financial), reliability, compatible, connectivity, cost effective, perceived ease of use, perceived usefulness and system quality (Kelly & Palaniappan, 2019; Parasuraman, Zietheal & Berry, 1985).

5. METHODS OF DIGITAL PAYMENT:

Banking cards: Banking cards can be used for online purchases, in digital payment apps, PoS machines, online transactions, etc.

USSD: This service can be used by dialling *99#, after which the customer can interact with an interactive voice menu through their mobile screen.

Aadhaar Enabled Payment System (AEPS): Aadhaar Enabled Payment System, AEPS, can be used for all banking transactions such as balance enquiry, cash withdrawal, cash deposit, payment transactions, Aadhaar to Aadhaar fund transfers, etc.

UPI: Unified Payments Interface is an instant real-time payment system developed by National Payments Corporation of India facilitating inter-bank transactions. The interface is regulated by the Reserve Bank of India.

Digital or Mobile Wallets: A mobile wallet is a type of virtual wallet service that can be used by downloading an app. The digital or mobile wallet stores bank account or debit/credit card information or bank account information in an encoded format to allow secure payments.

Internet Banking: Internet banking refers to the process of carrying out banking transactions online. These may include many services such as transferring funds, opening a new fixed or recurring deposit, closing an account, etc.

6. AWARENESS ABOUT DIGITAL PAYMENT:

India is rapidly evolving into arena. Raising smartphone penetration and internet access have ensured that Indian consumers stay constantly connected. This is also reflected in the growth of digital banking transaction and consumer’s level of satisfaction. India currently ranks at second in the world with over 1 billion mobile subscriptions.

7. CHALLENGES FACED BY CONSUMERS:

People in general resist to change unless forced due to hyperinflation or government support. Luther (2016) and when they face challenges in digital payments, they will be reluctant to use it. Suhas & Ramesh (2018) have highlighted that customers refuse to adopt electronic banking service because of security threat. Electronic banking frauds like spyware, Phishing, internet theft Spamming etc. are still very much widespread. Further they expressed that “Communication through an internet might not be the best base for bank and customer relations as belief might partially be lost and there is a risk of revealing the financial information of the customers with others hence customers are having a fear of privacy issue”.

Some of the other challenges in implementing digital payment system in India are E-illiteracy and cybersecurity (Goel, Sahai, Vinaik & Garg, 2019; Kulkarni & Taj, 2017).

8. GAP IN THE LITERATURE:

Luther (2016) opined that cryptocurrencies might be successful unlike the paper money, they make use of the digital payments. Singh (2019) conducted a research in India to measure the e-service quality of internet banking and the relationship with customer satisfaction using SERQUAL. While Liébana, Luna, & Montoro (2017) compared SMS and NFC mobile payments using TAM. Junadi & Sfenrianto (2015)
conducted a research in Indonesia to find the factors influencing acceptance of e-payment technology and extended UTAUT model.

Literature review shows that though there are several researches conducted on digital payment, both the customer perception and customer satisfaction is not studied. Moreover, control factors demographic profile, awareness and challenges faced together and its impact on customer perception and customer satisfaction is not studied. Such studies are not conducted in Jaipur in particular. Yet another gap is that most of the researches uses only one model to find the perception of the customer. A combination of Technology of Acceptance Model (TAM) and Innovation Diffusion Theory (IDT) has not been common in previous studies.

9. CONCEPTUAL FRAMEWORK:

The purpose of this study is to develop a conceptual framework to study the satisfaction of customers on digital payments. It aims to explore the critical factors to measure the customer perception and customer satisfaction on digital payment. An increased use of digital payment will accelerate customer perceptions and customer satisfaction based on their experiences. Such a research will help organisations and policy makers to take decisions which will increase the quality of service, delight consumers and attract more customers apart from retaining them.

![Conceptual Framework: Customer satisfaction on Digital Payment](image)

Figure 1: Conceptual Framework: Customer satisfaction on Digital Payment

Adapted from: Venkatesh, Morris, Davis & Davis (2003); Davis, & Davis (1989); Rogers, 1983; Parasuraman, Ziehtam & Berry, 1985
10. OBJECTIVES OF THE RESEARCH:
Following are the objectives that could be fulfilled by conducting the research based on the conceptual framework provided.

- To find the correlation of demographic factors with the awareness of consumers.
- To examine if there is a relationship between the demographic profile with the challenges faced by consumers.
- To find if there is a significant difference on the challenges faced by the consumers based on the demographic profile.
- To find if there is a significant difference on awareness of digital payment based on the age, gender, income and experience.
- To find if there is a significant difference on the consumer perception and consumer satisfaction based on the age, gender, income and experience.
- To analyse the impact of demographic factors on consumer perception and consumer satisfaction.
- To find out the impact of consumer perception on consumer satisfaction.
- To find the impact of consumer awareness on consumer perception and consumer satisfaction.
- To analyse the impact of demographic factors on consumer perception and consumer satisfaction.
- To find out the impact of challenges faced by consumers on their perception and satisfaction.

11. DISCUSSION:
Based on the literature review, gaps in the previously conducted researches were identified and a conceptual framework was developed to study the customer satisfaction on digital payments. Venkatesh, James, Thong & Xu (2012) included the demographic profile including age, gender and experience to study the use of technology by customers and hence in this study, the control factors include age, gender, income and experiences and as all these variables definitely will have different impact on the consumer perception and consumer satisfaction. Literature reviews show that the level of consumer awareness and challenges faced have an impact on the consumer perception and consumer satisfaction and hence it is a part of the research framework. The conceptual framework combines the constructs from TAM and IDT. The independent variables/ control factors in this study includes the demographic profiles, Level of awareness among customers and challenges faced by customers. The dependent factors include consumer perception and consumer satisfaction. The consumer perception is measured by using Technology Acceptance Model (TAM) and Innovation Diffusion Theory (IDT). TAM measures the perceived usefulness including elements like work more quickly, makes job easier, useful, increase productivity, effectiveness and performance in relation to digital payment. TAM further measures the ease of use by using questions related to the ease of use, ease to learn, ease to become skilful, understandable, controllable and flexible. Innovation diffusion Theory measures the relative advantage, complexity, trialability, observability and compatibility. SERQUAL studies 5 key elements including reliability, responsiveness, assurance, empathy and tangibles. The correlation, significant different and the impact among the demographic profile, awareness of consumers, challenges faced, consumer perception and consumer satisfaction will be examined. The questions will be adjusted based on the digital payment as it is mostly done online. This conceptual framework is depicted in Figure 1.

12. CONCLUSION:
This study was conducted to review the gaps in literature related to payment systems. The impact of various control factors including age, gender, income and experiences were studied on the consumer perception and consumer satisfaction. A conceptual framework was developed to showcase the level of customer satisfaction on digital payments, combining the constructs from Technology Acceptance Model (TAM) and Innovation Diffusion Theory (IDT). The study also looked into SERQUAL to study 5 key elements including reliability, responsiveness, assurance, empathy and tangibles.
13. REFERENCES:


Role of Management Studies in Achieving Sustainable Development Goals: A Case Study

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Abstract:
Purpose: This exploratory study finds the gap in the literature, theoretical framework and models studying the consumer satisfaction on digital payment. This study reviews the research conducted on digital payment and develops an integrative framework to gain insights on the phenomenon of digital payments and the perceptions of the customers which would help other researchers and practitioners.
Design/Methodology/Approach: This study is based on a literature investigation with an aim to develop an integrative framework on consumer satisfaction on digital payment that provides the relationship among important elements and dimensions.
Findings: This study enriches our insight on the relationship of the Technology Acceptance Model (TAM) on the awareness of consumers on digital awareness, challenges faced and consumer satisfaction.
Practical Implications: This study will assist researchers, industry and policy makers to identify the challenges and provide better service to consumers of digital payment.

1. INTRODUCTION:

The sustainable development was defined, as “…development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (Blessinger, Sengupta, & Makhanya, 2018). Sustainable Development Goals (SDGs) are a new set of universal goals, which helps the UN state members to set target and indicators to frame their policies for the next 15 years (United Nations, 2015a). The deadline for the SDGs is 2030. SDGs are formed after the failure of Millennium Development Goals (MDGs) which was agreed by the 191 UN member state on 2001, and 22 international organizations agreed and committed to achieving the MDGs with the due of 2015 (Robert, et al., 2005; Sachs, 2012; Griggs, et al., 2013). The main aim of MDGs is combat poverty, hunger, disease, illiteracy, environmental degradation, and discrimination against women (United Nations, 2015b). United Nations Development Programme (UNDP) mandate of supporting their state members’ progress path, and coordinating the UN System at the country level (United Nations Development Programme, 2019).

MDGs as being made by only a few stakeholders without sufficient association by developing nations and disregarding improvement targets recently settled upon (Amin, 2006; Kabeer, 2005; Fukuda-Parr, 2010). Others claim MDGs are unachievable and shortsighted, not adjusted to country’s needs, do not indicate responsible gatherings and fortify vertical interventions (Fehling, Nelson, & Venkatapuram, 2013) (Waage, et al., 2010). Many authors believe that only one of the MDGs objectives (poverty eradication) was fundamental MDGs framework and other objectives were left behind (Hill, et al., 2010; Langford, 2010; Waage, et al., 2010). MDGs objectives were ‘overambitious’ or ‘unrealistic’ (Oya, 2011) and failed to understand the limitations of local government capabilities (Barnes & Brown, 2011). Due to these reasons, MDGs were failed, and the UN introduced SDGs in 2015.

2. SUSTAINABLE DEVELOPMENT GOALS:

Unlike MDGs, the 17 SDGs were developed after a large number of consultation program and with the help of open working groups, which includes representatives from 70 countries. Seventeen suggestions were submitted to UN general assembly in 2014 (See Figure 1). In August 2015, the goals, outcomes, and performance measures were agreed by the member state. Alongside with open working groups, the UN also conducted many global conversations, door-to-door surveys, and online surveys to inviting people to prioritize the areas they would like to address in the goals (Max, 2015). These results were fed into the open
working groups findings. However, majority member states were agreed the 17 goals; few developed countries are not so keen. The UK feel that 17 goals are too heavy to implement and some of the goals were unclear. Many governments agreed that there are too many goals; it is good to have 17 goals (Ford, 2015).

Figure 1: Sustainable Development Goals

Source: (United Nations, 2015)

3. CHALLENGES AND OPPORTUNITIES IN ACHIEVING SDGS:

SDGs provide unique challenges in achieving, and it provides the most significant investment opportunities for developing counties. Economic challenges will be one of the biggest challenges in achieving the SDGs. For example, the UN estimated that around $11.5 trillion. In particular, per year $1.4 trillion to achieve SDG1 (No poverty for 700 million people) (Giddens, 2018). It is a challenge to design and manage government awareness, mobilization, promotion, and progression for 17 goals and 169 targets consecrated in SDGs as compared to only 8 goals and 18 targets of MDGs which were accessible to state, simple to understand, and practical for adoption by the governments, business, and civil societies worldwide (Singh, 2016).

There are various challenges for accomplishing SDGs, for example, implementation of the SDGs, absence of leadership, partnership, investments, and performance indicators with viable information gathering (Singh, 2016). Leadership is fundamental for advancement in linking to the policy change, legislation, investment, implementation, advocacy, and simplified representation (Waas, et al., 2014; Darmstadt, et al., 2014; Shiffman, 2010). SDGs request an expanding interface with global governance for wellbeing among those organizations and procedures that directly and indirectly influence on wellbeing about the globalized exchange, security, migration, and environment (Singh, 2016; Hill, et al., 2014).

To accept the SDGs agenda with sustainable development at its core, all nations need to perceive the significant change required to address the growing challenges of sustainable development (Hák, Janoušková, & Moldan, 2016). These incorporate financial shifts to sustainable patterns of production and consumption, viable governance, and renewed worldwide partnership and methods for implementation (Moldan & Dahl, 2007).

Another arrangement of challenges is the absence of social consideration, regional differences, and gaps between rural and urban areas, power differences. A key challenge is to embrace an essential standard of essential needs around the world, i.e., access available water and sanitation, adequate food, essential health care management, and infrastructure developments (Singh, 2016; Waas, et al., 2014; Frenk & Moon, 2013; Cesario, 2016). The global economic issues, local conflicts, biodiversity misfortune, pollution of water, drylands, forest, and environmental change are the challenges to the harmony and flourishing as they take steps to turn around the completion to date and weaken any future gain (McCool & Stankey, 2004; Cesario, 2016).
Not very far in the past, most companies saw sustainability as a peripheral ‘green’ issue—valuable for decreasing energy and waste removal costs or supporting some commendable community causes yet scarcely vital to an organization’s center business (Pedersen, 2018). That view is evolving. Progressively, companies from all divisions are going up against and adjust to a scope of troublesome powers including globalization, expanded urbanization, remarkable challenge for raw materials and natural resources and a transformation in innovation that is testing the business models of numerous areas while driving all companies to be increasingly responsible to, and straightforward with, every one of their partners.

Thus, sustainability is moving from the corporate sidelines into the standard. Looked with an eventual fate of unsure vitality costs, approaching guideline on carbon discharges, worries about access to raw materials and the accessibility of standard assets like water, companies everywhere throughout the world are awakening to the truth that true sustainability is a critical thought. In the meantime, those similar companies are going under more prominent examination about theirs. Fuelled by the blast in online interpersonal interaction, purchasers, NGOs, the media and their very own representatives are considering companies answerable about their treatment of specialists, the sourcing and nature of their products and their corporate culture (Institute for Human Rights and Business, 2015).

As companies explore this dubious business scene, having a strong vision of ecological and social sustainability will enable them to grow new models for development and chances to be the product, service, and market pioneers. Therefore, there is no better time for the United Nations to dispatch its Sustainable Development Goals (SDGs)–a guide for ethical business development for the following 15 years.

Here and there, the SDGs appear to be a continuation of the UN’s Millennium Development Goals (MDGs). They are altogether different. Business, generally, did not concentrate on the MDGs because they were gone for creating countries. The 17 SDGs, in any case, is pertinent for each worldwide organization: they do not segregate among developing, and rising economies and their emphasis are on the more extensive issues that drive sustainable development.

Overall, for what reason should business honestly mind? The SDGs are a product of two years of multi-partner dealings, including business and the private division, and each of the 193 UN part states is getting ready to join to them. While the SDGs are not lawfully authoritative, they will go about as accepted guideline and drive the execution of national guideline and incentives to see them succeed (Preston & Scott, 2015).

Literatures trust that when worldwide companies line up with the SDGs, they will have a more clear view on how their business aides or upsets a legislature to accomplish its goals, and the chance to confirm and keep up their permit to work. Studies figure they will likewise have the upper hand over those companies that do not comprehend their commitment or utilize the learning to improve their policies respectively (Singh, 2016; Jones, et al., 2016).

To promote SDGs, many global trends are contributing to the global workforce with essential skills and knowledge. Environmental and social trends are creating new markets and jobs across different countries and industry settings. This is due to climate change, and SDG 6, 7, 8, 9, 11, 12, 13, 14, 15, and 17 are concentrated on climate change and renewable energy sources. These above stated SDGs are creating substantial demand for renewable energy, transportation, green building, efficient, sustainable production, completely green supply chain, and sustainable food and agriculture (IRENA, 2018). By 2030, over 65 million new jobs could be generated globally by the transformation to a sustainable economy (Environmental Defense Fund, 2018).

“For companies, successful implementation of the SDGs will strengthen the environment for doing business and building markets around the world. The case is clear for companies to get involved by doing business responsibly and pursuing opportunities to solve global challenges through innovation, investment, and collaboration.” - Lise Kingo, Executive Director, United Nations Global Compact.

“The post-2015 development agenda presents a historic opportunity for businesses to engage more deeply as a strong and positive influence on society. Leading businesses can provide an extraordinary boost in realizing the SDGs through innovation, investment, a mass customer base, and a global labor force. In
turn, the SDGs can amplify the opportunity for business to be successful by improving the enabling environment and by providing inspiration and direction. Visionary and forward-looking companies must take the lead in pushing the sustainable development agenda forward. The SDG Compass provides companies with the tools to put sustainable development at the heart of their business.” - Peter Bakker, President, and CEO, World Business Council for Sustainable Development.

This research identifies the high level of SDG awareness amongst the business community and highlights the opportunity to convert this awareness into action. Business and government leaders can agree with international principles, such as the United Nations Sustainable Development Goals (SDGs), but often they still need practical guidance on implementation. Many companies are looking for tools to enhance their contribution to the SDGs, and the SDG Compass has been developed as a guide for companies to meet this need. From GRI’s perspective, when organizations align their strategy with the SDGs and measure their contribution through data-driven reporting, and as governments understand this contribution by tracking progress within their jurisdictions, we will see the sustainable decision making needed to achieve these goals.” - Michael Meehan, Chief Executive, Global Reporting Initiative.

PwC SDG Engagement Survey, 2015 concludes that 71% of the business say that they are already planned how they are going to engage with SDGs. 13% of businesses have identified the tools they need to assess their impact against the SDGs. 41% of businesses say they will embed SDGs into strategy and the way they do business, within five years. 90% of citizens say it is essential for the business to sign up to the SDGs. 78% of citizens said they were more likely to buy the goods and services of companies that had signed up to the SDGs (Preston & Scott, 2015).

4. ROLE OF MANAGEMENT EDUCATION IN ACHIEVING SDGs:

Based on the view of different corporate leaders and literature, various challenges and opportunities were discussed above. However, the strategies to fix the challenges were not studied well. Some of the researchers argue that education will be the best tool for achieving SDGs. SDG 4 is on providing quality education to all and it one of the powerful tool to achieve remaining 16 SDGs. Based on the view of different corporate leaders and literature, various challenges and opportunities were discussed above. However, the strategies to fix the challenges were not studied well. Some of the researchers argue that education will be the best tool for achieving SDGs (Bebbington & Unerman, 2018). SDG 4 is on providing quality education to all, and it one of the powerful tool to achieve the remaining 16 SDGs (Kopnina, The victims of unsustainability: a challenge to sustainable development goals, 2016). An educated society is the basis of a stable, fruitful society (Begley, 2019). Organizations regularly have the longest-term planning limit in any economy, access to the best ability, and the capacity for radical development. However, even the world's most dominant organizations are confronting an education challenge (Kopnina & Blewitt, Sustainable business: Key issues, 2018).

Figure 2: Three Elements of Education for Sustainable Development

Source: (UNESCO, 2012)
The skills and knowledge required for sustainable development, business, and a beneficial workforce are firmly related and corresponding. The idea of "education for sustainable development" additionally accentuates the significance of drawing in, viable ways to deal with learning and guidance (UNESCO, 2012). While educational institutions act a pivotal role, the plan stretches out a long way past what occurs in the classroom and lecture hall. It includes community and field-based learning and services; professional and skills-based preparing and workforce development by governments and NGOs; and commitment with a wide assortment of constituents, from customers to traditional society and investors. Education for sustainable development is a motivation of empowering activity for societal change that goes well past the scattering of knowledge about maintainability (Norman, D, 2018). It is in a general sense interdisciplinary, intended to handle complex, interconnected issues and overcomes the constraints of more siloed approaches (See figure 2).

5. INTEGRATING SUSTAINABILITY AND THE PRME PRINCIPLES INTO AN MBA COURSE:

The Principles for Responsible Management Education (PRME) is a United Nations maintained activity established in 2007 as a stage to raise the profile of supportability in schools everywhere, and to furnish the present business students with the comprehension and capacity to convey change tomorrow (Waddock, et al., 2010; PRME, 2018). As a willful activity with more than 650 signatories around the world, PRME has turned into the most critical composed connection between the United Nations and the board related advanced education establishments (Blasco, 2012). Working through Six Principles, PRME connects with business and the executives' schools to guarantee they furnish future pioneers with the skills expected to adjust financial and manageability goals while attracting regard for the Sustainable Development Goals (SDGs) and adjusting scholastic foundations to construct by the UN Global Compact (Laasch & Conaway, 2014). Advanced education organizations that become a signatory to PRME are joining an incredible and developing development to implant standards of manageability, morals, and duty into business and the board education (Gode mann, Haertle, Herzig, & Moon, 2014). Schools are given a United Nations-upheld structure for foundational change that empowers them to move toward becoming maintainability pioneers. Workforce and staff in PRME foundations access a dynamic worldwide stage of thought pioneers and learning networks that team up on ventures, research, and occasions, and address the intricate difficulties looked by business and society in the 21st century. Vitally, students from PRME signatories are presented to supportability and morals in their courses and research - an essential element of work in a considerable lot of the best global businesses, and an interest from momentum students around the world (Annan-Diab & Molinari, 2017).

6. PRME Six Principles for Responsible Management Education (PRME, 2016)

- Purpose: We will develop the capabilities of students to be future generators of sustainable value for business and society and to work for an inclusive and sustainable global economy.
- Values: We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.
- Method: We will create educational frameworks, materials, processes, and environments that enable effective learning experiences for responsible leadership.
- Research: We will engage in conceptual and empirical research that advances our understanding of the role, dynamics, and impact of corporations in the creation of sustainable social, environmental, and economic value.
- Partnership: We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.
- Dialogue: We will facilitate and support dialogue and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.
7. INDIAN MBA AND SDGS:

In India, most of the universities and colleges, which offers management studies in under graduation and post-graduation level follow strict accreditation process to ensure the quality and relevance of education, especially of the programs in professional and technical disciplines. However, these accreditation processes are helping the universities and colleges to meet international practices and oriented to assess the outcomes of the programs. As per the literature, the success of SDGs is mostly tied with education, in particular with UN’s Principles for Responsible Management Education and UN’s Global Compact initiatives to promote sustainability in youngsters. Most of the Indian universities and colleges mission and core values are not addressing the sustainability and very few universities, and colleges are taken initiatives to contribute to the SDGs. There is a high level of scope for sustainable products in the world, and by introducing interdisciplinary education for management; students will help them to become entrepreneurs, which will directly help the local community to develop the sustainable environment. This study concludes that without including the proper initiatives aligned with UN’s SDGs, it will be another big failure like MDGs. Furthermore, Indian universities and colleges need to adopt the different frameworks to achieve the SDGs like PRME initiative by UN global compact; Pearson / Everglades university sustainability curriculum (Kelly, 2008); World Business Council for Sustainable Development (WBCSD, Elkington, 1994); United Nations Environment Program (UNEP; Ivanova, 2007); United Nations Educational, Scientific, and Cultural Organisation (UNESCO).

Business school accreditation bodies, while not centered on PRME, hold a noteworthy impact in the field. The consideration by EFMD of a standard on Ethics, Responsibility, and Sustainability (ERS) is a noteworthy advance forward, and as recently noticed, the confirmation of the learning procedure of AACSB and other local accreditation bodies can be utilized to extensively delineate and manageability through projects that incorporate this as a program-goal or graduate trait (Venkiteswaran & Cohen, 2018). Even more on a fundamental level, the accentuation set by all accreditation bodies on obligation as fundamental esteem may advance or bolster perspective changes inside business education (Storey, Killian, & O'Regan, 2017). Despite the accentuation inside the SDGs on business answers for societal issues, recollect that business graduates may take up a position in scope of formal jobs with business, open part, civil society and as instructed singular individuals from society. Along these lines, the duty of business schools in PRME goes past a need to instruct for the occupations and capabilities required by bosses. Business schools themselves are likewise foundations inside society, with duties as far as how they identify with their neighborhood network and the global system of partners (Bebbington & Unerman, 2018). Accreditation bodies can encourage this conduct.

8. REFERENCES:


Towards Developmental Thinking on Social Innovation:  
A Conceptual Study

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ABSTRACT: “One of the first conditions of happiness is that the link between man and nature shall not be broken.” -Leo Tolstoy. The global environmental and societal challenges lead to rethinking the role of innovation in the context of sustainable development. Social innovation can play a key role in enhancing sustainability by changing existing and creating new social practices for building a sustainable economy and lifestyle. Innovation in a business allows it to grow with other competitors in the market. It allows the business to be updated with the latest changes in preferences of the consumers and hence, to serve those preferences and increase its profits. There are a number of environmental drivers that are already instigating social innovations, such as waste issues, transport and pollution problems, as well as declines in biodiversity and degradation of ecosystem services. The paper is an attempt to conceptualize the fundamentals of social innovation. The study is based on Secondary data which analyses various forms of social innovations adopted for sustainable development and existence.

Key words: Social Innovation, Environmental drivers, Sustainable development.

1. INTRODUCTION:
Innovation refers to creating more effective processes, products, and ideas. It can also increase the likelihood of any business succeeding and can create more efficient processes that can result in better productivity and performance. Change and innovation are closely related. Change often involves new and better ideas. The key difference between change and innovation is that change is the difference in a state of affairs related to different points of time whereas innovation is something original and new, being introduced to the world. The new idea may be the creation of a new product or process or it can be an idea about how to change completely the way business is carried out. Successful organizations’ understand that both innovation and change are required to satisfy their most important stake holders. Organizations who proactively see and act upon the opportunities for change through innovation in a highly volatile business environment will not only survive but will also successfully flourish in the toughest of the economic conditions.

2. NEED FOR INNOVATION:
Social innovation is the process of designing, developing and growing new ideas that work to meet pressing unmet needs. Greater awareness will improve the practice, and success, of social innovation in addressing many of the most urgent contemporary problems we face, from climate change to chronic disease.

3. PROCESS OF SOCIAL INNOVATION:
A social innovation process consists of a sequence of activities that seeks to find solutions to a specific challenge. The process itself brings a new approach that has social impact in its means (process) and ends (solution). According to Tidd et al. (2006) innovation contributes to achieving a competitive advantage in several aspects. The most important characteristics of innovations include: A strong relationship between market performance and new products. New products help maintain market shares and improve profitability. Innovation capability is the key productivity that creates competitive advantage by perceiving or discovering the new or better way to compete in an industry and launch them into the market (Porter,1990). Angelmar (1990) noted that one of success factor depends on innovation’s relative advantage. Innovation has become the most important asset that creates competitive advantage for company, and the first mover advantage when getting magnitude of market acceptance.
4. KEY ELEMENTS OF SOCIAL INNOVATION:

The Four Key Elements of Innovation: Collaboration, Ideation, Implementation and Value Creation. Innovation can be adopted in any of the following ways. Incremental innovation is a series of small improvements or upgrades made to a company's existing products, services, processes or methods. The changes implemented through incremental innovation are usually focused on improving an existing product's development efficiency, productivity and competitive differentiation. Breakthrough innovation is defined as an innovation from inside a company that pushes something to the next level. It is innovation that opens the company to new markets or changes the way customers interact with the market or the industry. Transformation Innovation is the introduction of a technology that creates a new industry and transforms the way we live and work. This kind of innovation often eliminates existing industries or, at a minimum, totally transforms them.


Source: social innovation in transnational...http://researchgate.net/
The fundamental outcomes of innovation

We focus on studying macro perspective in this paper. From the society’s perspective; the fundamental outcomes of innovation are economic growth, increased well-being and communication, educational accessibility and environmental sustainability.

Economic growth - Technological innovation is considered as a major source of economic growth. Economic growth refers to the increase in the inflation-adjusted market value of the goods and services produced by an economy over time. It is conventionally measured as the percent rate of increase in real gross domestic product, or real GDP.

Increased well-being - In general, innovation and economic growth increases well-being because living standards rise. According to the Brookings Institution, average life satisfaction is higher in countries with greater GDP per capita. Another research also shows that there’s a link between innovation and subjective wellbeing.

Communication and educational accessibility - According to the World Bank Annual Report 2016, even among the poorest 20 percent of the population, 7 out of 10 households have a mobile phone. This means that more people now have mobile phones than sanitation or clean water. Technology innovation can also help rural areas thrive and become more sustainable.

Environmental sustainability - Sustainability and environmental issues, such as climate change, are challenges that require a lot of work and innovative solutions now and in the future. Although consumerism has a positive impact on innovation as a source of economic growth, the rising consumption of innovative products is often considered as one of the reasons for environmental deterioration.

5. FEW EXAMPLES OF SOCIAL INNOVATION IN INDIA:

Most of the societies face problems related to the rapid and compressed socio political development and there is a growing awareness that these problems need to be solved by themselves most places achieved their economic development and democratization. Marginalized people build up an informal knowledge network connecting likeminded individuals, innovators, farmers, scholars, policy makers, entrepreneurs and NGO to nurture creativity. As we know years ago, to institutionalize the idea of khadi, Gandhi established the All India Spinners’ Association. This organization constituted the beginning of voluntary action in India for livelihood promotion. Soon an entire network of local voluntary institutions emerged around the country to promote khadi and village industries. Post-independence, these organizations received support from the
Khadi and Village Industries Commission (KVIC), a case of social innovation going to scale with state sponsorship, K. Kamaraj, who was Chief Minister, of Tamil Nadu between 1954 – 1963, was well known for the mid-day meal scheme that he had launched for tackling the issue of low literacy rates and malnutrition in kids. Today the midday meal scheme has been adopted by many State governments. Bindeswari Pathak, founder of Sulabh Shauchalaya, a large network of pay toilet facilities in the country, provided much needed services to the public while improving sanitation in cities. The biggest challenges facing India today relate to poverty alleviation, and issues such as low levels of education, poor health outcomes and limited access to inputs to improve livelihoods continue to hinder the country’s development. India is also known for its chronic levels of air pollution; indeed, 22 of the world’s 30 most polluted cities are in India

6. FEW RECENT SOCIAL INNOVATION EXAMPLES INCLUDES:

India -honey bee network- The network emphasized people to people learning the small technology solutions for ordinary people and new collaborative ways to solve problems. The activities are connected to other organizations such as the society for research and initiatives for sustainable technologies and institutions (SRISTI). Project Listen Up- Statistics reveal that of the 800,000 hearing impaired babies born globally each year, a striking 100,000 are Indian. In a nation grappling with a lack of resources, cases of hearing impairment in newborns go undiagnosed due to the expensive screening equipment and procedures. Sohum Innovation Labs India Pvt Ltd is aiming to tackle this problem of no diagnosis with its development of a low-cost hardware-cum-software solution which screens and diagnoses infants with hearing impairments at an early stage, using brainstem auditory evoked response. Agnisumukh- Inspired by the traditional Indian method of cooking on charcoal, Agnisumukh manufactures commercial kitchen equipment driven by innovative, energy-efficient radiant heat gas burners. These ultra-efficient cooking stoves save 30% on gas, improve cooking and help beat indoor air pollution in commercial kitchens. They have already won five awards for this innovation. Their vision is to transform lives by providing clean, green, energy-efficient heating solutions across gas fuels. Water.org- The World Bank estimates that 21 per cent of communicable diseases in India are linked to unsafe water and a lack of hygiene practices. Further, every day, more than 500 children under the age of five die from diarrhoea in India alone. Since 2005, Water.org has played a significant role in India’s progress towards improved water, sanitation and hygiene. Through Water Credit, they have provided more than 10 million people across twelve states with access to safe water and sanitation. By partnering with different types of organisations, including microfinance institutions, self-help group federations, housing finance corporations, commercial banks, payment banks, social enterprises and the Government of India, Water.org is mobilising resources and sharing knowledge aimed at increasing access to improved sanitation and safe water. Under The Mango Tree- A total of 84% of Indian farmers are small and marginal, owning less than 2 hectares of land. These farmers practice rain-fed, subsistence agriculture that provides only a low income due to reduced market access and a lack of employment opportunities. Under The Mango Tree is a hybrid social enterprise that promotes beekeeping to increase agricultural productivity and provides market access to enhance income and improve the livelihoods of marginal farmers in India. Under The Mango Tree works at both ends of the honey supply chain. Through its for-profit, UTMT Pvt. Ltd., it sources high-quality organic honey from farmer cooperatives, before packaging it for sale direct to customers.

7. SOCIAL INNOVATION EXAMPLES ACROSS ASIAN COUNTRIES:

More than half of the planet’s population live in Asia. The dynamism of Asian economies contributed greatly to the global economic recovery, simultaneously lifting more than half a billion people out of poverty. South Korea-wonju social economy network is similar to India’s honeybee network functioning. The process of enabling communities to increase control over their lives. Bann monkang community upgrade program in Thailand formed a group to discuss their residential problems and potential solutions. WateROAM- One in 10 people in the world have no access to clean water. WateROAM’s three founders met as undergraduates on a water initiative programme at the National University of Singapore. In light of existing water issues in rural communities and increasing natural disasters globally, the heart of
WateROAM is to help all of society get water to where it is most needed. They are constantly working to eradicate death by thirst and unsafe water consumption by expanding their reach to communities in need.

**BlindLink**- BlindLink is a not-for-profit social enterprise providing employment, support and training opportunities for Vietnamese visually impaired people. They seek to realise the full potential of people with all forms of blindness so that they can be more productive, more self-reliant and gain self-esteem as they move through daily life. **CocoAsenso**- CocoAsenso is developing a network of medium-scale factories in remote areas of the Philippines where coconuts can easily be sourced directly from local farmers. This finally gives farmers an alternative to producing copra, but that’s not all. Their deal with farmers is that if they sell them whole coconuts, they will give them a part-time job at the factory. This will increase the average farmer’s income from coconuts by 85%. In Japan, impact investing from the private sector emerged quickly—and effectively—to help those in need after the Great East Japan Earthquake in 2011, as a response to the government’s failure to pursue prompt reconstruction in disaster-stricken areas. China Social Innovation Award, launched in 2010 by Peking University and the Central Compilation & Translation Bureau (a Communist Party think tank), is now an established and increasingly well-known biannual event focused on identifying and encouraging community-based innovation led by nonprofit organizations.

**8. CONCLUSION:**

Nowadays, innovation appears as one of the main driving forces of any nation’s growth and success. Social innovation is a patient battle to move boundaries, where success turns on the ability to integrate new efforts and approaches into an existing context. And although all social innovation efforts seek the same goal of better and happier lives, succeeding requires a deep understanding of and respect for the culture and value sets of each community and society in which the innovation will be deployed. It also requires an entrepreneurial mind-set that balances the need to “go slow”—to take time to build trust and long-term relationships with the people—with the equally pressing desire to “go fast” to solve problems and leverage opportunities.

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A ROLE OF EMPLOYEE RELATIONSHIP IN GREEN HUMAN RESOURCE MANAGEMENT

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1, 2Department of Management Studies, Mother Teresa Women’s University, Kodaikanal.

ABSTRACT: The healthy and positive approach of employee interpersonal relationship makes an organization success. There must be a pleasant relations with one another and must trust among themselves. GHRM is responsible for generating the workforce that making employees to understand, appreciates and practice green initiatives to maintain and also make them to attain the goal of GHRM. Through healthy employee relationship it can be done because of making employees engage in performing the environmental protection. Create interest among them by the HR practices and make them aware about global warming. The contribution of employee unity is a major part of work in practicing the recruiting, training and development. From HRM, GHRM is little extended in their boundary of limited work. An person cannot always take decisions on your own. Employee’s engagement with good interpersonal matured relationship together can talk about things among themselves come out with modern ideas and achieve the tasks in protecting and preserving the natural resources.

1. INTRODUCTION:

Global warming is a significant concept in recent decades. The temperature is getting raised in our Earth's surface, its atmosphere and oceans randomly. The human need to take valuable steps to control Global warming through environmental factors must be counted as a matter of concern. Polluting the environment is a major issue for Global Warming. Industries and organizations around the world have a major role in making pollution. Global warming is happening because of polluting air, water and making noise. All the individuals who all working in industries and organizations have to follow the policies & rules to degrade global warming. Managerial Executives have to take remedial actions to follow environmental policies and also make aware of environment-friendly practices to be followed in day to day life.

By the part of solving the crisis, Green movements are added in industrial culture to follow through Green Human Resource Management Strategies. The only department of Human Resource Management can engage the Employees and can apply ‘Green’ in from top-level to bottom level of organizations. The contribution of the Human Resource department has manifold part of the Corporate Environmental Index on protecting and preventing Natural Resources. Pollution Free Campus is a crucial role that handled by the HR manager.

2. HRM and GHRM:

HRM acts not only the limited process of Recruiting, Managing, Developing and Retaining the employees in the organization. The department of HR has to recruit the right person for the right job for Green Hrm they have to choose the right person who is eagerly working with green tactics along with their work. Green Recruiting, Green Performance Management, Green Training and Development, Green Compensations, Green Employee Relations, Green initiatives of HR, Green Building, Making office paperless, Conservation of energy, Recycling waste and Disposal are some of the Functions of GHRM. In HRM policy and practices GHRM a light extended its border and its boundaries of HRM practices for resulting good sustainable Environmental Management Strategies.

If the Green sustainable practices are followed by the organizations will be the motivation for the employees to be earth-friendly and to buy ecofriendly products for compensations. To make them known about the impact of consuming the natural resources energy around them in a useful manner will degrade the Global Warming. The practice, policies, strategies for environmental management has done by the employees in the organization internally and externally to be done employer-employee relationship has to be in an
understandable manner for sustainable follow-up in GHRM policies. When there is unity there is strength likewise employer makes the management engage the employees with good interrelationship maintenance. The management has to act as a bridge in understanding the view of the employer on environmental management.

3. NEED FOR GREEN HUMAN RESOURCE MANAGEMENT:

The system of Green HRM plays a meaningful role in developing economic, socio and ecologic advantages to achieve the stability between the employee and their workplace. Reducing the carbon footprint and earning human smiles is the aim of GHRM by the way of protecting Environmental Management.

Greener approach has been undertaken by most of the organizations in recent decades by studying two basic elements such as friendly environmental HR practices and protection of knowledge capital. Besides the positive and friendly effect on the guides can be experienced employee relations inside the organization. Due to the positive mindset than the contribution of employees on functions and essential responsibility in preserving the circumstances.

4. REVIEW OF LITERATURE:

The article of Shoeb Ahamed, 2015 says that Meanwhile generating green workforce and developing green culture by HR in the organization Green HRM holds the major part. In the book of Collisan Grant explains the employee relations is a collective relationship among the employer - employees. It can be with the entire group of employees, smaller groups or it can be considered as any group of employees

5. RESEARCH METHODOLOGY:

The Systematic search by identifying the term like Green Hrm, Green Employee Relation, Employer-Employee Relationship, Environmental Management were done. Available research papers also reviewed from the year 2000 to 2019 and articles referred.

6. OBJECTIVES:

- To emphasis the concept of Green Human Resource Management.
- To analyze the role of Employee Relationship management in GHRM.

7. EMPLOYEE RELATIONS:

The relationship which is done through shares their all feeling at work or discuss life crisis with their colleagues in the workplace. The workers have to feel comfortable to work & share the expectations will create be a healthy environment. The first and foremost duty for team leaders, managers, superiors are to degrade conflicts in the teamwork and encourage a good relationship among employee. A healthy relationship among the employees helps to deliver their best performances.

8. EMPLOYEE RELATIONSHIP MANAGEMENT:

Managing the relationship between employer - employee and also among the employees at the same level. In layman's view management is nothing but effective management can attain the tasks easily without any hurdles and confusion. In managing employee relationships process HRD play a hazardous role in training, developments of managers in exploring matured relationships with employees and training for monitoring & measuring the relationship among the group of employees.

9. ERM – ROLE:

Defining the measures among the employees will show the result of time to hire, turnover of organization improvement and provide employee satisfaction. HR managers have one of the challengeable roles in determining the needs of employees it may vary from character, gender, age, etc. So the conversation among
one-to-one employee evaluation meetings, engaging employees or through survey completely the year shows the result of the needs of every employee. Balancing Work life and life needs, Communication has to be honest and open, Measuring the work going on and monitoring the result of each group.

10. ER in GHRM:
   Relationship management will increase productivity by improving Employee Morale, loyalty, turnaround, communication and change readiness.
   GERM can be updated through the technologies instead of using paperless work are as follows - Business information management, Knowledge management technology, e-mail, Company portals, Electronic calendars, Online Self Training

11. GERM (GREEN EMPLOYEE RELATIONS MANAGEMENT):
   The Green HRM practices to improve employee Morale the following has to be done Recycle products to be used such as paper, water cans and bottle containers. Electricity energy consumption like Turning off lights in unused areas, Set energy-saving mode on computers while not in use, Limited usage of air condition will be done while building in Green resources. Planting trees and plants, Sharing Cabs, using common staff vehicles makes employees engage in different levels and saving natural resources, Encourage in buying Eco-friendly products through the compensation of rewards instead of providing eco-friendly products like bicycles.
   The employee relation in Green practices involves all employers to employees in the participation and empowerment of these activities. These activities can be taken as an opportunity to reduce the misunderstandings with the management and employees at the same level. Good GER is intangible enduring creates assets and it is one of the sources of competitive advantage for any industrial organization. Addressing the employees involved in Environmental management will result in improving this system as efficient resource usage, waste, and pollution reduction from the workplace.
   The Scope of Green Employee Relationship Management will be extended by initiating the suggestion scheme inside the firm, as every employee from level to bottom gets the opportunity to contribute Green HR practices. It will create a huge awareness of green issues and practices to follow also in generating new ideas for eco-friendly products usages.
   Some other benefits of developing eco-friendly, staff and employee involvement improve health and safety organizations also the employee relationship.

12. SUGGESTION:
   Sustainable Green Environment Management is serious attention which is paid by Some of the organizations, individuals, nature lovers are to protecting the environment and reduction in environmental pollution. By supporting the policies in a workplace in a long-term process than trust, confidence, understanding each other will be build up among the employer and employee relationship. Personal ideas and individual creative thoughts in the workplace have to analyzed and approved by the management it helps to create self-esteem and self-efficacy will support Green HRM practices and systems.

13. CONCLUSION:
   In global industrial organizations are managing diversities of employees in their culture, language, age, seniority, gender, etc. it is a great challenge for the management making employees get to engage and create & maintain matured relationship to achieve the goals of international approach towards Global Green Human Resource Management. Balancing the lifestyle of employees, the mental assumption on green initiatives of employees is explored between global and local needs. Today generation of employees relatively understood the concept of creating a greener environment today will be an investment of creating the most economic and competitive business tomorrow. In achieving, the green HRM initiatives for greener environment employees relationship is the basic pillar and responsible for successful GHRM.
14. REFERENCES:

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1. INTRODUCTION:

Indian Banking industry has undergone tremendous changes in the last 10 years. Banking industry is the fulcrum of any country's financial system, especially in India under the supervisory and regulatory guidelines of Reserve Bank of India, Banks have undergone lot of changes to meet the needs to the public, government and the environment.

Banking definition written under the Banking regulation act 1949, "accepting, for the purpose of lending or investment, of deposits of money from the public, repayable on demand or otherwise, and withdrawal by cheque, draft, order or otherwise " is due for a change. Banks have started performing more activities and services beyond the items listed in the above definition. some of them are a) Distribution of fee products b) NACH mandates c) Payment gateway services d) Internet / Mobile and Tab Banking. This paper tries to analyse the important and notable changes from the customer perspective.

<table>
<thead>
<tr>
<th>S.no</th>
<th>Type of Changes / Innovation</th>
<th>Impact from customer point of view</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Core Banking</td>
<td>Core Banking has bought the biggest change in the Indian Banking Industry. Because of this customer are now able to deposit / Withdraw in any branch of a Bank irrespective of where they hold the account. Further transactions are processed at very faster speed.</td>
</tr>
<tr>
<td>2</td>
<td>Internet Banking</td>
<td>Internet Banking in India is sued by customers to know their balances, do fund transfers, register their complaints/ request, open a Fixed deposit account, to open a recurring deposit account without going to a bank branch. It has provided place and time convenience. Customer is open to internet banking access 24 hours.</td>
</tr>
<tr>
<td>3</td>
<td>Mobile Banking</td>
<td>Whatever customer is trying to do using internet banking is possible using mobile banking. Customer has to download the mobile banking application in his or her mobile and can start using the same once they register their credentials. There are two options a customer can opt for to access his or her bank account from mobile a) By using the internet banking route using a browser available in the mobile or b) by downloading the mobile application itself.</td>
</tr>
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</table>

ABSTRACT: Banking in India during the last 10 years, is witnessing one of its revolutionary changes in terms of technological innovations. Banks have started offering wide range of services. Because of these innovations banking has become more convenient, faster and simpler. This paper tries to analyze the important and notable changes from the customer perspective and it also analyses the cybercrimes and the flip side of these changes and technology advancements.

KEY WORDS: Core banking, UPI, Payment gateway, Mobile banking, Digitalization
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<tr>
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<tr>
<td><strong>4</strong></td>
<td>ATM</td>
<td>ATM's have become more convenient than its initial days, a) Customer can now choose the denomination required (IndusInd Bank offers this facility), b) They can withdraw money without an ATM card. (State Bank of India has started offering this service and IndusInd Bank also offers the same) c) ATM machines remembers the details of withdrawal done by the user during his or her last visit and shows it as a preference d) biggest and the most important facility is allowing to use other bank cards and not restricting ATM machines to own bank cards.</td>
</tr>
<tr>
<td><strong>5</strong></td>
<td>Payment Gateway</td>
<td>All banks offer payment gateway services, using this customer can pay their utility bills, buy railway tickets and air tickets and can also purchase goods from online websites</td>
</tr>
<tr>
<td><strong>6</strong></td>
<td>UPI</td>
<td>Unified payment interface helps customer to &quot;Pull&quot; and &quot;Push&quot; money. Each customer has a virtual ID and this ID is unique for the customer. He or she can transfer funds using only the virtual ID of the receiver without entering their bank account details, IFSC number etc. Further UPI offers &quot;Scan and Pay&quot; facility, customer can scan the merchant QR code and transfer the amount instantaneously.</td>
</tr>
<tr>
<td><strong>7</strong></td>
<td>IMPS / NEFT / RTGS</td>
<td>For transferring money recent technology changes have bought three different ways for the customer for instant transfer (not for high values) the can use IMPS. for transfers which are beyond IMPS limit, RBI has introduced a batch processing transfer system called NEFT (which operates with a 24 hour window recently) for high value cases RTGS can be used.</td>
</tr>
<tr>
<td><strong>8</strong></td>
<td>Cheque Truncation</td>
<td>Cheque truncation has eased the banking clearing process and customer need not wait (for 7 to 21 days) and can get the credit / debit within 2 days. It is image based cheque clearing which has reduced the load of clearing house.</td>
</tr>
<tr>
<td><strong>9</strong></td>
<td>NACH mandates</td>
<td>NACH mandates have become a customer friendly instrument which is provided for transferring money month on month to their loan or investment accounts. It is like a standing instruction.</td>
</tr>
<tr>
<td><strong>10</strong></td>
<td>TAB banking</td>
<td>TAB banking helps the bank to collect the details and the KYC documents in digital way and facilitates faster processing of loan account or savings bank account opening</td>
</tr>
<tr>
<td><strong>11</strong></td>
<td>360 Degree customer view</td>
<td>All Banks have started providing 360-degree customer view which helps the customer to review his / her / their complete portfolio with the bank. All products purchased by them through the bank can be seen in a single report.</td>
</tr>
<tr>
<td><strong>12</strong></td>
<td>ROBOT</td>
<td>City Union Bank “Lakshmi” is a robot which welcomes you when you enter some of their branches. This robot is trained to answer certain type of customer queries.</td>
</tr>
</tbody>
</table>
| **13** | AI based chat engines | HDFC Bank "EVA" is one of the popular Artificial Intelligence based chat engines in the banking industry. It interacts with the customer, understands his or her
requirement and tries to provide appropriate answer to the query.

14 Video Banking

It is a unique way of establishing contact with the customer and the relationship manager of the bank speaks to the customer using video call and customer can interact and seek information. Indusind Bank was the first to launch the video Branch product.

15 Debit and Credit option in one card

We have seen debit card as a separate card and credit card as a separate card, Indusind Bank has recently launched a unique card which has debit card on one side and credit card on the other side. It helps the customer to carry lesser number of cards in their wallet.

16 FAST TAG

With toll plaza planning to go “Cashless” all banks have started issuing FAST TAG cards which can help the customers to integrate their bank account with their vehicle and need not wait in the toll plaza for long. The amount for the toll gets debited when they pass the toll.

17 What's up Banking and Face Book Banking

Banking using social media has become one of the important avenues for the customer. Using What's up customer can now know their balances, request for specific type of services offered. ICICI bank has introduced Facebook banking which enables the customer to pay a friend, recharge mobile, buy movie tickets.

2. FLIPSIDE OF THE "FAST GROWING TECHNOLOGY BASED" BANKING INDUSTRY

- Cybercrimes and frauds have increased considerably. With more and more advancement in technology hackers are finding new ways to transfer money fraudulently.
- Lot of Indian citizens have opened "Jan dhan" account (first time bank accounts) and have lost money due to frauds. One of the popular methods is to call the customer and obtain his debit card pin and OTP and transfer money illegally.
- Age group above 55 are finding difficult to adopt and cope up with the technology driven banking environment and with new and new changes coming, they find it even more difficult to get accustomed
- If there is no "Internet" then it might be difficult to do a transaction with your bank. Banks are interconnected with their central servers and ATM using internet connectivity and if there is a blackout then there is no way for a customer to transact
- If there is a failure in banking core banking / internet banking then customer has to wait till the problem gets resolved as there are no more manual ledgers maintained at the bank.
- "Personal touch" is missing - Number of visits to a Bank branch by a customer has reduced considerably, even if there is an issue it gets highlighted to the bank toll free number.

3. CONCLUSION:

Technology changes are inevitable. Banks are forced to bring the changes to stay competitive. There is no differentiation in the product and service offered by Banks. All are offering similar product and services. Banking has becoming more competitive than ever before. Though technology is a facilitator, banks have to focus on their key activities like "Prudent Lending" and managing "Deposits". This can only improve their profitability and reduce their NPA levels. Banking business may soon become an aggregator business (like
swiggy and Uber) they would become an intermediary for all financial activities and it would soon become branchless and faceless banking where customer gets evaluated electronically and using API.

4. REFERENCES:

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ORGANISATIONAL CITIZENSHIP BEHAVIOUR AMONG BANK EMPLOYEES IN MADURAI DISTRICT:

AN EMPIRICAL STUDY

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ABSTRACT: The aim of this study is to measure the level of Organisational Citizenship Behaviour (OCB) among bank employees in madurai district. The study is focused on the effects of Altruism, courtesy, Conscientiousness, and Civic Virtue and sportsmanship. (five of the antecedents of Organizational Citizenship Behavior - OCB) and their relationship with Organizational Citizenship Behavior (OCB) in the Banking Sector. Results proved that all the above mentioned antecedents have significant positive relationship with OCB. A sample size of 100 respondents were taken for the study. Towards this objective, the main focus of the proposed work is to have a comprehensive study on various factors that influence organizational citizenship behaviour among bank employees by applying percentage analysis and chi square test.

KEYWORDS: Organizational citizenship behavior (OCB), Altruism, Courtesy, Conscientiousness, Civic virtue and Sportsmanship.

1. INTRODUCTION:

Organizational Citizenship Behaviour (OCB) is a term that encompasses anything positive and constructive that employees do, of their own volition, which supports co-workers and benefits the company. Typically, employees who frequently engage in OCB may not always be the top performers (though they could be, as task performance is related to OCB), but they are the ones who are known to ‘go the extra mile’ or ‘go above and beyond’ the minimum efforts required to do a merely satisfactory job.

During the stay of an employee in the organization, there are certain behaviours which are expected from him and are abiding on him by the rules and regulations of the organization. However employees at times exhibit certain behaviours that go beyond the call of the duty. Such behaviour is called Organizational Citizenship Behaviour (OCB). OCB is also known as extra role behaviour. It is the behaviour over and above the normal course of duty and beyond the arena of legislations/rules/regulations. Organizations cannot survive or prosper without their members behaving as good citizens by engaging in all sorts of positive behaviours. In the opinion of Organ, OCB is vital for the survival of the organization. Several studies have shown that OCB can have a positive impact on organizational success through improvements in productivity, better utilization of resources, group activity coordination, performance enhancement and stability, employee recruitment and ability to adapt to environmental changes.

Organ’s (1988) conceptualization of OCB includes five behaviour types – Atruism, Courtesy, Sportsmanship, Conscientiousness and Civic virtue – all necessary for effective organizations and enhancing effectiveness of the organizations.

2. DIMENSIONS OF OCB:

Civic virtue is defined as subordinate participation in organization political life and supporting the administrative function of the organization. It is referring to the responsibility of the subordinates to participate in the life of the firm such as attending meetings which are not required by the firm and keeping up with the
changes in the organization. Conscientiousness is used to indicate that a particular individual is organized, accountable and hardworking. Organ (1988) defined it as dedication to the job which exceed formal requirements such as working long hours, and volunteer to perform jobs besides duties.

Altruism is defined as voluntary behaviors where an employee provides assistance to an individual with a particular problem to complete his or her task under unusual circumstances. Altruism refers to a member helping other members of the organization in their work.

Courtesy includes behaviors, which focus on the prevention of problems and taking the necessary step so as to lessen the effects of the problem in the future. In other words, courtesy means a member encourages other workers when they are demoralized and feel discouraged about their professional development.

Sportsmanship Organ (1988) defined sportsmanship as the behavior of warmly tolerating the irritations that are an unavoidable part of nearly every organizational setting.

3. REVIEW OF LITERATURE:

Sofiah K.K., Padmashantini and P., Gengeswari, K (2014) in their study entitled “A Study on Organizational Citizenship Behavior in Banking Industry” revealed that there has been a significant correlation in literature between the relationships of competency, quality of work life, transformational leadership and organization citizenship behavior. The research intends to explore on how this variables encourage the exhibition of OCB among the service personnel in the banking industry. The relevant hypotheses have been developed and further testing on its relationship will be conducted in order to investigate its impact on organizational citizenship behaviour.

Zirghamullah Bukhari (2008) in his study entitled “Key Antecedents of Organizational Citizenship Behavior (OCB) in the Banking Sector of Pakistan” revealed that the antecedents such as Altruism, Conscientiousness, and Civic Virtue (three of the antecedents of Organizational Citizenship Behavior - OCB) have significant positive relationship with OCB. The purpose of this study is to invoke Organizational Citizenship Behavior (OCB) in Pakistani organizations.

Muhammad Ehsan Malik, Muhammad, Mudasar Ghafoor and Hafiz KashifIqba (2008) in their study “Leadership and Personality Traits as Determinants of Organizational Citizenship Behaviour (OCB) in Banking Sector of Pakistan” revealed that their paper studies the determinants of OCB namely leadership and personality traits in the banking sector of Pakistan. The objective of the study is to get in depth knowledge about the behavior of employees regarding organizational citizenship and to what extent leadership and personality traits affect OCB. This study was conducted in the banking sector of Pakistan in various cities of Punjab province. 225 questionnaires were distributed in different banks out of which 174 were received. After applying different techniques namely regression and correlation analysis, results shows that leadership qualities and positive personality traits significantly enhance Organizational Citizenship Behaviour.
Collins Badu Agyemang (2013) in their study entitled “Perceived Organizational Climate and Organizational Tenure on Organizational Citizenship Behaviour: Empirical Study among Ghanaian Banks” shows that using correlational and cross-sectional survey designs, the researcher drew 152 respondents conveniently from the banks involved in the study. Analysis of results indicates that employee’s perception of organizational climate positively influenced OCB. There was no significant relationship between bankers’ organizational tenure and OCB in the Ghanaian context.

Akinyemi Benjamin (2012) in his study “The Influence of Affective Commitment on Citizenship Behavior and Intention to Quit among Commercial Banks’ Employees in Nigeria” shows that the research results, based on respondents’ perceptions, revealed that affective commitment had a statistically significant relationship with organizational citizenship behavior and voluntary turnover intentions.

4. OBJECTIVES OF THE STUDY:
(1) To identify the relationship between gender and the level of OCB among the employees.
(2) To identify the relationship between tenure of work and the level of OCB among the employees.

5. HYPOTHESES OF THE STUDY:

H₀ (Null Hypothesis): There is no relationship between gender and the OCB level.

H₁ (Alternate Hypothesis): There exists a relationship between gender and the OCB level.

H₀ (Null Hypothesis): There is no relationship between tenure of work and OCB level.

H₁ (Alternate Hypothesis): There is exists a relationship between tenure of work and OCB level.

6. STATISTICAL TECHNIQUES USED: - Percentage Analysis and Chi-Square test.

7. ANALYSIS AND INTERPRETATION:

TABLE 1 - PERCENTAGE ANALYSIS

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Gender-Wise Classification</th>
<th>Number of the Respondents</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>1</td>
<td>Male</td>
<td>57</td>
<td>57%</td>
</tr>
<tr>
<td>2</td>
<td>Female</td>
<td>43</td>
<td>43%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>100</td>
<td>100%</td>
</tr>
</tbody>
</table>

Interpretation: Table 1 displays the gender wise analysis of the sample data. The analysis indicates that out of the total of 100 sample respondents, 57 respondents are male and 43 respondents are female.

(2) Tenure in the Current Organization

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Tenure (Years)</th>
<th>Number of the Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Up to 5</td>
<td>11</td>
<td>11%</td>
</tr>
<tr>
<td>2</td>
<td>6 -10</td>
<td>56</td>
<td>56%</td>
</tr>
<tr>
<td>3</td>
<td>More than 10</td>
<td>33</td>
<td>33%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>100</td>
<td>100%</td>
</tr>
</tbody>
</table>
Interpretation: From Table 2 it is evident that 11 percent of the respondents are working in their present organization for a period of 5 years, 56 percent are working for a period of 6 to 10 years and 34 percent works for more than 10 years in their present organization.

(3) Chi-Square Test: Association between Gender of the respondents and Level of OCB

**Table 3 Association between Gender and Level of OCB**

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>OCB</th>
<th>Gender</th>
<th>Total</th>
<th>Chi Square Value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Female</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Moderate</td>
<td>18</td>
<td>21</td>
<td>39</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(41.8%)</td>
<td>(36.8%)</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>High</td>
<td>25</td>
<td>36</td>
<td>61</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(58.1%)</td>
<td>(63.2%)</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>43</td>
<td>57</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(100%)</td>
<td>(100%)</td>
<td></td>
</tr>
</tbody>
</table>

Interpretation: Table 3 clearly shows that that the significance of chi square test is lesser than 0.05 significance level. Hence the null hypothesis is rejected. Therefore it is concluded that the gender of the respondents have a significant association with Level of OCB. The analysis revealed that more male respondents (63.2%) were found with high OCB level than female respondents (58.1%).

(4) Chi-Square Test: Association between Tenure in the current organization and Level of OCB

**Table 4 Association between Tenure in the current organization and Level of OCB**

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>OCB</th>
<th>Tenure (years)</th>
<th>Total</th>
<th>Chi Square Value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Up to 5</td>
<td>6 - 10</td>
<td>More than 10</td>
</tr>
<tr>
<td>1</td>
<td>Moderate</td>
<td>6</td>
<td>19</td>
<td>14</td>
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<tr>
<td></td>
<td></td>
<td>(54.6%)</td>
<td>(34.5%)</td>
<td>(41.2%)</td>
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<tr>
<td>2</td>
<td>High</td>
<td>5</td>
<td>36</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(45.5%)</td>
<td>(65.5%)</td>
<td>(58.8%)</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>11</td>
<td>55</td>
<td>34</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(100 %)</td>
<td>(100%)</td>
<td>(100.0%)</td>
</tr>
</tbody>
</table>

Interpretation: Table 4 clearly shows that that the significance of chi-square test is lesser than 0.05 significance level. Hence, the null hypothesis is rejected. Therefore, it is concluded that the respondents’ tenure in the current organization have a significant association with Level of OCB. The analysis revealed that the respondents working for 6-10 years (65.5%) have a higher level of OCB followed by respondents working for more than 10 years (58.8%). Only 5 respondents (45.5%) were found working for up to 5 years.
8. CONCLUSION:

From the analysis and interpretation, it shows that there exists a relationship among the gender, tenure and the OCB level of the employees. It becomes highly essential for the leaders and managers to inspire and motivate their employees with organizational behaviour and goals in order to exert a positive influence on their employees and to prolong their tenure in the organisation for a longer period of time, which in turn will subsequently lead to enhancement of OCB level. Also, it is the duty of the employees to have high OCB level for the benefit of their organization.

9. REFERENCES:


THE CHALLENGES OF INNOVATING FOR SUSTAINABLE DEVELOPMENT

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ABSTRACT: Demands for more sustainable development are increasing, and it is recognized that solving complex sustainability challenges requires innovations that take into consideration the environmental, social and economic perspectives. This paper attempts to give few challenges of innovating for sustainable development.

Keywords: Carbon Management, Innovation, Sustainable Development.

1. INTRODUCTION:

As we all know, what gets measured gets managed. But measurement alone will not drive improvement. An innovation plan must have a vision to promote sustainable development that transcends a maelstrom of dynamic, and sometimes conflicting, demands. Firms truly have a position to play in the development of substitutes for non-renewable resources and innovations which reduce waste and use energy more efficiently. They additionally have a position in processing those materials in a way which brings about environmental improvements. For many products (eg. cars and washing machines). The predominant region of environmental damage occurs in their usage. Firms regularly have the chance of decreasing this harm at the design stage and when new products are being developed there is a whole new possibility for thinking about each the use and disposal of the product.

Given the internal and external needs to improve the environmental performance of a company, these businesses that acquire excessive requirements of environmental overall performance will benefit in a range of ways. In order to realize this competitive advantage, companies must seek to develop management strategies which will improve their environmental performance and tackle the environmental needs placed upon them via their stakeholders. By incorporating the more and more essential environmental dimension to the selection making techniques of the firm, managers can seek to minimize prices and take advantage of the possibilities supplied via extended public environmental subject inside a dynamic marketplace. Such a strategy must be proactive and honest.

2. CARBON MANAGEMENT:

Carbon thinking desires to embed at all tiers in the organisation. Climate exchange affects all businesses, and with the introduction of mandatory carbon reporting and growing market pressures on commercial enterprise to commit to carbon reduction targets, carbon measurement and management is rapidly becoming a strategic/corporate priority for many organizations. At the Green Business Centre, we work with a range of firms to advance low carbon techniques and policies to manipulate and minimize carbon emissions. Whether you are an SME or a large multinational organization, we can help strengthen your sustainability credentials and compete and prosper in a low-carbon economy.

Traditional business models are aimed at creating value for shareholders, often at the detriment of other interested parties. Sustainable business redefine the business environment by developing models that create value for all stakeholders, including workers, shareholders, supply chains, civil society and the world. Much of the strategic price of sustainability comes from the need to continually communicate with and learn from key stakeholders. Through everyday talk with stakeholders and persistent iteration,
an agency with a sustainability agenda is better located to anticipate and react to economic, social, environmental, and regulatory modifications as they arise.

3. IMPROVING HAZARD MANAGEMENT:

Supply chains these days extend round the world, and are susceptible to natural disasters and civil conflict. Climate change, water scarcity, and poor labour stipulations in a great deal of the world expand the risk. The impacts of climate change in the farming, food and beverage sectors have the ability to alter growing conditions and seasons, increase pests and disease, and decrease crop yields. Supply chain disruptions can impact manufacturing processes that rely on unpriced natural capital assets such as biodiversity, groundwater, clean air and environment. Such unpriced natural capital costs are usually internalized before events such as floods or droughts cause disruption to production processes or fluctuation in commodity prices.

Unlike common forms of business risk, social and environmental risks appear themselves over a longer term, often have an effect on the commercial enterprise on many dimensions, and are largely outdoor the organization’s control. Managing risks therefore requires making funding choices nowadays for longer-term ability constructing and developing adaptive strategies. To tackle these threats alongside their supply chain, agencies like Mars, Unilever, and Nespresso have invested in Rainforest Alliance certification to help farmers deal with local weather volatility, limit land degradation, and expand resilience to drought and humidity—all of which make certain the long-term grant of their agricultural products. Certification also improves productiveness and net income.

Companies are additionally experiencing risks in their manufacturing due to aid depletion—especially water. Water has mostly been considered a free raw fabric and consequently used inefficiently, but many agencies are now experiencing the greater prices of the use of the resource. Coca-Cola, for example, confronted a water scarcity in India that compelled it to shut down one of its flora in 2004. As the twenty fourth biggest industrial client of water, Coca-Cola has now invested $2 billion to minimize water use and enhance water best in the communities in which it operates. SabMiller has additionally invested heavily in water conservation, together with $6 million to improve equipment at a facility in Tanzania affected by means of deteriorating water quality.

Water-related dangers threaten to strand billions of bucks for mining, oil, and fuel companies. “Stranded assets” are investments that turn out to be out of date due to regulatory, environmental, or market constraints.

4. FOSTERING INNOVATION:

Companies are now not standing still. The following examples show how some organizations have gained competitive advantages via proactively and strategically addressing local weather and carbon challenges:

- **Product Innovation** - Intel has developed extra efficient processors which can be used to reduce electricity and water demand, limit running costs, and enhance performance of data-centers.
- **Technological Advancement** - Suncor Energy received PetroCanada in 2009 and has deployed wind energy at its oil sands operations and is actively exploring carbon storage applied sciences and initiatives.
- **Workforce Training, Leadership & Retention** - IBM dedicated to spend $60 million over three years as it initiated a worker primarily based application named "Global Citizen's Portfolio." The aim of the IBM program is to allow IBM employees to enhance "their skills and expertise, in order to end up international leaders, experts and citizens."
- **Global Reach and Impact through Collaboration** - Dow Chemical Company (and Gazprom Marketing and Trading Limited) signed a Memorandum of Understanding (MOU) in 2009 to increase and put in force GHG discount projects on a global basis.
- **Increased Competitiveness** - It is not simply the Fortune 500 organizations taking action. In some instances, smaller suppliers have remained aggressive in the past 18 months all through the global recession via (1) higher managing enterprise risk; (2) repositioning themselves strategically, and (3) conducting transitional planning. For example, New York- based totally HARBEC Plastics, a main manufacturer of high-tolerance machined
components and fine injection-moulded components has decreased its power consumption through effectively measures whilst additionally incorporating on-site renewable and dispensed strength era to protect itself from electricity price volatility.

These examples display that small and giant firms are capable to reap aggressive advantage with the aid of incorporating challenges like the local weather debate into their core enterprise strategy.

5. IMPROVING FINANCIAL PERFORMANCE:

Many business leaders have the inaccurate grasp that one can have income or sustainability, but now not both. This likely has its roots in Milton Friedman’s 50-year old, however nonetheless influential, thesis that the only business of enterprise is earnings as properly as a hangover from the 1970s and 80s, when low quality, high priced environmental merchandise failed in the market and early socially accountable investing delivered low returns. That traditional wisdom has now reversed.

In addition to the monetary advantages that accrue from improved competitive benefit and innovation as discussed earlier, agencies are realizing considerable value savings via environmental sustainability-related operational efficiencies. Moreover, investors are now capable to track the high performers on ESG (environmental, social and governance factors) and are correlating higher financial performance with higher ESG performance.

Mounting proof indicates that sustainable corporations deliver vast superb economic performance, and traders are beginning to cost them greater highly. Arabesque and University of Oxford reviewed the educational literature on sustainability and corporate overall performance and found that 90% of 200 studies analyzed conclude that correct ESG requirements decrease the cost of capital; 88% show that correct ESG practices end result in better operational performance; and 80% exhibit that inventory fee performance is positively correlated with proper sustainability practices.

6. BUILDING CUSTOMER LOYALTY:

Companies are sceptical about customer interest in sustainable merchandise – specifically where willingness-to-pay is concerned. Some of that is self-inflicted, as early on businesses tended to increase “sustainable” product fees significantly and in some instances sold inferior products. However, a shift is taking place in the minds of consumers. Today’s customers assume more transparency, honesty, and tangible world have an effect from corporations and can pick out from a raft of sustainable, competitively priced, excellent products. In fact, one study observed that among numerous elements surveyed, the news insurance involving environmental and social responsibility used to be the solely significant aspect that affected respondents’ evaluation of a firm and intent to buy.

Nearly two-thirds of buyers throughout six worldwide markets trust they “have a accountability to purchase products that are good for the surroundings and society” — 82% in emerging markets and 42% in developed markets. In the meals and beverage industry, a growing variety of customers are thinking about values beyond charge and style in their purchasing decisions, such as safety, social impact, and transparency. Far from feeling skittish about purchasing sustainable goods, today’s consumers expect a higher level of product value in products from sustainable companies and knowledge about sustainability has a substantially positive impact on a company's market evaluation, which translates into purchase intent. The findings of these studies endorse customer moving to brands with honesty, social responsibility, and sustainability at its heart in a post-recession period. In reality, Unilever says that its "brands of meaning" are increasing at twice the rate in its portfolio as do others.

Companies can additionally cost higher price premiums primarily based on high quality company duty performance. These premiums can reach 20% according to some estimates. Moreover, some studies exhibit that ordinary income income can enlarge up to 20% due to corporate responsibility practices.
Another learn about discovered that revenues from sustainable merchandise and services grew at six times the rate of normal organization revenues between 2010 and 2013, among the 12 contributors of the S&P Global one hundred sampled (Singer, 2015).

7. ATTRACTING AND ENGAGING EMPLOYEES:

Corporate sustainability initiatives aimed at improving ESG performance and proving fee to society can expand worker loyalty, efficiency, and productiveness and enhance HR records associated to recruitment, retention, and morale.

Research is finding that twenty first century employees are focusing extra on mission, purpose, and work-life balance. Companies that invest in sustainability initiatives have a tendency to create sought-after culture and engagement due to company approach focusing more on motive and supplying price to society. In addition, organizations who embed sustainability in their core business approach deal with personnel as integral stakeholders, just as necessary as shareholders. Employees are proud to work there and feel part of a broader effort.

One find out about observed that morale was 55% better in organizations with robust sustainability programs, compared to these with negative ones, and employee loyalty used to be 38% better. Better morale and motivation translate into decreased absenteeism and expanded productivity. Firms that adopted environmental requirements have seen a 16% amplify in productivity over corporations that did no longer undertake sustainability practices. Corporate accountability performance also positively influences turnover and recruitment. Studies show that corporations with larger company duty overall performance can minimize average turnover over time by means of 25-50%. It can also limit annual cease rates by way of 3-3.5%, saving replacement expenses up to 90%-200% of an employee’s annual salary for each retained position.

8. REFERENCES:


GO GREEN AND STAY SUSTAINABLE- RECENT GREEN MARKETING TRENDS IN INDIA

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1Assistant Professor, 2Research Scholar,  
1, 2Department of Management Studies, Mother Teresa Women’s University, Kodaikanal.

ABSTRACT: In the contemporary era of globalization, it is a real challenge to keep the customers and the consumers in fold. Moreover, keeping our natural environment safe is the biggest need of the hour. Environmental pollution is the coinage in today’s business environment. Consumers are very well aware of the environmental problems like: global warming and the brunt of environmental pollution. Green marketing: a phenomenon which has developed importance in the contemporary market and has come up as an imperative concept in India and in other parts of the developing and developed world. In this paper, main attention has been given to concept, importance and the need for green marketing. Data has been collected from books, journals, websites, and newspapers. The Paper aims at finding what Green marketing is all about and how a business firm can be further competitive by adopting green marketing strategies to gain an edge over the others. The paper describes the present-day Scenario of Indian market and examines the challenges and opportunities businesses have with green marketing. Why certain companies are adopting green marketing, and conclude that green marketing is something that will continually grow in both practice and demand.

KEYWORDS: Green Marketing, Sustainability and Globalization.

1. GREEN MARKETING- INTRODUCTION:

Although environmental issues have an impact on all human activities, a few academic disciplines have unified green issues within their literature. As society becomes more concerned about the natural environment, businesses have started to adjust their behaviour in an attempt to address society's "new" interests. One business field where environmental issues have received a great deal of analysis in the professional press is "Green Marketing". Green marketing has been an important academic research topic for almost three decades and has been defined in various ways. According to American Marketing Association, Green Marketing consists of all the activities designed to generate and facilitate any exchanges intended to gratify human needs or wants, such that the contentment of these needs and wants occurs with minimal detrimental impact on the natural environment. The term “Green Marketing” refers to the holistic marketing notion where the production, marketing, consumption and disposal of products and services happen in such a way that is less harmful to the environment. With increasing consciousness about the damaging effects of global warming, non-decomposable solid waste, harmful impact of pollutants etc, both marketers and consumers are becoming more and more sensitive to the need for shifting to green products and services. While the switch to "green" may appear to be costly in the short term, it will prove to be indispensable and beneficial in the long run.

2. OBJECTIVES OF THE STUDY:

- To examine the need for Green marketing in India from various perspectives.
- To understand the action needed for a rewarding Green marketing.
- To study the present-day scenario and the future of Green marketing in India.
- To study the various challenges faced by Green marketers in India.

3. LITERATURE REVIEW:

Green marketing has been an extremely important academic research topic since it came into existence. The key attention was drawn towards the study in the late 1970's when the American Marketing
Association (AMA) conducted the first ever workshop on —Ecological marketing in 1975 which culminated in the first book on the subject titled —Ecological Marketing by Henion and Kinnear in 1976. Peattie and Crane (2005) believe that despite the early development, it was only in the late 1980’s that the concept of Green Marketing actually made an appearance, mainly because of the consumers growing enthusiasm for green products. Green marketing was given prominence and importance in the late 1980s and the 1990s much after the proceedings of the very first workshop on Ecological marketing which was held in Austin, Texas (US), in the year 1975. According to Peattie (2001), the advancement of green marketing has three important phases: The very first phase was termed as Ecological” green marketing, during this particular period all marketing events were focused towards helping environment hitches and provide solutions for the same. Then, the second phase was "Environmental” green marketing and the attention moved towards clean technology that was mainly involved in the designing of innovative new products, which takes care of pollution and waste related issues. The third phase was "Sustainable” green marketing. It came into existence in the late 1990s and early 2000

4. GREEN MARKETING-NEED:

In the current scenario, the main challenge is to keep the customers and the consumers in fold and keep our natural environment protected. Companies may lose true, loyal and profitable customers, because of the absence of green management. In today’s inventive business world of high technology, due to our growing consumers’ passion and interest in green and in socially responsible products, there seems to be an upsurge in community pressure on businesses to internalize other externalities, in areas such as health, neighbourhood amenity, climatic change; environmental and governmental legalizations and initiatives; innovative technologies other approaches of dealing with pollution, improved resource and energy efficiency, and to retain old customers, it is very much the crying need of the hour to implement green marketing. In the present times when the state regulations around the globe are very rigorous and the whole world is speaking on global warming, climate change and environment safeguarding, the companies would be left with no choice but to take up green marketing, otherwise it might be too late to withstand in the greener world. The consumer’s world in general and India in particular are progressively buying energy efficient products. Many organisations take up green marketing to sustain their competitive edge.

5. GREEN MARKETING –GETTING SUCCESS:

To be a successful green marketing company there are a couple of fundamental rules that will go a long way in carving the future of the company. The fundamental action is to use the Four P’s suitably to meet the demands of Green Marketing

6. THE FOUR PS OF GREEN MARKETING:

Like conservative marketers, green marketers must also deal with the Four Ps in a new standpoint in view of the changed scenario:

**Product-** Marketers wanting to derive benefit of emerging green market, either: Recognize consumers’ environmental needs and build up goods to address these needs; or widen environmentally dependable products to have less impact than competitors. The increasingly extensive assortment of goods on the market that hold up bearable development include: Products manufactured from recycled things, Goods that can be recycled or reused, Products up cycled, and Products with green label.

**Price-** Pricing is an important element. Most customers are ready to pay a premium if there is an awareness of additional product value. This worth may be greater performance, utility, design, visual appeal and taste. Environmental merits are usually an additional bonus but will frequently be the deciding factor between products of equivalent value and quality.
Place- Marketers who are looking to successfully introduce new green products should, in most cases, position them largely in the market place so they are not just attractive to a small green niche market. The locality must also be unswerving with the image which a company wants to project. The location must distinguish a company from its competitors. This can be accomplished by in-store promotions and visually alluring displays or using recycled materials by giving emphasis to the environmental and other merits.

Promotion- It includes paid promotion, public relations, sales promotions, face to face marketing and on-site promotions. Retailers are realising the importance of coalitions with other companies, environmental groups and also research organizations, while promoting their ecological devotion: To trim down the use of plastic bags and encourage their green commitment, some retailers sell shopping bags, under the banner of the “Go Green Environment Fund”. The key to thriving green marketing is trustworthiness. Never overstate environmental claims or set up unrealistic expectations. Prop up your green credentials and achievements. Advertise stories of the company’s and employees ‘green initiatives.

7. CURRENT SCENARIO-INDIA:

According to many analysts, 2021 will be a make-or-break year for so many green businesses as growing competition in the green segment drives some businesses to latest heights of innovation and service. Whereas, other businesses lag behind. Trends may appear and go, and of course, it is not practical for any green company to stay on top of all of them, nor is it sensible to try. However, keeping a track of green occupational trends is a grand way to make sure that your business stays fresh in the face of latest challenges and opportunities. This is the surest way to green business success in 2021 and beyond.

Consumers - As per study, India is the only country to settle on deforestation and air pollution as the most essential green issue. 64% of Indian consumers point out that they plan to pay out or spend more on green products the following year, 48% of Indians willing to spend 10% more on a product only because it is green, nearly 86% of the Indian customers report that advertising green products helps them in making choices.

Top Green Brands in India are AMUL, Haier, LG, HCL, Infosys, Dabur India Ltd., The Taj group of Hotels, TCS, Britannia Industries ltd., IndusInd bank, Hindustan Unilever Ltd., ITC limited, Suzlon India, MRF, Maruti Udyog Ltd., Samsung, Wipro Technologies Ltd, Godrej Consumer Products

Government- The government of India has also done its mite in promoting green marketing and its eco friendliness by prohibition of plastic bags from everyday use, helping its automotive industry to expand greener vehicles by supporting hybrid and electric vehicles (EVs), by investing more in greener cars the Indian Government is capitalizing on an underutilized section and building an infrastructure that will produce economic growth and lessen emissions. The government took the initiative of promoting green buildings construction, usage of other alternate sources of energy by companies. Govermental Bodies are also forcing Firms to become extra Responsible. In most cases the government forces the firms to adopt policies which defend the interests of the consumers by reducing manufacture of harmful goods or by products, adjust consumer and industry's use and/or using up of harmful goods; or, make sure that all types of customers have the ability to assess the environmental composition of goods.

8. GREEN MARKETING- CHALLENGES:

- **New Concept**- Indian literate and urban consumers are getting aware about the advantages of Green products. But it is still a new theory for the masses. The consumer needs to be well-informed and made aware of the environmental pressure. The latest green movements need to reach the masses and that will definitely take a lot of time and effort.

- **Cost Factor**- Green marketing chiefly involves promotion of green goods/services, green technology, green power for which a lot of money has to be spent particularly on R&D programmes for their growth and subsequent promotional programs which in due course may lead to amplified costs.
• **Convincing customers**- The customers may not consider the firm’s strategy of Green marketing. The firm therefore should make sure that they undertake all possible ways to convince the consumer about their green product. The best option possible is by implementing Eco-labelling schemes. Eco-labelling schemes offer its approval to environmentally safe products.

• **Sustainability**- Initially, the returns are very low, as renewable and recyclable products and green technologies are comparatively expensive. Green marketing will be doing well only in long run. And so, the business needs to be patient and plan and prepare for the long term strategy rather than the short term. At the same time it should steer clear of falling into the bait of unethical practices to make returns in short term.

• **Non Cooperation**- The firms practicing Green marketing have to try hard hard in convincing the stakeholders, and many a times it may end up being unsuccessful in convincing them about the long term advantages of Green marketing when compared to short term expenses.

• **Avoid Green Myopia**- Green marketing must satisfy two main objectives: improved environmental quality and consumer satisfaction. Misjudging either or emphasizing too much on the former at the expense of the latter can be termed as —green marketing myopia.

9. **CONCLUSION:**

Green marketing is not going to be a trouble-free concept. Green Marketing is still in the stage of infancy in the Indian companies. A lot of opportunities are available in Indian market. Consumers too are prepared to pay a premium price for green products. This revolution in the consumer’s behaviour is compelling the corporate to think about the detrimental impact of their activities on the natural environment. Organizations are now attentive to the fact that without adopting green in the central part of their strategy, they cannot carry on in the present competitive era. Many companies are involved in a range of activities to show their concern for surroundings as well as society. Green marketing helps in successful outcomes liken employee satisfaction, waste reduction, society welfare. The only thing required is the strength of mind and commitment from the all the stakeholders of the companies. Marketers also have the duty to make the customers understand the need for and merits and benefits of green products as compared to non-green ones and the benefits these green products can reap in the future. Green marketing assumes even more significance and relevance in the developing countries of the world. Countries like India should be path makers and trendsetters for all others to follow.

10. **REFERENCES:**


Impact of Attitude on Work-Life Balance

1 Mr. P. Thangamuthu, 2 Dr. M. Ramkumar

1 Research Scholar, Department of Business Administration, Annamalai University, Chithambaram,
2 Research Supervisor-Asst. Professor, Department of Business Administration, Kamarajar Arts College,
Surandai, Tenkasi District.

ABSTRACT: The study was conducted among the teachers of arts and science colleges in Madurai District. This study was an attempt to explore the critical challenges faced by the respondents in maintaining a balance between their personal life and career life. The study is based on empirical data.
A sample of 100 respondents was selected by stratified random sampling method.

Keywords: Attitude, Career, Work-Life Balance.

1. INTRODUCTION:

In the speedy running phase of life today, people really find it difficult to adjust a balance between the pressure of work spot and the duties at homes. This contemporary managerial issue has become a challenging factor of not only the young corporate who had just started their family life but also the young and middle-aged parents who need to provide constant attention to their children who are fast-growing students or young adults. Adapting to a strategy where an emotional intelligence becomes the lead factor would help achieve equilibrium of Work-family balance. Work-family balance is an issue not just for individuals, but for employers, the market, the state and society as a whole. “Work-family balance” evolved into “work-life balance” partly in response to workers without home responsibilities who felt that employees with children were getting benefits that they were not. The term “life” applies to any unpaid activities or commitments. While the term does not generally include “unpaid work” when referring to work, it could be elaborated to cover that.

In very recent past, organizations looked at “work” and “life” as independent domains. Recent years have seen a growing number of organizations operate under the assumption that family life and career life are complementary to each other and not competing priorities. It helps employees manage their work lives with their family life and leads to positive outcomes for the employee and the organization. Therefore, a growing number of organizations have begun to adopt “work-family programmes” or “family-friendly practices”. Work-life balance is the term used to describe those practices at work spot that acknowledge and aim to support the needs of employees in achieving a balance between the demands of their personal life and career life. Work-life balance issues appear to affect some groups of people more than others - those working for long hours, those whose work spills over into the home as a result of latest technology, those in varied employment such as shift work, those on low incomes, those trying to juggle parenting and paid work, and those with cultural obligations beyond the personal paid work.

2. REVIEW OF LITERATURE:

Senthilkumaretal.[1] focused on teaching professionals with the objectives of finding the relationship between the demographical variables (such as marital status and partner employment status) and the level of stress in balancing work and Life. The study found that 109 (55.3%) respondents belonging to middle age category and their level of stress in balancing work and life, High level of stress perceived is the highest (63.5%) among the female respondents. Majority (90%) of the respondents were not satisfied with their work-life balance due to their work load. The study concluded that in this modern world, the role of teaching professionals are ever changing and evolving and the new teaching learning environment puts heavy pressure on teaching professionals. This work pressure will have an impact on their personal life and lead to imbalance in their work and life. Hence, teaching professionals’ work life balance is the most important aspect in the
success and development of educational institutions. It is vital for any institution to provide facilities to their staff members to get relieved from stress for balancing their work and personal life. The further research may determine the suitable work-life balancing programs for teaching faculty members in higher learning institutions in India.

Lakshmi and Sujatha [2] analyzed the Rotated component matrix it is clear that first component has four factors with heavy loading, viz. marital status, working hours, requirement of flexibility, additional working hours and overtime. It is very clear that it is the volume and length of working hours which distort the work life balance. The test result indicated statistically significant relationship between marital status and overtime work. It was also found that among these 30 married women 14 preferred to work in the weekends while there maining were prepared to work in the morning or evening of every working day. One more finding is that these 37% of the married women mainly work for financial reasons. The study concluded that above discussion, it is reasonable to modern organizations, especially educational institutions should address the Work Life Balance related issues among their staff, specifically women and take a holistic approach to design and implement policies to support the teaching staff to manage their work life balance which would add to the performance of these staff members.

Ashok and Ebria[6] suggested that more time to be spent with the family members and try to know what they need. This is a major aspect in work-life balance. Missing the quality time with family due to work pressure leads to dispute in family. Main concern shall be given to family by proper scheduling of work. Scheduling the work and performing it according to time improves the quality of work-life balance. A little break or relaxation during work can do wonders and improves the performance. The study concluded that acts as a cycle where work pressure affects the family life; once the family life gets affected then it leads to decline in quality of work. Avoiding official work in personnel time and scheduling appropriate time for work and personnel life can lead to a healthy work-life condition.

Ratha [7] concluded that no debate on the fact that work life balance is essential and important for a stress free and fulfilling life, especially for a woman and justify its utility since knowing the faculty members precisely and reaching out to them in the effective way, is the key to minimize stress. The study can also direct employers of institution to evolve flexible work strategies and provide better working conditions which will help in overcoming stress in faculty members to some extent.

3. OBJECTIVES OF THE STUDY:

To compile the demographic profile of the respondents, to study the relationship between demographic variables and the level of attitude towards Work life Balance of teaching professionals, to analyze the relationship between gender of the respondents and level of attitude towards the strategy to improve Work life Balance at workplace, To find out the relationship between marital status of the respondents and level of attitude towards the strategy to improve Work life Balance at home, to compare and find out relationship between the level of job satisfaction of the respondents and the level of attitude towards Work life Balance, to make suggestions.

4. ANALYSIS:

CHI-SQUARE TEST ANALYSIS

Between age and attitude towards work life balance, the calculated value of Chi square test is 9.5 which is significant at 5% level as its p value is more than 0.04. Thus, the alternate hypothesis is rejected. Hence, there is no significant relationship between age of the respondents and the level of attitude towards work life balance.

Between gender and attitude, the calculated value of Chi square test is 1.039 which is significant at 5% level as its p value is more than 0.595. Thus, the alternate hypothesis is rejected. Hence, there is no significant relationship between gender of the respondents and the level of attitude towards work life balance.
Between years of experience and attitude, the calculated value of Chi Square test is 22, which is significant at 5% level as its \( p \) value is less than 0.01. Thus, the alternate hypothesis is accepted. Hence, there is a significant relationship between the years of working experience of the respondents and the level of attitude towards work life balance.

**ONE-WAY ANOVA ANALYSIS**

One-way ANOVA has been applied to find out the significant difference between gender of the respondents and level of attitude. The calculated values are \( F = 5.340 \) and \( p = 0.022 \). As \( P > 0.022 \), it is found to be significant at 5% level of significance. Hence, the alternate hypothesis is accepted and it is concluded that there is a significant difference between gender of the respondents and level of attitude towards the strategy to improve work life balance at workplace.

One-way ANOVA has been applied to find out the significant difference between marital status of the respondents and level of attitude towards work life balance. The calculated values are \( F = 0.142 \) and \( p < 0.707 \). As \( P < 0.707 \), it is not found to be significant at 5% level of significance. Hence, the alternate hypothesis is rejected and it is concluded that there is no significant difference between marital status of the respondents and level of attitude towards the strategy to improve work life balance.

One-way ANOVA has been applied to find out the significant difference between the level of job satisfaction of the respondents and the level of attitude towards work life balance. The calculated values are \( F = 4.114 \) and \( p > 0.018 \). As \( P > 0.018 \), it is found to be significant at 5% level of significance. Hence, the null hypothesis is rejected and it is concluded that there is a significant difference between the level of job satisfaction of the respondents and the level of attitude towards Work life Balance.

**FACTOR ANALYSIS**

Factor analysis has been applied to analyse the factors influencing the Work Life Balance among the teaching professionals of arts and science colleges in Madurai district. All the 57 statements describing the agreement among the work life balance are grouped into ten factors named as Risk Involved and Reward (0.743), Attitude (0.790), Professional Knowledge and Skills (0.767), Opportunities (0.830), Co-operation (0.798), Stress Level (0.865), Nature of Job (0.715), Mind-set (0.714), People (0.788) and Feelings (0.754).

Factor analysis has been applied to analyze the factors influencing the Work Life Balance among the teaching professionals of arts and science colleges in Madurai district. All the 32 statements describing the agreement among the work life balance are grouped into ten factors named as welfare measure (0.872), Promotion and career advancement (0.803), Monetary package (0.844), Family support (0.863), Social Status (0.705), Co-worker Support (0.829), Sensitivity (0.879), Family functions Celebrations (0.745), Bonus Payments (0.817) and Comfortable future earnings (0.691).

**5. SUGGESTIONS :**

Seminars and awareness programmes about work-stress, work-life balance can be conducted. Conduct training in relaxation methods, such as Yoga and meditation. Counselling can be given to teachers. Non-monetary benefits can also be given to teaching staff. Free health checkups, health insurance & exercise facilities can also be given. Stress reducing activities such as get-togethers, cultural or recreational programmes can also be conducted.

Teachers have to plan, prioritize and schedule their work activities and life obligations in order to improve their work life balance. They may plan ahead for Continuous Professional Development. They may involve in such activity that will help them relieve the stresses that are part of the job like a walk in the evening, alternative therapies or going to concerts. They shall talk to their family members, friends and co-workers about what they are doing and why it is necessary in order to get their buy-in and support.
6. CONCLUSION:

The growing diversity of family structures represented in the teaching force, including dual-career couple, single parent, joint families, teaching staff members with elder care responsibilities and the increasing number of people choosing to live alone, has heightened the relevance of balancing career and life roles.

It is observed that for teaching staff members should express their expectations and needs, since otherwise they cannot expect management or the educational institutions to resolve work-life issues.

7. REFERENCES:


A STUDY ON CONSUMERS’ PERCEPTION TOWARDS E-TAILING (with special reference to Women in Madurai)

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1Assistant Professor, 2Associate Professor, 3Assistant Professor
1, 2, 3 Department of Commerce, Lady Doak College, Madurai

ABSTRACT: Online shopping has taken off since the late 90s, as increasing number of consumers purchase increasingly diversified products on the Internet. There are 32 countries worldwide with the rate of Internet penetration higher than 50%. The benefit potential of online shopping for consumers includes convenience, various selection, low price, original services, personal attention, and easy access to information. Making up half the world’s population, “women” is a pretty large group and are the precious human resource. Marketing to women delivers a better return on the marketing dollar through both higher customer acquisition and greater customer retention because, women are more inclined to long term brand relationships and enhanced loyalty, which means every marketing dollar invested in acquiring female customers’ results in a higher retention rate. This study is aimed at outlining the most relevant behavioral characteristics of online female consumers as females have great potential to dominate the future of online shopping. The purpose of this study is to analyze the factors influencing female consumer’s perception and behavior towards online purchases so as to outline findings and recommendations for better conversion of visitors into customers and encourage customer loyalty and referrals.

Keywords: Female Consumers’ perception, e-tailing, factor loading, risk.

1. INTRODUCTION:
With the development of internet, online shopping has become an important marketing medium and shopping via internet has become popular. In the population of internet, some surveys indicated that male internet users outnumbered female counterparts and Internet regarded as a masculine domain. Nevertheless, research shows that there seems to be an identifiable segment of female consumers that has a preference for the Internet as a retail shopping alternative. Female consumers’ attitudes and behavior towards online shopping are influenced by many factors such as ease of use, usefulness, enjoyment and risk. However, even with its ease of use, the risks inherent in online shopping are major concerns and reasons for consumers’ hesitation to buying online. Females have great potential to dominate the future of online shopping and so improving online shopping environments to attract female consumers should be the top priority for online retailers. Specific marketing strategies targeting female consumers should be carefully designed to achieve this goal. It becomes imperative to understand the attitude and experience of consumers to succeed. This study aims at improving the understanding of online female consumer behavior by investigating attributes and preferences as they form a prominent factor affecting actual buying behavior.

2. OBJECTIVES:
To ascertain the women consumers’ perception towards electronic retailing, to analyze the factors influencing the women online consumers’ behavior, to identify the risks associated with electronic retailing.

3. RESEARCH METHODOLOGY:
The sampling frame consists of 50 female consumers from the city of Madurai. The city is one of the most developed cities in Determinants of Purchase Behavior of Online and is fast emerging as the IT hub of Tamilnadu. Since the focus of this study is on different attitudes and perceptions about electronic retailing and purchasing, only Internet purchasers are considered. For this study, Internet purchasers are defined as those who purchased at least one product or service through the Internet during the last 12 months. Primary
data collection method is considered and the data was collected through a questionnaire designed exclusively for the study after an extensive review of Internet commerce literatures. Questionnaires were administered in English to customers near office premises, shopping malls, colleges and Internet centers.

4. ANALYSIS AND DISCUSSION:

Table 1: Classification of the Respondents Based on Demographic variables

<table>
<thead>
<tr>
<th>Demographic Variables</th>
<th>Categories</th>
<th>Frequency</th>
<th>Percentage %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>Less than 25</td>
<td>10</td>
<td>20.00</td>
</tr>
<tr>
<td></td>
<td>25 – 35</td>
<td>23</td>
<td>46.00</td>
</tr>
<tr>
<td></td>
<td>36 – 45</td>
<td>11</td>
<td>22.00</td>
</tr>
<tr>
<td></td>
<td>Above 45</td>
<td>6</td>
<td>12.00</td>
</tr>
<tr>
<td>Marital Status</td>
<td>Unmarried</td>
<td>22</td>
<td>44.00</td>
</tr>
<tr>
<td></td>
<td>Married</td>
<td>14</td>
<td>28.00</td>
</tr>
<tr>
<td></td>
<td>Divorced / Widow</td>
<td>12</td>
<td>24.00</td>
</tr>
<tr>
<td>Occupation</td>
<td>Studying</td>
<td>14</td>
<td>28.00</td>
</tr>
<tr>
<td></td>
<td>Working</td>
<td>22</td>
<td>44.00</td>
</tr>
<tr>
<td></td>
<td>Unemployed</td>
<td>5</td>
<td>10.00</td>
</tr>
<tr>
<td></td>
<td>Retired</td>
<td>9</td>
<td>18.00</td>
</tr>
<tr>
<td>Source of Information</td>
<td>Search Engines</td>
<td>38</td>
<td>76.00</td>
</tr>
<tr>
<td></td>
<td>Word of Mouth</td>
<td>8</td>
<td>16.00</td>
</tr>
<tr>
<td></td>
<td>Offline Resources</td>
<td>4</td>
<td>08.00</td>
</tr>
<tr>
<td>Frequency of Shopping</td>
<td>Many a times a week</td>
<td>14</td>
<td>28.00</td>
</tr>
<tr>
<td></td>
<td>Once a week</td>
<td>5</td>
<td>10.00</td>
</tr>
<tr>
<td></td>
<td>Once in two weeks</td>
<td>5</td>
<td>10.00</td>
</tr>
<tr>
<td></td>
<td>Once a month</td>
<td>17</td>
<td>34.00</td>
</tr>
<tr>
<td></td>
<td>Occasionally</td>
<td>9</td>
<td>18.00</td>
</tr>
</tbody>
</table>

From Table 1, the study indicates that middle aged consumers are more likely to purchase online (46%). The females more likely to purchase online are married (44%) and the source of information the respondents through which they select the websites is search engines like Google, Live, Amazon etc (76%). Majority respondents (34%) buy once a month online.

Table 2: purchase Categories online.

<table>
<thead>
<tr>
<th>S.No</th>
<th>Purchase Categories</th>
<th>Percentage %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Cinema Tickets</td>
<td>64.00</td>
</tr>
<tr>
<td>2</td>
<td>Travel</td>
<td>42.00</td>
</tr>
<tr>
<td>3</td>
<td>Clothes, accessories, Shoes</td>
<td>32.00</td>
</tr>
<tr>
<td>4</td>
<td>Music</td>
<td>23.00</td>
</tr>
<tr>
<td>5</td>
<td>Cosmetics</td>
<td>18.00</td>
</tr>
<tr>
<td>6</td>
<td>Books</td>
<td>14.00</td>
</tr>
<tr>
<td>7</td>
<td>Toys &amp; Dolls</td>
<td>09.00</td>
</tr>
<tr>
<td>8</td>
<td>Airline reservation</td>
<td>08.00</td>
</tr>
<tr>
<td>9</td>
<td>Computer Software</td>
<td>07.00</td>
</tr>
<tr>
<td>10</td>
<td>Furniture , Home Accessories</td>
<td>06.00</td>
</tr>
<tr>
<td>11</td>
<td>Hotel reservation</td>
<td>04.00</td>
</tr>
<tr>
<td>12</td>
<td>Computer Hardware</td>
<td>04.00</td>
</tr>
<tr>
<td>13</td>
<td>Electronic Equipments</td>
<td>03.00</td>
</tr>
</tbody>
</table>
Table 3: Perception of Online Shopping Problems

<table>
<thead>
<tr>
<th>S.No</th>
<th>Problems</th>
<th>Percentage%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Return / Exchange possibility</td>
<td>73.00</td>
</tr>
<tr>
<td>2</td>
<td>Credit card insecure</td>
<td>65.00</td>
</tr>
<tr>
<td>3</td>
<td>Delivery too slow</td>
<td>38.00</td>
</tr>
<tr>
<td>4</td>
<td>Limited selections</td>
<td>35.00</td>
</tr>
<tr>
<td>5</td>
<td>Site selection</td>
<td>32.00</td>
</tr>
<tr>
<td>6</td>
<td>Search too slow</td>
<td>30.00</td>
</tr>
<tr>
<td>7</td>
<td>No proper status report</td>
<td>28.00</td>
</tr>
<tr>
<td>8</td>
<td>Paid too much for delivery of products</td>
<td>26.00</td>
</tr>
<tr>
<td>9</td>
<td>Descriptions insufficient</td>
<td>22.00</td>
</tr>
<tr>
<td>10</td>
<td>May get Spam</td>
<td>15.00</td>
</tr>
<tr>
<td>11</td>
<td>Slow downloads</td>
<td>14.00</td>
</tr>
<tr>
<td>12</td>
<td>Boring, no fun</td>
<td>12.00</td>
</tr>
<tr>
<td>13</td>
<td>Prices were not competitive</td>
<td>10.00</td>
</tr>
<tr>
<td>14</td>
<td>Lonely, no company</td>
<td>08.00</td>
</tr>
<tr>
<td>15</td>
<td>Buying records saved</td>
<td>06.00</td>
</tr>
</tbody>
</table>

5-Point scale labeled 1 = "No Problem" and 5 = "Major Problem"

Table 4: Factor Loading of Online Purchase

<table>
<thead>
<tr>
<th>Factor</th>
<th>Constituent Factors</th>
<th>Factor Loading</th>
<th>Factor Extracted</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Anytime 24 X 7 shopping</td>
<td>0.717</td>
<td>Convenience</td>
</tr>
<tr>
<td></td>
<td>On -time delivery</td>
<td>0.605</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Easier searching and Greater Selection</td>
<td>0.567</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Easy price comparing</td>
<td>0.754</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Assurance of secure transaction</td>
<td>0.836</td>
<td>Security Assurance</td>
</tr>
<tr>
<td></td>
<td>Show security warranty phrase</td>
<td>0.798</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Secure control of the entire transaction</td>
<td>0.632</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Wrong products to be delivered</td>
<td>0.456</td>
<td>Transaction Risk</td>
</tr>
<tr>
<td></td>
<td>Products not performing properly</td>
<td>0.634</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Difficulty to return products</td>
<td>0.783</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Not receiving your refund</td>
<td>0.576</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Your credit card information stolen</td>
<td>0.417</td>
<td>Information Risk</td>
</tr>
<tr>
<td></td>
<td>Your personal information stolen</td>
<td>0.652</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Your personal information sold to others</td>
<td>0.423</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Quality of Information</td>
<td>0.812</td>
<td>Satisfaction</td>
</tr>
<tr>
<td></td>
<td>Safety and easy to navigate</td>
<td>0.789</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Fast and prompt service</td>
<td>0.728</td>
<td></td>
</tr>
</tbody>
</table>

Table 4 shows the factor loading of the factors influencing online shopping and the various risk factors associated with it. The Factor 1 (Convenience) clearly shows that the consumers prefer online shopping because they can find every type of products very easily and easy to deal with online sites as the factor loading of the statements, comparison of prices (0.754) and anytime- anywhere shopping (0.717) are the highest values. The Factor 2 (Security Assurance) shows that the consumers consider the security issues of secure transaction (0.836) and warranty claim (0.798) as the prominent security risks need to be addressed. The Factor 3 (Transaction Risk) comprises of the statements related to difficulty in product return (0.783) which reveals that the consumers prefer to purchase online where the transaction risk is less. The Factor 4 (Information risk) shows that the personal information being stolen (0.652) is the main issue that prevents
women to purchase online. The Factor 5 (Satisfaction) comprises of quality of information (0.812), easy navigation (0.789), and Prompt service (0.728) plays a vital role in deciding the level of satisfaction among the consumers. Therefore the table shows that the reducing risk perception through building trust is crucial in e-commerce relationship and considered as the foundation of e-business transactions. In this era consumers prefer those sites which provide latest and discounted products as well as attractive products with information quality and security.

5. RECOMMENDATIONS:

Online marketers and Web site designers need to identify issues requiring special attention when designing and building their online firm or evaluating their existing online venture.

- Online retailers could try to provide better description and display of online products by adopting new information technologies as 3D animation and virtual showrooms.
- Effective technology and strategies must be developed to manage perceived e-purchase risk effectively by ensuring the online consumers with proper security authenticated tools like secure password, encryption, digital signature etc.
- Online retailers should make free shipping as an explicit vehicle for acquiring new customers or as a prize to loyal customers or heavy buyers.
- Use of experienced merchants, marketers, and operations executives and experts to manage warehouse operations.
- Provisions for replacing the damaged goods should be provided.
- Along with net banking facilities, cash on delivery scheme could also be provided as people are more comfortable in the scheme.
- The online shopping must provide a wide range of services and satisfies the customer by giving the detailed study on usage of products and educate them in driving maximum benefits from their products.

6. CONCLUSION:

As the competition in electronic retailing is intensified, it becomes more important for online retailers to understand the antecedents of consumer acceptance of online shopping. Such knowledge is essential to customer retention and relationship management, which has been recognized as an effective business strategy to achieve success in the electronic market. Furthermore, in recent years the majority of all major retailers have become multi-channel, offering access to consumers through their stores, catalogs and websites for improving interpersonal communication by providing online forums, chat rooms, and incentives for consumers to share their experiences with their friends. And facilitating online referrals might entice more females to shop online, as females have been shown to be more social-prone than their male counterparts and also they are the future growth potentials of the e-tailing sector.

7. REFERENCES:


A STUDY ON FACTORS AFFECTING HAPPINESS INDEX AMONG LIC AGENTS IN MADURAI REGION

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ABSTRACT: Happiness is a state of well-being that encompasses living a positive and meaningful life. Happiness is a crucial ingredient of human well-being and health. The purpose of this study is to describe the happiness levels of working individual and demographic factors that influence happiness. Thus the researcher considered LIC agent of Madurai. Study done by using stratified sample method. The sample size of the study is 145. In this study the highly structured questionnaire is used. It comprises of six factors such as Life satisfaction, joy, self-esteem, calmness, control, and efficacy. The analysis technique used is chi square test.

Key terms: Happiness Index, Life satisfaction, Joy, self-esteem, calmness, self-control, efficacy.

1. INTRODUCTION:

Happiness is a positive emotion comprising various job-related well-being, affective commitment and employee engagement. It is a state of being satisfied and content in one’s life. Happiness has two components. The affective component deals with employee emotions and the cognitive component deals with the employees having high caliber, integrity and augmentation of the employees.

2. OBJECTIVES OF THE STUDY:

To identify the level of Happiness of the respondents and to identify the significant difference between the demographic profile and happiness index of the respondents

3. HYPOTHESIS OF THE STUDY:

To obtain the results for the objectives of the study the following hypotheses were formulated.

- H₀₁: There is no significant difference between age of the Respondents and their scores on Happiness
- H₀₂: There is no significant difference between gender of the Respondents and their scores on Happiness
- H₀₃: There is no significant difference between Marital Status of the Respondents and their scores on Happiness
- H₀₄: There is no significant difference between Experience of the respondents and their scores on Happiness
- H₀₅: There is no significant difference between Educational qualification of the respondents and their scores on Happiness
- H₀₆: There is no significant difference between income of the respondents and their scores on Happiness

4. SAMPLING TECHNIQUE:

This study takes data base in Madurai district (LIC agents) The researcher selected LIC agents Because they directly deal with the relationship of the peoples, and also they maintain regular contact with their clients to ensure that the clients’ financial needs are being met. The Study done by using Stratified Random Sampling Method. Here total population 200 is grouped in 10 strata’s and sampling unit is taken
from each stratum randomly. Sample size of the study is 145. The questionnaire used for the purpose is a structured questionnaire. It is named as "The Oxford Happiness Inventory" developed by Argyle and Hills, and Crossland of Oxford University in the year 1989. It is a 29-item questionnaire, using five-point Likert response scale.

<table>
<thead>
<tr>
<th>SI.NO</th>
<th>Branch</th>
<th>Population</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Vadipatti</td>
<td>9</td>
<td>6</td>
</tr>
<tr>
<td>2</td>
<td>Palace road</td>
<td>28</td>
<td>25</td>
</tr>
<tr>
<td>3</td>
<td>North Chitrai</td>
<td>24</td>
<td>20</td>
</tr>
<tr>
<td>4</td>
<td>Tallakulam</td>
<td>38</td>
<td>20</td>
</tr>
<tr>
<td>5</td>
<td>Gnanaolipuram</td>
<td>24</td>
<td>18</td>
</tr>
<tr>
<td>6</td>
<td>Sellur road</td>
<td>23</td>
<td>13</td>
</tr>
<tr>
<td>7</td>
<td>Anna Nagar</td>
<td>20</td>
<td>19</td>
</tr>
<tr>
<td>8</td>
<td>Tirunagar</td>
<td>10</td>
<td>8</td>
</tr>
<tr>
<td>9</td>
<td>Usilampatti</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>10</td>
<td>West Maret street</td>
<td>16</td>
<td>10</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>200</td>
<td>145</td>
</tr>
</tbody>
</table>

**Tools used for analysis:** Simple Percentage Analysis and The One way ANOVA and t-Test

5. DATA INTERPRETATION AND FINDINGS

The following table showing the Demographic Profile of the respondents

<table>
<thead>
<tr>
<th>Demographic Profile</th>
<th>Criteria</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>18-30</td>
<td>67</td>
<td>46.2</td>
</tr>
<tr>
<td></td>
<td>31-45</td>
<td>38</td>
<td>26.2</td>
</tr>
<tr>
<td></td>
<td>46-60</td>
<td>40</td>
<td>27.6</td>
</tr>
<tr>
<td>Gender</td>
<td>Male</td>
<td>95</td>
<td>65.5</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>50</td>
<td>34.5</td>
</tr>
<tr>
<td>Marital Status</td>
<td>Married</td>
<td>74</td>
<td>51.0</td>
</tr>
<tr>
<td></td>
<td>Single</td>
<td>39</td>
<td>26.9</td>
</tr>
<tr>
<td></td>
<td>Divorced</td>
<td>10</td>
<td>6.9</td>
</tr>
<tr>
<td></td>
<td>Widowed</td>
<td>22</td>
<td>15.2</td>
</tr>
<tr>
<td>Experience</td>
<td>1-5</td>
<td>40</td>
<td>27.6</td>
</tr>
<tr>
<td></td>
<td>5-10</td>
<td>73</td>
<td>50.3</td>
</tr>
<tr>
<td></td>
<td>&gt;10</td>
<td>32</td>
<td>22.1</td>
</tr>
<tr>
<td>Educational Qualification</td>
<td>HSC</td>
<td>40</td>
<td>27.6</td>
</tr>
<tr>
<td></td>
<td>Diploma</td>
<td>11</td>
<td>7.6</td>
</tr>
<tr>
<td></td>
<td>UG</td>
<td>25</td>
<td>17.2</td>
</tr>
<tr>
<td></td>
<td>PG</td>
<td>19</td>
<td>13.1</td>
</tr>
<tr>
<td>Income</td>
<td>&lt;10,000</td>
<td>46</td>
<td>31.7</td>
</tr>
<tr>
<td></td>
<td>10,000-20,000</td>
<td>28</td>
<td>19.3</td>
</tr>
<tr>
<td></td>
<td>20,000-30,000</td>
<td>53</td>
<td>36.6</td>
</tr>
<tr>
<td></td>
<td>&gt;30,000</td>
<td>18</td>
<td>12.4</td>
</tr>
</tbody>
</table>
The following chart showing the Level of Happiness of the Respondents

![Levels of Happiness Chart]

**Fig:** shows Level of Happiness of the respondents

From the table it can be interpret that the majority 66% of the respondents belongs to the category of Moderate level of Happiness, 17% of the respondents belongs to the category of Low level of Happiness, and 17% of the respondents belongs to the category of High Level of Happiness.

**Interpretation based on ANOVA Test**

**H₀₄:** There is no significant difference between experience of the respondents and their scores on Happiness Index

<table>
<thead>
<tr>
<th></th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Groups</td>
<td>11369.557</td>
<td>2</td>
<td>5684.778</td>
<td>19.812</td>
<td>0.000</td>
</tr>
<tr>
<td>Within Groups</td>
<td>40745.505</td>
<td>143</td>
<td>286.940</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>52115.062</td>
<td>145</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

From the above table it can be inferred that F(2) = 19.812, sig = 0.000, and since the significance level is >0.05, the null hypothesis is rejected. Hence, it can be concluded that there is significant difference between experience of the respondents who have more than 10years experience and their scores on Happiness.

**H₀₅:** There is no significant difference between Educational Qualification of the respondents and their scores on Happiness Index

<table>
<thead>
<tr>
<th></th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Groups</td>
<td>18100.147</td>
<td>3</td>
<td>6033.382</td>
<td>25.010</td>
<td>0.000</td>
</tr>
<tr>
<td>Within Groups</td>
<td>34014.916</td>
<td>142</td>
<td>241.241</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>52115.062</td>
<td>145</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

From the above table it can be inferred that F(3) = 25.010, sig = 0.000, and since the significance level is >0.05, the null hypothesis is rejected. Hence, it can be concluded that there is significant difference between
Educational Qualification of the respondents and their scores on Happiness. That is, there is a significant difference between the respondents who belongs to the category of UG and PG and their scores on Happiness.

The Following Table showing the Tools used to Test the Hypothesis with its Significant Values, and Findings

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Tool</th>
<th>Significant value</th>
<th>Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td>H₀₁ There is no significant difference between age of the Respondents and their scores on Happiness</td>
<td>One way ANOVA</td>
<td>Sig =0.184 p&gt;0.05</td>
<td>Accepted</td>
</tr>
<tr>
<td>H₀₂ There is no significant difference between gender of the Respondents and their scores on Happiness</td>
<td>t-Test</td>
<td>Sig =0.113 P&gt;0.05</td>
<td>Accepted</td>
</tr>
<tr>
<td>H₀₃ There is no significant difference between Marital Status of the Respondents and their scores on Happiness</td>
<td>One way ANOVA</td>
<td>Sig =0.356 P&gt;0.05</td>
<td>Accepted</td>
</tr>
<tr>
<td>H₀₄ There is no significant difference between Experience of the respondents and their scores on Happiness</td>
<td>One way ANOVA</td>
<td>Sig = 0.000 P&lt;0.05</td>
<td>Rejected</td>
</tr>
<tr>
<td>H₀₅ There is no significant difference between Educational qualification of the respondents and their scores on Happiness</td>
<td>One way ANOVA</td>
<td>Sig = 0.000 P&lt;0.05</td>
<td>Rejected</td>
</tr>
<tr>
<td>H₀₆ There is no significant difference between income of the respondents and their scores on Happiness</td>
<td>One way ANOVA</td>
<td>Sig =0.943 P&gt;0.05</td>
<td>Accepted</td>
</tr>
</tbody>
</table>

6. CONCLUSION:

However, the measurement of happiness index never ends (it’s a situational research), this current research was carried out with the primary objective of identifying whether there exist any difference between demographic profiles and happiness index of the working individual. From the study it able to interpret that 66% of the respondents belongs to the medium level of happiness and there is significant relationship between experience and their scores on Happiness and there is a significant difference between Educational Qualification of the respondents and their scores on happiness index. From the result the experience and Educational Qualification are the major factor which affects Happiness index.

7. REFERENCES:

3. Peter hills and Michal Argyle, “The oxford Happiness Questionnaire, a compact scale for the measurement of psychological well-being “
4. www.nytimes.com
5. www.lifehacker.com
6. www.thehindu.com
THE USE OF SOCIAL MEDIA FOR SUSTAINABLE LEARNING AMONG EMPLOYEES

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¹Assistant Professor, Department of Business Administration, Lady Doak College, Madurai, India
²Associate Professor, Department of Commerce, Lady Doak College, Madurai, India.

ABSTRACT: Social media is an opportunity and widely used platform in business sustainability program. The reach of social media is ever-expanding and there is hardly any workplace that is not influenced by social media. Organisations have witnessed social media as a powerful medium in workplaces to build relationships and develop network. Studies reveal that when companies allow use of social media in workplace, there is a positive influence on employee commitment and employee motivation (Eren Erol, 2013), employee engagement (Parry Emma, 2013), performance (Kishokumar, 2016), productivity (Mohammed shahruudanar, et.al, 2017) and morale. In addition it is found that social media promotes formation of employee social capital through network ties, shared vision and trust which facilitates knowledge transfer (Cao Xiongfie et.al., 2016) thereby building a sustainable learning environment. This study emphasizes on the influence of social media on employee development (professional and social). This study was conducted among 63 employees of a Bank in India. The findings reveal that there exists a strong correlation (r = .691) between the professional development and social development. Study also reveals that Post Graduate employees have a better professional (M= 43.93) and social development (M = 47.30) compared to Under Graduate employees.

Key Words: Social Media, Professional Development, Social Development, Sustainable learning.

1. INTRODUCTION:

Social media serves as a major platform to cater to the needs of the employees and the organization. The presence of social media has come to stay as it helps people connect with common interest and background from various locations in their workplace to maintain professional network and thereby strengthen ties with colleagues. Some of the popular social media’s used by the employees in banking sector are Facebook, LinkedIn, Instagram, Skype, WhatsApp, Twitter and Yammer. Traditionally, many companies spend a lot of money in developing their employees but now they witness cost effective ways of training their employees. Now a days, companies use many online training sessions and offer e-training courses that talk about the various aspects of the workplace. Social Media benefits not only organizations but paves the way for individual development also. Social media helps to enhance social development through social interaction, building healthy relationship with the external environment, community development, increased professional contacts, to act as a socially responsible citizen and stay sensitive about the social issues. Social media benefits employees by providing professional guidance to find relevant information, help release stress, promotes team work, boosts performance through faster communication, encourages active participation and strengthens professional relationship with co-workers. In this context, a study was undertaken among the employees working in a private bank to understand their level of social media influence on employee development (professional and social development)

2. OBJECTIVES OF STUDY:

- To measure the level of social media influence on employee development (professional and social development)
- To study the relationship between Professional and social development with socio demographic profile among the employees working in a private bank.
- Professional development and social development among the employees working in a private bank.
3. HYPOTHESES:

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>HYPOTHESIS</th>
<th>TESTING TOOLS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ho1</td>
<td>There is no significant difference between professional development and socio demographic profile (Gender and Educational Qualification)</td>
<td>t-Test</td>
</tr>
<tr>
<td>Ho2</td>
<td>There is no significant difference between social development and socio demographic profile (Gender and Educational Qualification)</td>
<td>t-Test</td>
</tr>
<tr>
<td>Ho3</td>
<td>There is no significant relationship between professional and social development.</td>
<td>Correlation</td>
</tr>
</tbody>
</table>

4. METHODOLOGY:

Research Design : Descriptive research design

Determination of sample size:
- *Nature of Sample*: Employees
- *Sample Size*: 63
- *Sampling Technique*: Convenient Sampling Technique

Sources of Data:
- *Primary Source*: Questionnaire was developed for the purpose of data collection.
  - Construct of the Inventory: The inventory consisted of two parts. Part-A consisted of socio-demographic variables and Part-B had questions related to employee development with 12 statements for professional development and 12 statements for social development. Five-point Likert scale was adopted to measure the responses.
- *Method of Data Collection*: Google forms were circulated to collect responses.

Framework of Analysis:
- *Descriptive Analysis*: Bar and Pie Diagram
- *Inferential Statistics*: t-Test and Correlation

5. FINDINGS AND DISCUSSION:

Diagram No: 1: Gender

The diagram shows that 54% of the respondents are Male and 46% of the respondents for this study are Female

Diagram No: 2: Educational Qualification
Professional Development:

19% of respondents experience high level of social Media influence on their professional development. Social media contributes through Training and Development, Innovation Management, Professional Development, Career Development and Employee Attitude, whereas 17.5% of respondents experience low level of social media influence on their professional development. Through social Media employees find it difficult with Work Proficiency, Employee Commitment, Career Development and Employee Satisfaction.

Social Development:

17.5% of respondents experience high level of Social Media influence on their social development. Social Media contributes through Social Relationship, Social Interaction, Team Building, Knowledge Transfer, Workforce Diversity, Internal Social Media, Networking and Social Awareness whereas, 15.9% of respondents experience low level of social media influence on their social development. Through social Media employees find it difficult with Trust, Shared Vision and Workforce Diversity.

6. HYPOTHESIS TESTING:

Table No: 1 t-Test for Professional Development and Socio-Demographic profile

<table>
<thead>
<tr>
<th>DEMOGRAPHIC PROFILE</th>
<th>N</th>
<th>MEAN</th>
<th>S.D</th>
<th>t-value</th>
<th>p-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>34</td>
<td>44.71</td>
<td>7.673</td>
<td>1.934</td>
<td>0.058</td>
</tr>
<tr>
<td>Female</td>
<td>29</td>
<td>41.07</td>
<td>7.156</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Educational Qualification</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Under Graduate</td>
<td>36</td>
<td>42.36</td>
<td>7.112</td>
<td>-0.806</td>
<td>0.423</td>
</tr>
<tr>
<td>Post Graduate</td>
<td>27</td>
<td>43.93</td>
<td>8.265</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The diagram shows that 57% of the respondents are Under Graduates and 43% of the respondents for this study are Post Graduates.
Gender:

An independent sample t-test was conducted to compare professional development and Gender. There is no significant difference in the scores for the Male Respondents (M = 44.71 SD = 7.673) and for the Female Respondents (M = 41.07 SD = 7.156); t = 1.934, p = 0.058, Hence Hypothesis is accepted. However, it is observed that with respect to professional development, the Male Respondents have a higher mean score of 44.71 compared to Female Respondents with the mean score of 41.07. So, it can be concluded that the Male Respondents have better professional development compared to Female Respondents.

Educational Qualification:

An independent sample t-test was conducted to compare professional development and Education Qualification. There is no significant difference in the scores for the Under Graduate Respondents (M = 42.36 SD = 7.112) and for the Post Graduate Respondents (M = 43.93 SD = 8.265); t = -0.806, p = 0.423, Hence Hypothesis is accepted. However, it is observed that with respect to professional development, the Post Graduate Respondents have a higher mean score of 43.93 compared to Under Graduate Respondents with the mean score of 42.36. So, it can be concluded that the Post Graduate Respondents have better professional development compared to Under Graduate Respondents.

Table No: 2 t-Test for Testing Significance between Social Development and Socio - Demographic Profile

<table>
<thead>
<tr>
<th>DEMOGRAPHIC PROFILE</th>
<th>N</th>
<th>MEAN</th>
<th>S.D</th>
<th>t-value</th>
<th>p-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>34</td>
<td>48.21</td>
<td>6.409</td>
<td>1.675</td>
<td>0.099</td>
</tr>
<tr>
<td>Female</td>
<td>29</td>
<td>45.48</td>
<td>6.462</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Educational</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Qualification</td>
<td>Under Graduate</td>
<td>36</td>
<td>46.69</td>
<td>6.493</td>
<td>-0.360</td>
</tr>
<tr>
<td></td>
<td>Post Graduate</td>
<td>27</td>
<td>47.30</td>
<td>6.678</td>
<td></td>
</tr>
</tbody>
</table>

Gender:

An independent - sample t-test was conducted to compare social development and Gender. There is no significant difference in the scores for the Male Respondents (M = 48.21 SD = 6.409) and for the Female Respondents (M = 45.48 SD = 6.462); t = 1.675, p = 0.099, Hence Hypothesis is accepted. However, it is observed that with respect to social development, the Male Respondents have a higher mean score of 48.21 compared to Female Respondents with the mean score of 45.48. So, it can be concluded that the Male Respondents have better social development compared to Female Respondents.

Educational Qualification:

An independent sample t-test was conducted to compare social development and Education Qualification. There is no significant difference in the scores for the Under Graduate Respondents (M = 46.69 SD = 6.493) and for the Post Graduate Respondents (M = 47.30 SD = 6.678); t = -0.360, p = 0.720, Hence Hypothesis is accepted. However, it is observed that with respect to social development, the Post Graduate Respondents have a higher mean score of 47.30 compared to Under Graduate Respondents with the mean score of 46.69. So, it can be concluded that the Post Graduate Respondents have better social development compared to Under Graduate Respondents.

Table no. 3: Correlation between Professional Development and Social Development.

<p>| EMPLOYEE DEVELOPMENT | PROFESSIONAL DEVELOPMENT | SOCIAL DEVELOPMENT |</p>
<table>
<thead>
<tr>
<th>PROFESSIONAL DEVELOPMENT</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>SOCIAL DEVELOPMENT</td>
<td>.691**</td>
</tr>
<tr>
<td></td>
<td>1</td>
</tr>
</tbody>
</table>

**significant at the 0.01 level (2 tailed)

From the above table it can be seen that a positive correlation exists between professional development and social development at the 0.01 level. And it is observed that social development and profession development are highly correlated ($r = .691$).

7. SUGGESTIONS:

- According to the findings, Training and Development, Innovation Management, Professional Development, Career Development and Employee Attitude have contributed towards professional development. Thus, to facilitate professional development, career development activities can be undertaken by the management. Career planning can be added as a part of the HR functions to promote employee development.
- Since majority of the respondents have access to social media, technology - based training will help in developing the potential of the work force. E-training strategies can be adopted in the bank to provide training to the employees. This will also ensure that there is continuous and sustainable learning among them.
- The study also reveals that Social Relationship, Social Interaction, Team Building, Knowledge Transfer, Workforce Diversity, Internal Social Media, Networking and Social Awareness have contributed towards social development. So, Interactive sessions can be conducted at the bank to educate the employees about social media usage, networking and social awareness and corporate security.

8. CONCLUSION:

It may be concluded that the influence of social media on employee development is positive. This study has identified the influence of social media on employee’s professional development and social development. The findings of the study have proved that there is positive impact on the influence of social media on Employee development because the employees feel that they have improved their attitude, Training and Development, Innovation Management, Career Development, Workforce Diversity.

9. REFERENCES:


WOMEN EMPOWERMENT THROUGH KUDUMBASHREE PROJECTS: A KERALA MODEL

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Asst. Prof., School of Management, De Paul Institute of Science and Technology, Angamaly-683 573, Kerala. Email: nishaannjacob@gmail.com

1. INTRODUCTION:
Empowerment is a process of enabling individuals to think, and then take action to gain control over their destiny and circumstances of their lives. Women’s empowerment leads to autonomy by training them to become agents of their development. Empowerment is a multi-faceted, multidimensional idea. Women’s empowerment is a process by which women gain greater control over resources. Women, more recently have shown a lot of interest in income-generating activities, self-employment, and entrepreneurship. The empowerment of women through income-generating projects would lead to benefits not only to the individual woman but also the family and community as a whole. Empowering women is not just for meeting their economic needs but also for more holistic social development.

2. KUDUMBASREE:
Kudumbasree, literally meaning prosperity of the family, mainly focus on economic and social development of the poor people in Kerala. It is a community based organization (CBO) with a three tier structure. The three tiers are: The Neighbourhood Groups (NHG’s) comprising of 10-20 women at the local level. Area Development societies (ADS) at the ward level of village panchayats and municipalities and community development societies (CDS) – registered society as the federation of ADS within the Local Self Government (LSG’s). The Kudumbasree community organization Network is present in all the 978 Gram Panchayats, 60 municipalities and 5 Corporations. In Kerala 21173 NHG’s 17486 ADS’s and 1061 CDS’ are functioning till now. (Economic Review 2011)

The major poverty alleviation programmes of Kudumbasree in Kerala are related to Linkage Banking, Lease land farming, strengthening of Bala Sabha, Bala Panchayat and Holistic child Health and Micro Enterprises. The present study is concentrated on the performance of micro enterprises particularly group projects. Micro enterprises are meant for economic empowerment and employment opportunities to the poor women with a view to increasing their purchasing power. Micro enterprises consist of individual projects and group projects Kudumbasree projects are adequately backed by the various types of training programmes to the stake holders. Depending upon the nature of the project, the stake holders have to attend, General Orientation Training (GOT), and Entrepreneurship Development Programme (EDP) in skill Development Training. The maximum amount of loan available to an individual to start a project is Rs.2 lakhs with 25% Subsidiary, and (maximum 50,000) and Rs.5 lakhs for groups with 35% subsidiary and maximum amount of (Rs.3 Lakhs

ABSTRACT: For a nation to develop it is necessary that development happens in all facets of the economy. Among the thrust areas of development initiatives in India is the empowerment of women in general and poor women in particular. Empowerment involves a process of creating awareness and building capacity leading to greater participation in decision-making and transformative action. ““Woman empowerment begins with conscious perceptions about herself and her rights, her capabilities and her potentials, awareness of how gender and socio-cultural and political forces affect her”. To enhance sustainable development, equal access to essential social services, social protection, and support for disadvantaged and vulnerable groups, various income-generating schemes are initiated by Kudumbashree.

Key Words: Women Empowerment, Kudumashree, Skill Development, Income-Generation.
Hence, Kudumbasree is highly innovative, in eliminating the problem of poverty and unemployment. Since it is a C.B.O., the collective action of the people is very important in its performance. The final fruit of collective action, on the basis of sharing and cooperation is social capital.

3. OBJECTIVES:

(a) To study the impact of Kudumbasree on the formation of social capital

(b) To understand how Kudumbashree enabled the poor people to break the vicious circle of poverty.

The study is based on the extensive and intensive use of both primary and secondary sources of data. The primary data has been collected from the various participants of Kudumbasree programmes through direct personal interviews using a predesigned questionnaire. The published articles, government reports, documents of Local self-Government regarding the functioning of Kudumbasree were also used for the study.

4. THE IMPACT OF KUDUMBASREE ON THE FORMATION OF SOCIAL CAPITAL AND POVERTY ALLEVIATION:

The terms “Social capital” and “social norms” provide the basis for sustainable livelihoods. The value of social capital was identified and popularized by Jacobs (1961). Bordien (1986), later, Coleman (1988, 1990) gave a clear theoretical frame work and brought world-wide attention by Putnam (1993, 1995). In the opinion of James Coleman (2001) a prescriptive norm within a collectivity that constitutes an especially important form of social capital is the norm that; one should forgo self interest and act in the interest of the collectivity. The level of social capital formation is very high in Kerala, compared to other Indian states. (Serra 2001). He studied sixteen Indian states in a comparative perspective and found that, Kerala scored high on most counts, making it the state having the highest stocks of social capital in India. Kerala appears as the best Indian example of a society with high social capital.

The study is based on the inference obtained from the beneficiary’s group projects of Kudumbasree, through direct personal interview with the help of a predesigned questionnaire

Structure of Kudumbasree

The present study is related to the performance of Kudumbasree projects in Irinjalakuda (IJK) Municipality, in the promotion of social capital.

Irinjalakuda Municipality is situated in Mukundapuram Taluk of Thrissur District, Kerala state. The municipality covers a geographical area of 33.57 sq.kms; with 41 electoral wards. The size of population is 60,507, Comprising of 28840 males and 31667 females.

The performance of Irinjalakuda Municipality, with regard to the functional dynamics and administrative structure also reveals its huge potential for enhancing the living conditions of the poor people. It can be observed from the table (1) given below

Table (1) The present status of CDS, ADS and NHG’s in Irinjalakuda Municipality

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Number of wards</td>
<td>41</td>
</tr>
<tr>
<td>Total Number of CDS</td>
<td>36</td>
</tr>
<tr>
<td>Total Number of A.D.S</td>
<td>36</td>
</tr>
<tr>
<td>Total Number of Members in ADS</td>
<td>253</td>
</tr>
<tr>
<td>Total Number of NHG’s</td>
<td>275</td>
</tr>
<tr>
<td>Wards having No NHG</td>
<td>1</td>
</tr>
</tbody>
</table>

Source : Official records of Kudumbasree programs, Irinjalakuda Muncipality
Even though, Irinjalakuda Municipality is comprised of 41 wards, all the wards could not organize their own separate A.D.S. Due to several reasons, two ADS had been constituted by clubbing four wards, (wards 23 and 24 as well as 25 and 26). Moreover, ward number 12 does not have any ADS at all. Likewise, 275 N.H.G’s are functioning very actively in the municipality by conducting regular meetings and discussions.

The present status of the production units of Kudumbasree in Irinjalakuda also is a matter of serious concern. It is evident from Table (2)

Table (2) Present status of production units of Kudumbasree in IJK Municipality

<table>
<thead>
<tr>
<th>Type of project</th>
<th>Active</th>
<th>Defunct</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual</td>
<td>67</td>
<td>2</td>
<td>69</td>
</tr>
<tr>
<td>Group</td>
<td>14</td>
<td>5</td>
<td>19</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>81</strong></td>
<td><strong>7</strong></td>
<td><strong>88</strong></td>
</tr>
</tbody>
</table>

It is clear that out of the 88 production units, 81 are active and only seven are defunct. Among the individual projects 67 are active and only 2 are not active.

While, in the category of group projects 14 are active and 5 are defunct. The various projects distributed to individuals include Autorikshaw, Homely food making, painting work, Photography, Banana Chips production, Photostat unit, Tailoring. Likewise group projects include Animal husbandry, solid waste management, and D.T.P centre. The defunct group projects are related to catering unit, Mobile supermarket, organic cultivation, vermin compost production unit and food processing unit. The two defunct individual production units are related to the Homely food making unit in the Municipal area.

Table (3) Beneficiaries of Kudumbasree Projects

<table>
<thead>
<tr>
<th>Nature of the project</th>
<th>Number of beneficiaries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual</td>
<td>67</td>
</tr>
<tr>
<td>Group</td>
<td>78</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>145</strong></td>
</tr>
</tbody>
</table>

It is clear that, out of the 145 beneficiaries 78 are members of group projects and 67 are owners of individual schemes.

The study is based on the inference obtained from the beneficiary’s group projects of Kudumbasree, through direct personal interview with the help of a predesigned questionnaire

Table (4) Impact of Kudumbasree on the well being of its members

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>No idea</th>
<th>total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percentage</td>
<td>Number</td>
<td>Percentage</td>
</tr>
<tr>
<td>1 Fear of Poverty</td>
<td>-</td>
<td>-</td>
<td>60</td>
<td>100</td>
</tr>
<tr>
<td>2 Fear of unemployment</td>
<td>-</td>
<td>-</td>
<td>60</td>
<td>100</td>
</tr>
<tr>
<td>3 Self confidence</td>
<td>50</td>
<td>83.34</td>
<td>10</td>
<td>16.66</td>
</tr>
<tr>
<td>4 Collective bargaining power</td>
<td>60</td>
<td>100</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>5 Better understanding of the co-workers &amp; team members</td>
<td>60</td>
<td>100</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
All the respondents (60) opined unanimously that; while the project is in operation, they have no fear of poverty and unemployment Out of the 60 respondents 50, (83.34%) opined that, the active involvement in the Kudumbasree project enhanced their self-confidence. But 10, (16.66%) respondents opined that, it did not help to boost their self-confidence.

Women are supposed to be weak and highly dependent on the others for everything. But all the Kudumbasree activists, who are active stake holders of various projects, opined unanimously that, now they do not have any dependency feeling regarding their economic and financial activities. They proved that, the collective bargaining power of women is very strong and effective. Another phenomenon related to the group projects of Kudumbasree is that, it could raise the social status of women belonging to the category of below poverty line (BPL). Today they have an address and brand name, i.e Kudumbasree team member. This is not a small factor which can be neglected easily. Here, 45 (75%) women opined positively, 5 (8.34%) negatively and 10 (16.66%) could not divide whether it is true or not. In other words 45 women believe that Kudumbasree, is the only contributing factor, the reason for their increased social status.

Women empowerment is another important contribution of Kudumbasree programme. The data shown in the table (1) above, reiterates this fact. Out of the 60 respondents 48 (81%) strongly believe that, the group activities had resulted in their empowerment.

5. CONCLUSION:

In short, it is found that the social capital formation in Kerala has got a boost through the successful functioning of the Kudumbasree programe. The transformation of the minds of women from idle, inactive and suppressed lot to a very active and dynamic workforce was made possible, through the various activities of Kudumbasree. Now they feel greater self confidence and power to bargain collectively. The social, economic and political empowerment of women is another notable achievement. Now most of the women participants of Kudumbasree opine that they have no fear of poverty and unemployment. The wide network of social relations, friends and mutual support they are enjoying through Kudumbasree programme are unparalleled. Hence, it is clear that Kudumbasree is one of the most important factors responsible for the creation of social capital in Kerala.
6. REFERENCES:

Role of Rural Consumer in India

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Abstract: The concept of rural market in India is still evolving and its posses numerous challenges understanding rural consumer, reaching and providing services to remote locations and communicating with heterogeneous audience. Though these are several difficulties in targeting the rural market but still almost all companies are rushing towards this market this is mainly because of saturated favorable changes in rural market like improving lifestyle, habits, increasing literacy level, increase in income, increase in expectations and aspirations improving infrastructure government support various schemes etc. Now day’s rural consumers are also using branded products and almost all major brands are available in rural market of India. Indian rural consumer is decreasing still there is considerable difference them in terms geographic, demographic and psychographic aspects. This resulting in distinction in rural consumer’s behavior, hence requiring different marketing strategies for these regions. This paper is an attempt to explore differences Indian rural consumer.

Keywords Rural marketing, Rural consumer.

1. INTRODUCTION:

Marketing may apply be described as the process of defining anticipating and knowing consumers needs and organizing all the resources of the company to stratify them. In fact , satisfaction of customers needs and units provides the rationale for the firms existence knowledge of consumer behaviour, therefore is vital for a firm to active its marketing goals. The consumer’s behaviour comprises the acts process and social relationships exhibited by individuals Groups and organizations searching, obtainment, use and consequent experience with products and services. An understanding and knowledge of the motives underlying consumer behaviour helps a firm in seeking better and more effective ways to a satisfy its consumers. It helps to select appropriate sales and advertising strategies and to plan marketing programme in a more efficient manner.

2. RURAL MARKETING:

Rural marketing involves this process of developing, pricing, promoting distributing rural specific product and a service leading to exchange between rural and urban market which satisfies consumer demand and also achieves organizational objectives it is two way marketing process where in the transitions can be:-

Urban to Rural it involves the selling of products and services by urban marketers in rural areas. These include, pesticides, FMCG, products consumer durable, etc.

Rural to Urban here a rural producer (involved in agriculture) sells his produce in urban market this may not be direct there generally are middleman agencies, government co-operatives etc who sell fruits vegetables, grains, pulses, and others , Rural to rural include selling of agricultural tools, cattle, carts and others to another village in its proximity.

3. RURAL CONSUMERS:

The rural consumers is generally seen as the less affluent as compared to his urban cousin but things are changing in rural India over the last ten years like any market that has seen a demand and awareness boom. rural India has also been witnessing considerable rise in purchasing power . A change in consumption patterns and access to communication media have made rural market a vital cog in the sales – growth wheel,
especially with demand for many categories of products and services. plateau in the urban markets inspite of increasing number of rural consumers provisions for consumer protection and welfare are often based on the general standard and circumstances of those living in big cities and towns. All though consumers as a whole are in an equal bargaining position these are certain recognizable groups which are disadvantaged in more ways that the others disadvantages consumers are those who are less able to assert their rights and rural consumers comprise one such group. Rural consumers remain disadvantaged as their to information, choice, redress, and consumer education are not sufficiently fulfilled consequently such consumers need support in maintaining their rights so that they can bargain equally with the products or the service providers.

4. CHARACTERISTICS OF RURAL CONSUMERS:

Some consumers may barely notice the ads so that this amount of processing devoted to the ads is extremely two resulting in weak to nonexistent brand associations. The ads may catch the attention of others consumer resulting in sufficient processing but these consumers may devote most of the time during the ads thinking about the song and wondering why Springsteen decided to endorse now balance ( and whelhs he actually them), resulting in strong associations to Springsteen, but not to be new balance another group of consumer may not only notice the ads but may think of how they had a wrong impression of new balance and that it is different from their war they thought and that they would feel good about wearing the shoe The endowment by Springsteen in this case helped to monster and create positive associations.

5. FACTOR INFLUENCING BUYING BEHAVIOUR OF RURAL CONSUMER:

Buying bahaviour refers to the buying behaviour of final consumer individuals and householder who buy goods and serves for personal consumption. All of these final consumer combined make up the consumer market in a broader sense consumer behaviour includes all the psychological and psychological reasons of individual consumer’s response to marketing activities. Consumer psychology is based on the consumer’s knowledge attitude, intention, and movie psychology is based on purchase and uses of foods and services in nut shell consumer behaviour is the behaviour exhibited by people in planning , purchasing and using of economic foods and services. Consumer behaviour is complex and dynamic and influenced by various factors enormous literature is available on new factors that buying of the rural consumer. Scholars have examined an analyzed the various factors that affect buying bahaviour of rural consumer some of the important factors are:- Environment of the consumer - The environment of the surroundings with in which the consumer lives, has a very strong influence on the buyer behaviour eg:- electrification, water, supply affects demands for durables. Geographic influences - The geographic location in which the rural consumer is located also speaks about the thought process of the consumer. Family - It is an important buying decision making organization in consumer markets. Family size and the roles played by family members. Exercise considerable influences on the purchase decisions. Industry observes are increasingly realizing the at times purchase of durables has less to do with income but has more to do with the size of the family and other’s where rural indie, joint family structure, becomes an attractive proposition. Economic factors - The quantum of income & the earning stream are one of the major deciding factors which determine to a great extent what the customer will be able to by many people in the rural market are below poverty time and for large no people, agriculture is the primary occupation more that 70 percent of the people are in small scale agricultural operations these factors affect their purchase decisions. Place of purchase - This is another important factor which influences the purchase decision of consumers prefer haufs due to better quality, verify and price companies need to assess the influence of retailers on both consumers at village shops and at hearts. Awareness to urban lifestyles - Due to increase in mobility and migration from rural to urban area the extent of exposure of rural consumers to urban lifestyles also influences their buying behaviour. Cultural influences - Cultural factors exert the broadest and deepest influence on consumer behaviour culture is the most basic element that shapes a person’s wants and behaviour in India there are so many different cultures, which only gives rise to a variety of goods and services which are culture specific.
Some of the few cultural factors that influence buyer behaviour are - **Product**: In rural area due to limitary and ignorance the colour, size, design and shape are the factors on which the consumer rely in making their purchase decisions. **Social practices**: India is a mosaic of cultures it is a traditional society influenced by various social practices and customers. There are so many different cultures, and each culture exhibits different social precious this also influenced their buying behaviours. **Decision – making head**: India continues to be a patriarchal society, the male in Indian culture has always been given the designation of key decision maker in a house the male head is the final decision maker in rural areas this trend is very prominent. **Changes in saving and investment patterns**: In the recent past the savings and investments patterns have also undergone a change. The rural consumers invest in from gold, land to hatters, VCR’S, LCV’S **Role of rural consumer in India**: 

India lives in numerous villages, scattered throughout the country. Rural areas currently are home to nearly 70 percent of India’s population and have historically accounted for more than half of Indian consumption. Even with increasing urbanization and migration. It is estimated that 63 percent of India’s population will continue to live in rural areas by 2025. in terms of economic output rural India accounts for a almost half (48 percent) of the country’s economy and the rural markets have their potential to reach $500 billion by 2020. They rural areas will continue to remain vitally important to the Indian economy. However it is an unfortunate truth that a large percentage of this population leaks even basic services like education health drinking water, sanitation and employment.

6. **CONCLUSION:**

It is encouraging to note that there is a remarkable improvement in buying behaviour and consumption pattern of rural consumers, which will create more demand to companies in future as well. But the company also has to accept this fact that rural buyers look for value for money from their purchase and do not buy anything for the sake of buying it. As also reported in the study that brand and price play an important role in their choice, hence the markets should think only of rural variations of their products with desired innovations to meet the need and the contact of this rural consumers, leaving the product features essentially the same as those offered to urban consumers.

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Green HRM Practices for Organisational and Environmental Sustainability

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1. INTRODUCTION:

Green human resources refer to use every employee touch point / interface to promote sustainable practices and bring commitments and awareness in employees on the context of sustainability. It involves duty of taking environment-friendly HR initiatives ensuing in superior efficiencies, lower costs and better employee engagement and retention which in turn, supports every single organization to reduce employee carbon footprints by the likes of electronic filing, car sharing, job-sharing, tele-conferencing and virtual interviews, recycling, telecommuting, online training, energy-efficient office spaces etc. The HR function will turn out to be the best path of environmental sustainability within the organization by implementing its practices and policies with effective and efficient goals that are reflecting an eco-focus. GHRM is directly responsible in creating green workforce that understands, appreciates, and practices green initiative and maintains its green objectives all throughout the HRM process of recruiting, hiring, training, compensating, developing, and advancing the firms human capital. It refers to the policies, practices, and systems that make employees of the organization green for the benefit of the individual, society, natural environment, and the business.

2. GREEN HUMAN RESOURCE MANAGEMENT:

Green Human Resources Management (GHRM) can be defined as the set of policies, practices, and systems that stimulate a green behavior of a company’s employees in order to create an environmentally sensitive, resource efficient and socially responsible workplace and overall organization. Green Human Resources Management (GHRM) can be defined as the set of policies, practices, and systems that stimulate a green behavior of a company’s employees in order to create an environmentally sensitive, resource efficient and socially responsible workplace and overall organization.

2.1 HISTORY OF GREEN HUMAN RESOURCE MANAGEMENT:

Yusliza Mohd Yusoff (2015) Since the concept of Green HRM is still unclear and needs to be developed, the study has done Qualitative-based research to gain deeper insights and understandings in this regard to Developed broad conceptualizations of Green HRM. These broad conceptualizations were then categorized in to a narrow-er conceptualization by grouping the activities which entail shared concepts and result in the formation of only five parent conceptualizations – the E-HRM, Work-life Balance (WLB), Corporate Social Responsibility (CSR), Green Policies, and Extra Care Program.

Liu, (2010) Business organizations play a key role in the problems of environmental management since they are part of our society and cannot be isolated from the environment, and in fact, they contribute most of the carbon footprints in the past.

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

2.2 NEED FOR GHRM:

From last two decades of this century have witnessed a unanimous consensus for the need of a realistic environmental management drive all over the world. This effort was undertaken since the damaging effects of different pollutants among which the industrial wastes being the major culprit that has been deteriorating and depleting our natural resources very fast has been evident. The “Magna Carta” on Human
Environment was declared in the first United Nation’s (International) Conference on Human Environment held in June 1972 in Stockholm declared that to defend and improve the human environment for present and future generation have become an imperative goal for mankind. Green HRM is the use of HRM policies to promote the sustainable use of resources within organizations and, more generally promotes the causes of environment sustainability.

2.3 GREEN HRM PRACTICES:

Green Human Resources Management – Recruitment & Job Design

Green Human Resources Management starts even before getting new employees inside the company, during the process of designing or approving, together with other departments, job descriptions (JD) for the newcomers. It is important to have JDs that highlight tasks related to environmental protection or even for job advertisements to mirror a company’s social and ecological concerns.

Green Human Resources Management – Selection Methods

After making the first screening of CVs, HR can make sure that the next steps of the selection process will evaluate the candidates’ aptitude to have green behaviors. An ordinary question about climate change during an interview or a group dynamic that mixes a business case with sustainability issues are two easy ways to understand someone’s degree of ecological awareness.

Green Human Resources Management – Performance Management & Appraisals

Performance management (PM) is the process by which employees are prompted to enhance their professional skills that help to achieve the organizational goals and objectives in a better way. When it comes to the PA of managers, green targets, goals, and responsibilities such as creating green awareness in their teams and encouraging them to get involved in green activities of the company can also be considered. In the end, the ultimate goal of green PM is to have a measurable outcome of an organization’s ability to meet its ecological objectives and targets set forth in the organization’s environmental plans or policies.

Green Human Resources Management – Learning and Development

Learning and development is a practice that focuses on developing employees’ skills, knowledge, and attitudes. It create awareness about the current environmental problems happening worldwide – through newsletters or briefings with environmental organizations from time to time. They educate more employees about working methods that allow to reduce waste, save energy and resources – e.g. recycling, turning lights off or shutting down laptops and encourage workers to find out opportunities in their jobs to help their companies become more sustainable.

Green Human Resources Management – Compensation and Reward management

Green compensation and reward management aim to recognize the contribution of employees in the creation of a more sustainable company. It is the result of the success of employees in their ecological performance appraisal and the proof that a company’s strategic sustainability goals are being mirrored and accomplished from the top to the bottom. Nevertheless, it is important to keep in mind that such a system with effective monetary incentives can be challenging to develop has it is hard to accurately and fairly evaluate environmental behaviors and performance across organizations.

Green Human Resources Management – Employee Relations & Ways of going green

To help to build a sustainable company it is crucial to promote ‘eco-intrapreneurs’ that add value to the organization’s products and/or services with efficient utilization of existing financial, human and natural resources. This often means encouraging employees to get involved and participate in the social and environmental initiatives organized by the company.
Green Human Resources Management – Leaving the Company

For the strict compliance of the green strategies and policies, and depending on the seriousness of the mistake and its impact, companies can take certain actions where ecologically unfriendly behaviour may constitute a breach of contract and possible ground for dismissal. If this happens, it is really important to make exit interviews to evaluate the perception of employees on the company’s ecological practices.

3. BENEFITS OF GREEN HRM:

More inspired problem solving: Employees who bring a sustainability lens to business decisions allow for a broader perspective that sparks innovative solutions to both common and newly emerging climate change related business problems. Intellectually knowing what sustainability is and practicing it in daily decision-making are two different animals. As you become known as a desirable green employer, you’ll have your pick of the green talent pool – individuals who already understand sustainability and have practice in maximizing people, planet, and profit through business strategy. Bringing them onboard gives you a powerful market edge. Just look at Patagonia, a company that receives thousands of applicants for each posted job opening. The synergy that builds from green-minded employees working together in a business can be unbelievable. Many employees who are committed to sustainable careers are amenable to flexible compensation and benefits, often preferring alternative transportation, flex work schedules, and other low-cost benefits over hard dollar cost-of-living increases. These options can give you more bend in your budget. Many green companies these days boast low turnover rates compared to their non-sustainable counterparts. That's not just talk. In a green workplace survey conducted by the Society for Human Resource Management (SHRM), 61 percent of respondents who worked for an environmentally conscientious company said they were "likely" or "very likely" to stay at the business because of those practices.

4. SUSTAINABILITY:

Sustainability is defined as opportunity for businesses to provide long lasting solutions that will help enhance the socio-economic landscape while continuing to create jobs and economic wealth well into the future. Green business practices were defined as those that addressed environmental stewardship and social responsibility. The term Sustainability can be defined “as the development that meets the present without compromising the ability of future generations to meet their own needs”. Sustainable development is indeed mostly identified by referring to this creation of a balance between Profit, Planet and People. A Sustainable organization can be defined as an enterprise that simultaneously contributes economic, social, and environmental benefits- known as the “Triple bottom line”. Sustainability is seen by many as increasingly essential to creating shareholder value, as investors and employees look to organizations to be good corporate citizens.

4.1 HR and Sustainability

Organizations are increasingly concerned with sustainability and corporate social responsibility. The HR function is uniquely positioned to assist in both developing and implementing sustainability strategy. The HR function can serve as a partner in determining what is needed or what is possible in formulating corporate values and sustainability strategy. The Human resource department of a company has the capability to play a significant role in the creation of their company’s sustainability culture (Harmon, Fairfield and Wirtenberg 2010). The role of HR in creating sustainable business is two- pronged. As a part of business strategy, HR will have to embrace a more sustainable approach to managing its people. HR will have to learn to manage the whole gamut of issues ranging from employee wellness, healthy, and safety workplace diversity. Configuring HR Practices to the principles of sustainability need not necessarily mean changing the HR function. It means that HR People will have view all HR decisions through the prism of shareholders viewpoint.
5. CONCLUSION:

Though the green movement and Green HR are still in the stages of early years, rising awareness within organizations of the consequence of green issues have compelled them to squeeze environment-friendly HR practices with a definite spotlight on waste management, recycling, sinking the carbon footprint, and using and producing green products. Clearly, a majority of the employees experience stalwartly about the environment and, demonstrate greater commitment and job satisfaction toward an organization that is ever ready to go “Green” The effects of GHRM practices are multifaceted and require constant monitoring to recognize their potential impact on HRM issues. The Greening HRM involves specific HR’s policies and practices associated with the three sustainability pillars—environment, social, and economic balance (Yusliza, Ramayah, & Othman, 2015, p. 1)

The dependability of the present generations, HR managers are to create awareness among the youngster and among the people working for the organization about the Green HRM, Green movement, utilization of natural resources and helping the corporate to maintain proper environment, and retain the natural resources for our future generation.

The future of Green HRM appears promising for all the stakeholders of HRM, be it the employers, employees, practitioners, or academicians. We propose that GHRM has substantial scope for research in management field but lacks behind in practice within academic arena; hence, there is a need to bridge the gap between professional GHRM practices and preaches in research and teaching environmental management. Last, but not the least, HR has significant opportunity to contribute to the organization’s green movement and plays important role in enthusing, facilitating, and motivating employees for taking up green practices for greener business.

6. REFERENCES:

Corporate Social Responsibility and Shared Value of Companies

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1Assistant Professor, Department of Commerce, G.Venkataswamy Naidu College, Kovilpatti.
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Abstract Creating shared value (CSV) is a newly introduced concept whose essence and expressions, relationship to corporate social responsibility (CSR) and implications for the business and society is now at the core of management and social responsibility debates of the scientific world. The aim of the paper is to gain clearer understanding of the CSR and CSV concepts, Levels, implementation, transforming strategic positioning, sustainable development of organisation. In this paper discusses about the two concepts and Comparisons to evaluate their implementation and draw conclusion with the approach.

Keywords: Corporate social Responsibility, Company Shared Value.

1. INTRODUCTION:
Corporate social responsibility is no longer just a trendy new concept that looks good when attached to the company profile. Over the past decade or so companies worldwide have been recognizing the importance of socially responsible business conduct and the impact it has on their reputation, performance and results. Undoubtedly, the numerous corporate scandals tearing up the business world have contributed to this, but the fact remains – corporate social responsibility (CSR) is gaining its clout in the business, and it is here to stay. More and more companies across the globe are incorporating CSR in their daily activity and also taking on extra-curricular activities to “give back” to the society. Still others build their business around the concept of corporate social responsibility. In either case, CSR has become more than just a section on company’s website or a public relations activity; it is now an integral ingredient in companies’ effort to ensure sustainable development.

Just recently a new approach to socially responsible business practices has been introduced – the concept of creating shared value, which implies creating economic value while simultaneously addressing societal needs and challenges. When businesses act as Businesses – not as charitable donors – they can improve profitability while also improving environmental performance, public health and nutrition, affordable housing and financial security, and other key measures of societal wellbeing. Only business can create economic prosperity by meeting needs and making a profit, creating infinitely scalable and self-sustaining solutions.

2. CONCEPTS:
CSV IS NOT CSR
Creating Shared Value Goes beyond philanthropy or corporate social responsibility.
CSV = Social Value + Economic value

Creating Shared value is addressing societal needs and challenges with a business model.

**CSV will Drive Innovation and Growth**

Creating Shared Value will drive the next wave of innovation and productivity in the global economy.

**CSR and CSV Comparison**

We believe that CSR is a different – If overlapping – Concept from creating shared value. Corporate social responsibility is widely perceived as a cost center, not a profit centre. In contrast, Shared value creation is about new business opportunities that create new markets, improve profitability and strengthen competitive positioning. CSR is about responsibility; CSV is about creating value.

3. ROLE OF BUSINESS IN SOCIETY – CSR AND CSV:

The next transformation of business thinking lies in the principle of shared value – creating economic value in a way that also creates value for society by addressing its needs and challenges.

So Corporate policies and practices that enhance the competitive advantage and profitability of the company while simultaneously advancing social and economic conditions in the communities in which it sells and operates. Shared value is not corporate social responsibility, philanthropy or even sustainability, but a new way to achieve economic success.

<table>
<thead>
<tr>
<th>Philanthropy</th>
<th>Corporate social responsibility</th>
<th>Creating shared value</th>
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<tbody>
<tr>
<td>Donation to worthy social cause</td>
<td>Compliance with community standards</td>
<td>Addressing social needs and challenges with business model</td>
</tr>
<tr>
<td>Volunteering</td>
<td>Good corporate citizenship, Sustainability</td>
<td></td>
</tr>
</tbody>
</table>

- Donation to worthy social cause
- Compliance with community standards
- Good corporate citizenship, Sustainability
- Addressing social needs and challenges with business model
4. CONCLUSION:

While there is no disagreement as to the role and importance of social responsibility in business, there is no unanimous opinion as to how these activities go together with the organizational goals and day to day activities, and how extensive they should be. CSV provides insight into this strongly linking the social activities to company goals and positioning social responsibility as internal function rather than external obligation to society. For building a better future the Indian government has bought in to affect new CSR guidelines requiring companies to spend 2% of their net profit on social development. Spending 2% on CSR is a lot, especially for companies that are trying to scale up in these difficult times. Capitalism is suffering from a crisis of trust. Today’s Business take the blame for many of society’s economic, social and environmental woes, despite the launch of countless corporate social responsibility initiatives in recent decades. Now more than ever – in the midst of a global economic crisis that has strained the capacity of governments and NGOs to address complex societal challenges – it is time to restore public trust through a redefines vision of capitalism with the full potential to meet social needs.

5. REFERENCES:

A Study on Legal Version and Marketing Strategy of Products Produced By Women Entrepreneurs -With Special Reference to Mobility Shops in Madurai City

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ABSTRACT: Mobility shops are now a global phenomenon and one of the most visible aspects of the informal sector. Like other informal sector mobility shops are characterized by low level income, easy of entry and self employment. In cities and towns as well as millions of people throughout the world people earn their living by selling wide range of goods in their locality with the help of mobility shops. This study focuses on the legal version for their products brand, hardships and obstacles faced by women entrepreneurs running mobility shops to earn money so that they can feed themselves and their family. The present study covers the socio economic factors and challenges faced by the street vendors in Madurai. Majority of street vendors are illiterate or educated at primary levels. They have low skills and poor economic condition. As street vending is considered only as a means of livelihood to those poor people, an attempt has been made to analyse and compare the situation of street vendors in and around the areas of KK Nagar and Anna Nagar, Madurai for the purpose of providing awareness and to promote the living conditions of the community people. The sampling method adopted for the research is convenient sampling of non- probability method. The research methodology used for the study is Descriptive methodology. The sample size was decided to be 15 among 30 women entrepreneurs. The analysis and interpretation, of the raw data collected was done using percentage analysis method. The data has been presented in the form of tables and charts for better understanding. The results of the study will provide a better understanding and awareness to the mobility shop owners, in order to design efficient and effective strategies for pricing methods, quality maintenance and hygienic measures and also this study helped the few women entrepreneurs to got licence for their shops.

Key words : Women Entrepreneurs, legal version, quality of the product and pricing strategies.

1. INTRODUCTION:

“Street vendors form a very important segment of the unauthorized sector in the country. It is estimated that in several cities street vendors count for about two percent of the population. And Women constitute a large segment of these street vendors in almost every city. Street vending is not only a source of self-employment to the poor in cities and towns but also a means to provide ‘affordable’ as well as ‘convenient’ services to the majority of the urban population”. Street vendors are identified as the self-employed workers in the informal sector who offer their labor to sell goods and services on the street without having any permanent built-up structure. There is a substantial increase in the number of street vendors in the major cities around the world. We have identified the main cause for the growth of street vending. This is because lack of gainful employment coupled with poverty in rural areas has pushed people to street vending business. These people do not possess the skills or the education to enable them to find better paid, secure employment in the formal sector and they have to settle for work in the informal sector. Despite the great work that women street vendors have contributed to the society, yet their work has been facing subsequence challenges. They experience numerous problems including harassment through destruction and confiscation of their wares and operating tools, demolitions, beatings, arrests, fines and imprisonment, evictions and corruption particularly from the city authorities. The market for street vendors is largely the pedestrians who pass by on their own businesses.
2. OBJECTIVES:

- Identify the hygiene in preparing a product.
- Check the quality of delivering goods to the customers.
- Identify and analyze legal issues faced by mobility shops.
- Analyze the pricing strategy followed by the mobility shop.
- Identify and analyze various societal, personal and other problems faced by them.

3. SCOPE OF THE STUDY:

The research and study are done to uplift and helps the women entrepreneurs to progress in their business. The main aim of this research study is to provide awareness to women entrepreneurs about major factors that can be beneficial for them to bring growth and progress in their businesses. This research study is done to find out the major challenges and obstacles the women entrepreneurs are facing in managing their businesses and also the various strategies they're making use of to overcome these difficulties. This research study is done to provide knowledge and awareness about effective business techniques, methods and about various other factors, to the women entrepreneurs that can help them to flourish in their respective businesses. The research study, mobility shops run by women entrepreneurs in and around Annanagar and KKNagar are chosen. The results of the study will provide a better understanding and awareness of the mobility shop owners, in order to design efficient and effective strategies for marketing techniques, pricing methods, quality maintenance, hygienic measures and also regarding getting the women entrepreneurs license and giving their shops a name to stand unique among all the other mobility shops.

4. REVIEW OF LITERATURE:

Ramesh V.B., and Kavita W., (2000) in their study "Profile of Street Foods Sold in Asian Countries" describe the uses and retail of street foods in Asian countries. Aspects considered include a historical perspective on street food retailing in Asian countries, socio economic aspects of street food retailing, (employment, economics, consumer spending, Street food franchises, costs of street foods, role of women in the Street food industry) profile of street food retailers (age, migration, income, training, personal hygiene) profile of Street food consumers in various Asian countries, types of street foods available in Asian countries (range, Street foods for special occasions, seasonal changes in Street food retailing, preparation and processing methods, packaging, use of left over foods, water facilities, disposal of waste, location of vending vehicles) quality of Street foods in Asia (physical, chemical and nutritional quality, microbiological quality of beverages, vegetables and fruits, water, meals, desserts and ice creams, incidence of food borne diseases and HACCP studies of Street foods) and legislations regarding Street food retailing in Asian countries.

Duraisingam p., (2004) in his report "To Ensure the Safety of Street Food in India", studied about safe food, drinking water, nutritious food and unhygienically prepared Street foods. FEDCOT to create awareness of the right to food safety and security, a sense of safe and nutritious food, to provide education, information, and empowerment, to provide facilities to get cheaper and pure food for poor and commuters. Night food stalls are very popular in cities, town and tourist center. Vendors are situated on the pavements, on roadside, outside market, office or shopping complexes on beaches, in parks and other places where the demand for quick, cheap food exists.

5. RESEARCH METHODOLOGY:

This study has undergone with descriptive research type and the primary data has been collected from 15 women entrepreneurs those who are running business as mobility shop in Madurai city. Non random sampling convenient method was used to collect primary data. Questionnaire was used to collect the fresh data and it carries 23 questions framed with both open ended and closed ended. This research study involves the use of effective tools like correlation analysis and various graphical data in order to produce in-depth and accurate results.
6. ANALYSIS AND INTERPRETATIONS:

TABLE 1: Various Food products sold by the women entrepreneurs

<table>
<thead>
<tr>
<th>OPTIONS</th>
<th>VARIABLE</th>
<th>FREQUENCY</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>A.</td>
<td>VADA</td>
<td>5</td>
<td>33.3%</td>
</tr>
<tr>
<td>B.</td>
<td>IDLI AND DOSA</td>
<td>1</td>
<td>6.7%</td>
</tr>
<tr>
<td>C.</td>
<td>PANNIYARAM</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>D.</td>
<td>FRUIT JUICES</td>
<td>3</td>
<td>20%</td>
</tr>
<tr>
<td>E.</td>
<td>PUTTU AND IDIYAPPAM</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>F.</td>
<td>BUTTERMILK</td>
<td>4</td>
<td>26.7%</td>
</tr>
<tr>
<td>G.</td>
<td>OTHERS</td>
<td>2</td>
<td>13.3%</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>15</td>
<td>100%</td>
</tr>
</tbody>
</table>

According to the study among 15 women entrepreneurs, 33.3% respondents are selling vada, 6.7% respondents are selling idli and dosa, 20% are selling fruit juices, 26.7% selling butter and rest of 13.3% respondents are selling other food items.

TABLE 2: Acquisition of license

<table>
<thead>
<tr>
<th>OPTIONS</th>
<th>VARIABLE</th>
<th>FREQUENCY</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>A.</td>
<td>YES</td>
<td>2</td>
<td>13.3%</td>
</tr>
<tr>
<td>B.</td>
<td>NO</td>
<td>13</td>
<td>86.7%</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>15</td>
<td>100%</td>
</tr>
</tbody>
</table>

According to the above estimates, among 15 women street vendors 13.3% have acquired a license from the government to run their mobility shops and rest of the 86.7% have not applied for a license.
According to this table among 15 respondents 47% fix their price according to the near shops, 20% fix the price by themselves, 20% fix according to market price and other 13% follow bundle pricing.

TABLE 4: Applying KARL PEARSON’S CORRELATION COEFFICIENT METHOD by comparing income level and quality of the products

<table>
<thead>
<tr>
<th>QUALITY LEVEL</th>
<th>NO OF RESPONDENTS</th>
<th>INCOME</th>
<th>RESPONDENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poor</td>
<td>7</td>
<td>Less than 500</td>
<td>6</td>
</tr>
<tr>
<td>Moderate</td>
<td>5</td>
<td>500 - 1000</td>
<td>5</td>
</tr>
<tr>
<td>High</td>
<td>3</td>
<td>More than 1000</td>
<td>4</td>
</tr>
<tr>
<td>Total</td>
<td>15</td>
<td>TOTAL</td>
<td>15</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>QUALITY</th>
<th>X</th>
<th>x²</th>
<th>INCOME</th>
<th>Y</th>
<th>y²</th>
<th>XY</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>2</td>
<td>4</td>
<td>6</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>0</td>
<td>0</td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>3</td>
<td>-2</td>
<td>4</td>
<td>-1</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>ΣX = 15</td>
<td>Σx² = 8</td>
<td>ΣY = 15</td>
<td>Σy² = 2</td>
<td>Σxy = 4</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

X = 15/3 ; Y = 15/3
\[ \Sigma x^2 = 8; \Sigma y^2 = 2; \Sigma xy = 4 \]
\[ R = \frac{4}{4} = 1 \]
It is inferred that the variables quality and income level are positively correlated. Hence the quality level has an impact on the income level of the street vendors.

7. FINDINGS:

Out of 15 respondents surveyed, only 13.3% of vendors acquired a license and were eligible for vending on the streets whereas the other 86.7% of respondents didn’t have their valid vending licenses to run their businesses.

As per the survey, 57.2% of respondents have societal problems like still, vendors have been paying abribe to the higher officials who come across their shops and threatening them to pay at least some limited amount to them.

According to the survey, the respondents’ results showed that they have more plans and were interested in developing their product lines, but due to the money constraints they don’t know about how to expand their business.

8. SUGGESTIONS:

Follow legal version to get license for their business, to get enrolled in various bank schemes (low interest) which have been brought down by the government specifically for women entrepreneurs and Use banana leaves, sand made pots and sand made glasses instead of using plastic items.

9. CONCLUSION:

“Cities should be encouraging the entrepreneurship of street vendors, not trying to stifle it with protectionist restrictions.” This research study is about the upliftment of women street vendors in and around Anna Nagar and KK Nagar, in order to bring changes in the business of women entrepreneurs. Hence this research study has resulted in finding ways to help women entrepreneurs to solve their legal issue problems, by applying license for the mobility shops with the help and assistance of the food corporation. This research study also comprised of arranged training programs for the vendors to give them knowledge and awareness regarding marketing strategies, pricing strategies and quality control techniques. This research study has resulted in enhancing the appearance and brand image of the mobility shops by providing them with name boards, menu cards, license process and painting their mobility shops in order to give it a new and a fresh look and most importantly to attract customers and to boost their sales. Through this research study, some of the above factors were able to bring prominent and positive changes in the businesses of these women entrepreneurs.

10. REFERENCES:

5. Helen Wordruffe, Services Marketing, New Delhi, Macmillen India Ltd, 2006.
SUSTAINABLE DEVELOPMENT OF CONSUMER BEHAVIOR ON GREEN MARKETING IN INDIA

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Asst. Professor, Marymatha Arts & Science College, Periyakulam.

ABSTRACT: This paper gives information about the consumer behavior on green marketing in India. Environmental problems one of the main reason for green marketing emerged. Consumers to use eco friendly products and manufacturers to develop more, the awareness about the products should be done through advertising so that individual buying behavior can be changed have an impact on the welfare of the environment.

Key words: Green Marketing, Environmental Awareness, Eco Friendly, Consumer Buying Behavior.

1. INTRODUCTION:

Now a day’s environmental problems is very biggest problem in the world, green marketing is one of the way to use the environmental benefits of a product or services, Many consumers will choose products that don’t damage the environment. Growing consumer awareness and interest in preserving and utilizing natural resources. 5th June is declared as the world environment day. Green marketing emphases on protection of long-term welfare of consumers and society by protection and use of pure, useful, and high quality products without any adverse effect on the environment. 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. Consumers buying behavior is changes every day, people like to buy products without affect of environment. Most of the companies are venturing into green marketing because of the following reasons: around 25% of the consumers prefer environmental – friendly products, and around 28% may be considered healthy conscious.

2. SOME EXAMPLES OF GREEN MARKETING:

- Toyota cars, the better for the planet. By informing consumers about the benefits of driving “green, clean and lean” eco-cars, Toyota seeks to raise awareness among the general public.
- McDonald’s restaurant’s napkins, bags are made of recycled paper.
- Kansai Nerolac has worked on removing hazardous heavy metals from their paints.
- Wipro info Tech was India’s first company to launch environmental friendly computer peripherals. Wipro has launched a new range of desktops and laptops called Wipro green ware. Thus reducing waste in the environment.
- Whirlpool introduced CFC free Refrigerators.
- Introduction of LED bulb.
- CNG used in Vehicles.
- Jute bags used by various companies.
- Energy efficient Products introduced by various organization like 5star rating electrical equipment’s.

3. MODELS OF CONSUMER BEHAVIOR:

The economic model : - The economic models showed concern as to how scarce resources were allotted to satisfy the unlimited needs and wants. Micro economic models: It focus on the act of purchasing what quantity, and also ignore why and how the needs / wants get prioritized, and how the behavior is underpinned.
Macro economic models: it focused on the overall trend in the economy that has an impact and is also impacted upon by buying patterns. This approach could also be studied with two orientation: A. Relative income hypothesis: A persons expenses is influenced by his social surrounding and group. With his income being constant. The hypothesis hold that what and how much a consumer spends is not solely dependent on income. But is influenced by peers. B. Permanent income hypothesis: Total income increases, people initially exhibit inertia towards spending they want to accumulate wealth, so purchasing pattern doesn’t change immediately.

Psychological model: -The psychological model also called the learning model or the pavlovian learning model, in this model explain people have needs and wants, they are driven towards products and services, which they purchase, and they expect a satisfying experience, repeat behavior would depend on reinforcement received.

Psychoanalytic model:- The psychoanalytical model was proposed by Sigmund Freud. This model tries to explain consumer behavior as a resultant of forces that operate at subconscious level. The individual consumer has a set of seated motives which drive him towards certain buying decisions.

Psychoanalytical have been two model: Gestalt model- the models based on gestalt principles lays emphasis on the perceptual processes that impact buying behavior. According to this model consumer decision behavior based on 4P’s 1. Product, 2. Place, 3.Price, 4. Promotion. Cognitive theory - the model proposed by Leon Festinger, views the consumer as one who faces a feeling of anxiety, while he is making a purchases, this is because he is faced with many alternatives.

Sociological Model:- The model is based on findings of Thorstien Veblen, and focuses on the role played by social groups and social forces. A person’s consumption pattern and buying behavior is affected by social factors like his family, friends, peers, social groups, reference group and culture have a major role to play. According to the model, man is perceived as a “social animal”, and thus he conforms to norms of its culture, sub culture and groups amongst which he operates. Emulative factors and social influences have a big role to play in consumer decision making.
4. RECOMMENDATION AND CONCLUSION:

I recommended to this paper, now a days, consumer buying the products without affect environment. Some of the companies feel, if using raw material from natural resources they are meet high expensive cost and time. Green marketing should not be considered as just one more approach to marketing. But has to be pursued with much greater vigor, as it has an environmental and social dimension to it. Green marketing becomes the norm rather than an exception or just a fad. Recycling of paper, metals, plastics, etc., in a safe and environmentally harmless manner should become much more systematized and universal. It has to become the general norm to use energy-efficient lamps and other electrical goods. Consumers are willing to pay more to maintain a cleaner and green environment. Finally, consumers, industrial buyers and suppliers need to persist with efforts to minimize the negative effects on the environment—friendly. Green marketing assumes even more importance and relevance in developing countries like India.

5. REFERENCES:

1. www.greenmarketing.net/sustainable.html.
3. WWW. Consumer buying behaviour.html.
FOSTERING IMPROVEMENT TOWARDS START UP IN INDIA

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1Faculty, Department of Management Studies, Madurai Kamaraj University College, Madurai
2Research Scholar Madurai Kamaraj University College, Madurai

1. INTRODUCTION:

Economic Survey 2019, states that India is ranked third in the world in the start-up ecosystem. Since the start-ups can contribute significantly to the GDP of India, through several initiatives such as Start-up India Action Plan in 2016, Start-up India Hub, Make in India, Direct and Indirect tax benefits, Amendments in company laws etc., Government focuses on ease of doing business by the new start-ups. NASSCOM report 2015 states that with the recent growth in start-ups and if the growth paces in the same trend it can generate approximately 2.5 lakh jobs between 2015 and 2020. Department of Industrial Policy and Promotion (DIPP) in 2018 has recognized 14,036 start-up applications and approved 91 start-ups for availing tax benefits by Inter-Ministerial Board (IMB). It has also eased the compliance norms to reduce the regulatory burden on start-ups so that the valuable time is spent in doing their core business.

In order to support Start Up India Action Plan of Central Government, Reserve Bank of India (RBI) has launched a Survey on Indian Start-up Sector (SISS). SISS has been introduced to create a profile of the start-ups and provide dimensions pertaining to their growth and profitability.

In latest NASSCOM-Zinnov report on Indian Start-up Ecosystem: 2018: Approaching Escape Velocity, India has emerged as the third largest Start-up hub in the world. The sectors that led the growth in the tech Start-up space include the increasing number of advanced tech Start-ups, which saw a rise of 50% in 2018 from 2017, with artificial intelligence, data analytics and Internet of Things (IoT) witnessing the fastest adoption. Thus this paper aims at discovering various benefits provided by Government to motivate new Entrepreneurs who in turn contribute to the financial health of the country.

2. START-UP AND ENTREPRENEURSHIP:

The amended definition of Start-up states that an entity shall be considered as Start-up for up to 7 years and Biotechnology start-up for up to 10 years from the date of its incorporation / registration. Also the scope of definition has been broadened to include scalable business model with high potential of employment generation and wealth creation.

John Hagel (2016) has expanded the meaning of entrepreneur by stating that entrepreneur is someone who sees an opportunity to create value and willing to take a risk to capitalize on that opportunity: some elements of this are opportunity spotting, risk taking and value creation. Since the risk taken by new entrepreneurs are high due to uncertainty, the Government has to take initiatives to reduce the hardship faced by the entrepreneurs in terms of regulatory compliance, financing options, tax burden etc.,

Thus Indian Government has taken several initiatives such as introducing various schemes to young and new entrepreneurs, special schemes to women entrepreneurs, tax holidays, presumptive taxation in both direct and indirect tax laws, various deductions and allowances in computing their income, reduced tax rate etc.,

Eligibility for Start-ups in India: As per the Start-up India Action plan, the followings conditions must be fulfilled in order to be eligible as Start-up:

- Being incorporated or registered in India for less than seven years and for biotechnology Start-ups up to 10 years from its date of incorporation. Even One Person Company(OPC) is eligible, provided it
satisfies other conditions specified.

- Annual turnover of the entity should not exceed Rs. 25 crores in any of the preceding financial years.
- The entity’s aim should be to work towards innovation, development, deployment or commercialization of new products, processes or services driven by technology or intellectual property.
- It is not formed by splitting up or reconstruction of a business already in existence.
- It must obtain certification from the Inter-Ministerial Board setup for such a purpose.
- It can be incorporated as a private limited company, registered partnership firm or a limited liability partnership as per Companies Act, 2016.

REGULATORY REFORMS

The Government has introduced various regulatory reforms to support the start-up ecosystem stakeholders. The report “States” Start-up Ranking 2018” states there have been 22 regulatory amendments since 2016.

<table>
<thead>
<tr>
<th>#</th>
<th>Regulatory Reforms</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Regulations pertaining to Banking and Commercial Borrowings</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Opening of foreign currency account - Indian Start-up, having an overseas subsidiary allowed to open foreign currency account with a bank outside of India</td>
<td>June”16</td>
</tr>
<tr>
<td>2</td>
<td>External Commercial Borrowing regulations relaxed for Start-ups</td>
<td>Oct”16</td>
</tr>
<tr>
<td></td>
<td>Regulations pertaining to Investments</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Investment by foreign Venture Capital Investors (FVCI) - SEBI registered FVCI can invest in equity or equity linked instrument or debt instrument of Indian „Start-up” under an automatic route</td>
<td>Oct”16</td>
</tr>
<tr>
<td>4</td>
<td>Angel funds allowed to invest up to 25% of their corpus in overseas Start-ups</td>
<td>Nov”16</td>
</tr>
<tr>
<td>5</td>
<td>Upper limit for number of angel investors in an Angel fund increased to 200</td>
<td>Nov”16</td>
</tr>
<tr>
<td>6</td>
<td>Minimum investment made by angel fund in a Start-up reduced to Rs.25 lakhs</td>
<td>Nov”16</td>
</tr>
<tr>
<td>7</td>
<td>Increase in maximum investment amount by an Angel from five crore rupees to ten crore rupees</td>
<td>Mar”18</td>
</tr>
<tr>
<td>8</td>
<td>Requirement of minimum corpus of an Angel fund reduced from ten crore rupees to five crore rupees</td>
<td>Mar”18</td>
</tr>
<tr>
<td>9</td>
<td>Lock in period for investments made by an Angel Fund reduced to 1 year</td>
<td>Nov”16</td>
</tr>
<tr>
<td></td>
<td>Regulations pertaining to Other Compliances</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Exemption from providing Cash flow statement as part of financial statements</td>
<td>June”17</td>
</tr>
<tr>
<td>11</td>
<td>Annual return can be signed by a Company Secretary or a Director</td>
<td>June”17</td>
</tr>
<tr>
<td>12</td>
<td>Reduction in number of board meeting for Start-up companies (from 4 to 2)</td>
<td>June”17</td>
</tr>
<tr>
<td>13</td>
<td>Removal of limit on acceptance of deposits by Start-ups from members (Earlier Amount of deposit to be accepted does not exceed 100% of the aggregate of paid-up share capital, free reserves and securities premium account and for short term fund requirements the amount of deposit does not exceed 10% of paid-up share capital, free reserves and securities premium account of the company)</td>
<td>Sept”17</td>
</tr>
<tr>
<td>14</td>
<td>Definition of eligible business as stated in Section 80-IAC aligned with Start-ups definition</td>
<td>Mar”18</td>
</tr>
</tbody>
</table>
Regulations pertaining to Taxation

<table>
<thead>
<tr>
<th>No.</th>
<th>Description</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>Section 54GB has undergone change for capital gains exemption to Start-ups</td>
<td>Feb’16</td>
</tr>
<tr>
<td>16</td>
<td>Taxation of convertible notes - Period for which a bond, debenture, deposit certificate held prior to conversion to be considered for determining period of holding</td>
<td>Mar’16</td>
</tr>
<tr>
<td>17</td>
<td>Introduction of section 54EE to encourage Start-ups</td>
<td>May’16</td>
</tr>
<tr>
<td>18</td>
<td>Tax exemption on investments above Fair Market Value (FMV)</td>
<td>June’16</td>
</tr>
<tr>
<td>19</td>
<td>Start-ups to be provided exemption on income tax for 3 years out of 7 years</td>
<td>Feb’17</td>
</tr>
<tr>
<td>20</td>
<td>Minimum Alternate Tax carry forward period increased to 15 years</td>
<td>Feb’17</td>
</tr>
<tr>
<td>21</td>
<td>25% corporate tax slab for companies with an annual turnover of less than Rs. 250 crores</td>
<td>Feb’17</td>
</tr>
<tr>
<td>22</td>
<td>Exemption from levy of income tax (angel tax) on share premium received by eligible Start-ups under section 56 of the Act</td>
<td>Apr ‘18</td>
</tr>
</tbody>
</table>

4. TAX BENEFITS:

In reference to Direct Tax regime, there are several deductions and allowances that can be availed by the Start-up companies for tax planning some are as follows:

- Three years Tax holiday Section 80IAC under Income Tax Act 1961, allows 100% deduction of the profits and gains derived from a business carried out by an eligible start-up being a company or Limited Liability Partnership (LLP) incorporated during the period 1.4.2016 to 31.03.2021, engaged in innovation, development or improvement of products or processes or services or a scalable business model with high potential of employment generation or wealth creation.

- Abolition of Angel Investment tax As per notification issued by tax department in 2016, the investment made in Start-up above the fair market value is exempt from tax. As per Section 56(2)(viib) any investment made by the assesses above Fair Market Value is taxable under “Income from Other sources”, however it is exempt in case of start-ups. This has increased the scope of investment in Start-ups. This exemption is not applicable to any Venture Capital Company or any company notified by the central government in this behalf.

- Presumptive taxation Section 44AD – Presumptive taxation scheme u/s 44AD for all small businesses with total turnover / gross receipts of up to 2Crores. This section allows any partnership firm (but not Limited Liability Partnership) engaged in any business other than the business of plying, hiring or leasing goods carriages, whose total turnover or gross receipts in the previous year is less than Rs.200 Lakhs to pay tax only on 8% of total turnover / gross receipts. If the total gross receipts / total turnover / sales is received through account payee cheque or bank draft or ECS then the tax is calculated only on 6% of total turnover or gross receipts. The assesses who opts for presumptive taxation is not required to maintain books of accounts under section 44AA(1) and get the accounts audited under section 44AB if the total income calculated as per this scheme is not less than the 8% or 6% as the case may be and above the basic exemption limit. Similarly, under section 44ADA, if the resident assesses is engaged in any profession specified by the Act and his total gross receipts is less than Rs.50 Lakhs, the total income taxable under this section is only 50% of such total gross receipts. For the assesses who is the owner of goods carriage from the plying, hire or leasing of such goods carriages shall opt for presumptive taxation scheme under section 44AE. In this case the presumptive income for each heavy goods vehicle is Rs.1000 per ton of gross vehicle weight or unladen weight, as the case may be, for every month or part of the month and for other than heavy goods vehicle, Rs.7500 per month or part thereof. In all the above cases the assesses is deemed to have allowed all deduction under section 30 to 38 and no further deduction shall be allowed. Thus the entrepreneurs of Start-ups may choose to pay tax under presumptive taxation after availing the tax holiday under section 80IAC.
Additional Depreciation and Investment allowance: The entrepreneurs of Start-ups while computing the profit shall avail Additional depreciation on plant and machinery @ 20% of actual cost and Investment allowance of 15% on actual cost of plant and machinery for the manufacturing industries set up in notified backward areas over their new plant and machinery in addition to normal depreciation allowed under section 32.

Investment linked tax incentive for specified businesses: Under Section 35AD, the assesses engaged in the business specified business listed and satisfying the conditions laid down, shall claim 100% deduction of capital expenditure incurred during the previous year, wholly and exclusively for this business. The expenditure incurred prior to the commencement of the business, if capitalized in the books shall also be claimed as deduction in the previous year of commencement of business.

Tax exemption to Individual/HUF on investment of long-term capital gain in equity shares of Eligible Start-ups u/s 54GB. The existing provisions u/s 54GB of Capital gains allows the exemption on long-term capital gains on the sale of a residential property, if such gains are invested in the small or medium enterprises as defined under the Micro, Small and Medium Enterprises Act, 2006. Currently section has been amended to include exemption on capital gains invested in eligible start-ups also. Thus, if an individual or HUF sells a residential property and invests the capital gains to subscribe the 50% or more equity shares of the eligible Start-ups, then tax on long term capital will be exempted, provided that such shares are not sold or transferred within 5 years from the date of its acquisition. The Start-ups shall also use the amount invested to purchase assets and should not transfer asset purchased within 5 years from the date of its purchase. This exemption will encourage the individual person to make investment in eligible Start-ups. Thus Start-ups can tap such source of funds for their growth and expansion.

Capital gains allowed in case of a change in Shareholding pattern: The carry forward of losses in respect of eligible start-ups is allowed if all the shareholders of such company who held shares carrying voting power on the last day of the year in which the loss was incurred continue to hold shares on the last day of previous year in which such loss is to be carry forward. The restriction of holding of 51 per cent of voting rights to be remaining unchanged u/s 79 has been relaxed in case of eligible Start-ups.

5. CONCLUSION:

The government has taken several initiatives after observing the increasing number of Start-ups in 2016 to encourage and ease the doing of business by the entrepreneurs. The Central Government has also established several programmes to create awareness among such Start-ups and motivate the new entrepreneurs to make use of such schemes to carry on their business in the optimum level. This paper addresses on 22 regulatory amendments since 2016. It gives an idea about what is the nature of the amendment with its timeline. This paper has also brought out some of the tax benefits that can be availed by the Start-ups for better tax planning.

6. REFERENCES:

CSR: AN EMERGING TREND AMONG LEGAL FIRMS

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ABSTRACT: In current social and economic scenario, companies and law firms cannot just stick to business for the sake of earning profits. They are also bound by various factors to be successful in the competitive world, one such factor is Corporate Social Responsibility. CSR is nothing but rendering service to the society for its betterment. Every organization that is registered under the government norms and Companies Act section 135 are ought to contribute minimum of 2% of their income towards CSR. Rather seeing it as a rule Firms and organisations have taken it up as a strategy to sustain and develop their business at the same time obtain satisfaction in community service work. Legal firms are one of such kind formed by a lawyer or group of lawyers to render legal services and practice law. The legal firms are one of the fastest growing businesses in the recent decades as they are involved into the actions of solving people and organization issues. As all the other organizations do legal firms have also taken up corporate social responsibility for self-development and to serve the society. In this paper contribution of CSR as Emerging trend and as a developing strategy towards legal firms are discussed.

1. INTRODUCTION:

Corporate Social Responsibility is the trending term and practice that is evolving in global scenario. The organizations and firms are turning out to be responsible and make contribution physically and financially for the betterment of the society. In current social and economic scenario, companies and law firms cannot just stick to business for the sake of earning profits. They are also bound by various factors to be successful in the competitive world, one such factor is Corporate Social Responsibility. Though CSR activities the employers and the employees blend to gather and work towards one cause to make this earth better place to live. On the other hand the CSR itself contributes for the development and sustainability of the organization. The environmental issues in early 70’s and 80’s were the base to discuss about the other factor such as poverty and other social issues. Then sprouted CSR, United Nations imitated the organisation to involve in social activities and community service to the locality that they are grounded in. Later all the developed and developing nations around the world made it as a rule to implement CSR activities within the organization. In recent decades the firms and other small scale industries are also performing CSR. On the other hand CSR is now seen as the business response to competitive challenge of sustainable development. It is an emerging trend to implement CSR in the firm to sustain and to face the competitive scenario especially among the firms.

2. CORPORATE SOCIAL RESPONSIBILITY- AN EMERGING TREND:

Corporate Social Responsibility refers to functioning of business in a manner that addresses the environmental and social impact generated by the business. CSR means allegiance to developing policies that merge responsible practices into day to day business operations, and to disclose on progress made toward executing these practices. CSR policy reasons as a self-regulatory implementation whereby a business oversees and ensures its active consent with the spirit of the legal, ethical and international norms. With some pattern, a firm’s implementation of CSR goes beyond meekness and engages in "actions that is to see further social good, beyond the engrossment of the firm that is obligatory by law."

Every organization that is registered under government norms and Companies Act section 135 are ought to contribute minimum of 2% of their income towards CSR activities. After globalization CSR has become an emerging trend and global giants has adopted and implemented the practice of CSR to sustain them in different parts of the world. They have involved themselves into activates such as community works,
tree plantations, educating the under privileged children, and contributing to the welfare of the society. Not just by contributing funds they also involve their employees into such activities. Looking up to the global giants and other big organizations the start-ups firms and other existing small firms also started practicing CSR.

3. LEGAL FIRMS AND CSR:

The legal firms are one of the fastest growing businesses in the recent decades as they are involved into the actions of solving people and organization issues. Legal firms are started by a lawyer or group of lawyers to practice law and other legal services. These firms are business oriented but function by the professionals so it is different from other legal entities, but as all the other organizations do legal firms have also taken up different practices form the other business operations, one such practice is corporate social responsibility. Rather it is challenging quiet challenging for the legal firms to practice CSR, because the multinationals and global giants have a separate team or HR Departments working for them to conduct CSR activities. The start-ups and legal firms are struggling with organizing CSR since they do not have separate HR or management team to conduct such activities. It is often challenging for lawyers to spare time for such activities because most of the work in the Firm like planning, organizing, marketing etc. are done by them. Another prominent barrier for the legal firms is heavy competition in their field due to this often lawyers spend most of their time in facing the competition rather than concentrating on other essential factors to sustain in the field.

But analyzing the important of CSR these legal firms have taken it up as a strategy to withstand and succeed in their competitive field as well as self development and to serve the society. The legal firms CSR activities extend to the city and district level due to the availability of the physical and the financial factor. They are into activities such as planting trees, adopting villages in their village and working for the betterment of that village, conducting free legal aid camps, creating legal awareness to the rural people, empowering rural women and children by educating about different schemes of government, taking up free cases for the under privilege people, and so on. These activities are helping in both ways to the firm as well as the people.

4. CSR CONTRIBUTION TO THE LEGAL FIRMS:

Since CSR is considered as one of the sustaining and developing strategy it help the legal firm in certain area. Considering CSR as a strategy firms obtain certain benefits they are as follows:

- **STRESS BURSTER**
  Stress has become one common factor for all age group right from the school going child to the senior citizen it has been increasing in recent decade. The lawyers working in the legal firm are also facing the same issue since they deal with the problems of people. The lawyers practicing in different areas of law such as civil, criminal, family issues are highly stressed because the fight for their clients rights and queries. Most of them hardly spare time for self or family, this increases stress in them. Here CSR plays a prominent role in reducing the stress among the lawyers by engaging them in activities out of their firms and courts. This will relax them and divert their stressful thoughts so that their minds will be refreshed by conducting the activities like tree planting and other activities. The environment out of the firm or the court will reduce the stress and contribute to perform better.

- **GROUP INVOLVEMENT**
  Another important contributor to firm’s better performance is group involvement it is also considered as a pillar of support to any organization or firm. Every individual is different in nature and each has their own way of working, thinking and opinion but works for one common cause that is to the profitability of the firm. At times in work environment there arises conflict due to factors such as disagreement, difference of opinion, jealous, delegation of authority and much more are the reason for disturbance of harmony in work place. CSR helps in resolving such issue too, by involving in activites as group and working for the betterment of the society will bring the employees together.
In a legal firm each lawyer will be handling different clients and cases it is hard for them to work together but when they involve in CSR activities together as a group there is better co-ordination among them which will reflect in the growth of the firm.

- **VISIBILITY OF THE FIRM**
  Visibility is one of the important factors for all the business organization and firm that is the main reason for which they are striving for. The legal firms are hardly into advertising or marketing they are known only through the word of mouth or through other means, which makes the legal firms stay stagnant in a place. As stated earlier often in the legal firms there are no proper management team set up promote or advertise this is considered as a drawback for them. By practicing CSR in legal firms the activities conducted by the firm will be reaching people and media so that the firm will be visible. These activities conducted in the city and district level will make known the firm throughout that place. CSR is also considered as one of the form of advertising which contribute to the sustainable development of the firm.

- **GOODWILL**
  The reason behind function of any firm or organization is goodwill. It is very hard for an organization or firm in this competitive scenario to earn goodwill, because people are concerned just to earn profit and forget the goodwill norms. One of the main reasons for the formation of CSR is goodwill; through participating in community activities and social service the firms will attain goodwill. Once the name of the legal firm is established in social activities the goodwill will be the reward for the legal firms. Once the good will is attained the firm becomes popular and profitable and moves towards the growing face.

- **CORPORATE ALLIANCE**
  Most of our country’s legal firms are limited by boundaries state or national level and some of the start-ups are limited by the district level, due to this the exposure and the growth is stagnant. Whereas the other developed nations have their legal firm as multinationals. But when CSR is implemented and practiced the visibility of the firms conducting activities and services to the public will grab the attention of the corporate and lead to corporate alliance. Once the legal firms enter into corporate alliance with multinationals and other global giants their opportunities are wide open and the growth will boon. The corporate alliance will increase the generation of revenue and in return the firm will be able to increase their standards to meet their corporate partners and clients.

5. CONCLUSION:

Corporate Social Responsibility has become one of the prominent parts in any organization and firms. People think that it is just the contribution from the organization to the society but it has much more significance. CSR contributes back to the organization for its growth and development as one of the emerging trend and sustaining strategy, which has to be given much more importance in implementing all over the nation.

**REFERENCE:**

1. From the Authors own research and observations.
Business Development Services and challenges of Rural women Entrepreneurs: A Diagnostic Study

Elamathi

Project Director, Voluntary Association for Peoples Service (VAPS)

1. INTRODUCTION:

Voluntary Association for People service- VAPS, a non-governmental organization, has been rendering yeoman services since 1999. VAPS’s core objectives are to concentrate on providing training, capacity building, skill and entrepreneurship development, child and youth development, women empowerment and care for elderly persons. VAPS has committed to enable the needy, facilitating them for their self-reliance and also closely working with various stakeholders including government departments and NGOs.

Jute product making is emerging and becoming an additional livelihood option for rural women in and around Madurai. VAPS has more than 500 artisans who were given basic training as well as specialized training on designs and as a result they are able to sustain the activities and making profits. It is realized that there has been a huge demand for jute products in coming days from various quarters. A separate wing created exclusively for Jute products in Madurai where raw materials and training are provided to meet the needs of the artisans and buyers. As there is a good scope to promote an off farm producers organization based on jute, cloth and handicrafts in Madurai district, the instant diagnostic study has been conducted and details are presented. The Diagnostic study report presents details of the baseline survey and need assessment for the proposed “GREEN FEM MADURAI JUTE, CLOTH, HANDICRAFTS OFF FARM PRODUCER COMPANY AT MADURAI. The report highlights the background and objectives of the Off farm project, the focus of the baseline survey and Need assessment, the scope, approach and methodology used. The study presents the gaps and challenges which women face while they initiate a small business entrepreneurial venture on Jute, cloth or handicrafts making. Most especially the diagnostic study majorly presents the assessment done on existing Business Development Services in the arena of Jute cloth and handicrafts in Madurai District. The diagnostic study also describes the key areas of interventions identified and prioritised with the view to mainstream the business needs and requirements of all women who wants to strengthen their entrepreneurial venture on Jute, cloth and Handicrafts making.

2. BASE LINE SURVEY AND HISTORY OF THE OFPO/CLUSTER:

Women in Madurai district has shown huge interest on entrepreneurial initiatives and micro enterprises, and a vast majority of lower and middle income category women underwent skill development training on many trades. One such promising trade is Jute, cloth and handicrafts making. Voluntary Association for Peoples Service (VAPS), has trained more than 500 women exclusively on jute cloth and handicrafts making. All these women hail from poor socio economic background from areas such as Thiruparankundram Block, Madurai East Block, Madurai West Block, Melur Block, Vadiapatti Block, and Alanganallur Block. But many women are not active in producing the jute cloth and handicrafts. More so women those who already indulge in jute and cloth entrepreneurial trade has not seen many successes.

Women lack business networking and market competitiveness, poor access to raw materials, lack of innovation in their products, weak marketing sources and income avenues. More so the women could not avail any raw materials, or tailoring machines, or any other support in one place. Hence women always face the challenge of integrating their business venture on a financial, technical and capacity grounds. Voluntary Association for Peoples Service (VAPS), a’ skill development and entrepreneurship institute for the underprivileged ‘widely recognise the above concerns of women artisans on positioning women towards a sustained livelihood and income. By recognising the practical lived realities and challenges in women’s livelihood, VAPS proposes to establish an exclusive Producer Organisation for women those who struggle to establish their jute, cloth and handicrafts enterprises in Madurai district. The project intends to support a
“Knowledge capacity building – a Networking mentor model” as an exclusive producer organisation (PO) for underprivileged women entrepreneurs’ Income sustainability “in Madurai District.

DISCUSSION WITH HOUSEHOLDS /STAKEHOLDERS – OPINION ON OFPO: The stakeholders and their households of the proposed Green Fem OFPO were consulted in depth regarding the commencement of OFPO. There was a positive note and energy expressed in majority of the families. The following were expressed by the family members.

The family members feel proud that the member artisan has learnt and developed interest on a new skill. However they do not know how to equip themselves. Women lacked connectivity socially, technically and financially. More than 75% of the husbands of the member’s artisans has said that they could see a lot of demand for the jute/cloth, handicrafts skill their counterpart possess. They have told that the women get lots of queries for bulk orders such as marriage gifts, return gifts, conference bags etc. However their business lack linkages and often feel incapable of handling bigger orders. This OFPO would really be an integrated effort to mainstream all their potential and most specially the CFC – Common Facility Centre would be of a immense assistance to nurture their jute/cloth/handicrafts business in a holistic way. The family members have also told that the upcoming Green Fem OFPO appears as a promising scope for a rise in their family income and they would all like to extend their cooperation in this regard.

WOMEN’S PERSONAL MOBILITY AND THEIR EFFORTS TO POSITION THEMSELVES AS AN EARNING MEMBER: Women artisans from extreme rural packets such as Alanganallur and Melur have faced huge oppression and resistance from their male counterparts in the beginning stage. Despite the fact that their mobility was restricted, the women artisans have fought hard and proved that could earn something from jute/clot and handicrafts after they have undergone the basic training with VAPS. The husbans and other family members have shown consent towards their work now and teh OFPO Green Fem interventions would be an ideal initiative at the right time to support the livelihoods of women and their family.

ENTREPRENEURIAL SKILL SETS OF WOMEN ARTISANS: There is a huge gap in the business skill sets of women artisans of from remote blocks such as Thodaneri, Alanganallur and Melur, Thiruparangundram while comparing to women artisans from semi urban areas such as seller and Pudhur. Obviously women from town possess more confidence, more knowledge about jute/cloth, handicrafts, clarity of what they would like to do. But the women from remote areas lack confidence and market intelligence. They need to be equipped with strong entrepreneurial qualities such as how they can become great leaders in this field. More so, training on balancing the family and their micro business are also the critical need of the hour. The very positive fact about the rural member artisans are they are highly motivated to grow and is showing strong will power to expand their jute/cloth/handicraft business. The proposed Green Fem OFPO should have the scope for linking the rural and urban women artisans due to an important reason that exchange of experience, ideas will lead to product development, innovation and help them to grow in harmony.

NO OF ARTISAN COVERED: Totally for the Baseline survey 350 Artisans were personally interviewed through structured interview covering all the regions of Madurai district.

3. Creation of sustainable market linkages:
Market Linkages: The biggest marketing obstacle identified is the lack of connect between the buyer and seller of the jute/cloth and handicrafts. The Proposed Green Fem OFPO would attract the big buyer group by creating the unique value and quality of the products.

Online Portal: Creation of unique online portal for Green Fem OFPO Products. All the members of the OFPO will get an opportunity to get direct market access and sell their products online, to retailers, wholesalers and exporters.
Online promotion of Jute/cloth handicrafts

As part of online promotion the jute/cloth/handicrafts will be sold in Flip cart, Amazon, Snap deal and Rural Mart. Green Fem OFPO members will be trained on online marketing strategies.

Crafts and Exhibitions

The POPI will establish the linkage between the Green Fem off Farm Producer Organisation and the prominent resource organisations who are making remarkable achievements in women entrepreneurship and livelihoods. These include NABARD, National Jute Board SIPPO and KVIC etc. The regular participation of member artisans in all the craft Bazaars, Exhibitions organised by these mainstream organisations will be ensured regularly.

The proposed Green Fem OFPO has a promising scope in establishing new and eye catching marketing avenues in order to establish larger product awareness as follows Fashion shows on Eco Friendly utilities, Kiosk ads, Pamphlets distribution, Free standing bill board, Road shows

4. VALUE CHAIN ANALYSIS:

The current diagnostic study has identified the pressing challenges prevailing in the entire enterprise operations on jute/cloth/handicrafts in relation to the national scenario. The following are unfavourable circumstances prevailing in the entire jute making process. The value chain analysis for the Green Fem OFPO has been undertaken with a view to create competitive advantage in the full range of activities including Design, production, marketing and distribution of cloth/jute/handicrafts made by member artisans. The value chain analysis of Green Fem first and foremost tries to make strong communication process and linkage between all the member artisans of Green Fem OFPO in order to make entire business process from inception to delivery as seamlessly as possible

Inbound logistics: Storage and distribution of raw materials

The main raw materials required for Green Fem member artisans are Jute, printed Jute, Lace, Zip, Runner, Printing dyes, printing frames, silk cloth, kada cloth, kalamkari cloth, non oven, thread, handle tapes, other accessories for handicrafts. The proposed POPI will first establish the raw materials bank. For this purpose the POPI will become the direct dealer for procuring raw materials specially the jute from Kolkata. By doing so all raw materials will be provided at a cheaper cost to all the member artisans. It will also save the time, and energy being wasted in the past by exploring different shops and sub dealer. It will prevent member artisans being exploited for raw materials.

Operations

The next stage is pertinent to raw materials being converted in to final products. In fact this is quite a lengthy process and it is been proposed to set up a common facility centre (CFC) where all member artisans could have an easy access to advanced tailoring machines, and all equipment and assistance related to their product development. The CEO of Green Fem will be incharge of taking the marketing orders and the same will be appropriately given to the member artisans on a sharing basis. planning, accounting, finance, and quality-control mechanisms will be taken care of at the common facility Centre.

Outbound logistics

Basically the POPI has planned to establish the final product process in such away that it is a shared and delegated work among themselves. For this process the key member artisans will be selected and they will be incharge of assigning the work in teams. Stitching, quality control will be properly done by the team of member artisans and finally delivered to the customers

Marketing and sales

The OFPO will undertake the following through the CEO in order to strengthen the sales and marketing of cloth, jute and handicrafts. It is also intended to manage the final product to ensure it is targeted to the appropriate consumer groups.- Advertising, promotions, sales-force organization, Distribution channels of finished jute/cloth/handicrafts, pricing/costing of final product

Service

The member artisans will also be trained on how to maintain the product performance. For example how they will serve the customer complaints, warranty, repairs, after sale service of jute/cloth/handicrafts products.
Other Support activities Technology development will be included as an important aspect in the entire value chain process due to the reason that cloth/jute/handicrafts items are quite versatile and changes with current fashion and trend. Appropriate designs will be developed according to the market trend.

Human Resource management The OFPO will ensure that hiring assigning and retaining appropriate

5. EXISTING POLICY FRAME WORK:
Jute is an environmental friendly material and jute helps to replace plastic to a certain extent. All our policies of Central and State Governments are favouring promotion of jute products. National Jute policy 2005 positions jute and allied fabrics as superior and environment friendly materials and has given huge scope for modernising the jute industry thereby enhancing quality production, efficiency in production and processing of jute and allied products. The Cabinet Committee on Economic Affairs (CCEA) have extended the mandatory packaging of food grains and sugar products in jute bags from June 2018 onwards. The National Jute policy 2005 also envisages that thrust will be on adopting suitable market promotion programmes for increasing consumer awareness, and highlighting the environmental advantages of jute by working closely with environment groups. In the above context, the proposed Green Fem OFPO would fulfil the major objective of the policy framework through continuous contribution towards sustainable employment to women artisans on jute/cloth and handicrafts. The Green Fem Off farm PO would ultimately contribute to the economic growth of the nation and increasing share in the global market

6. SWOT analysis

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<thead>
<tr>
<th>Strengths</th>
<th>Opportunities</th>
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<tr>
<td>➢ Jute cloth and artefacts is environment friendly</td>
<td>➢ Government support to jute</td>
</tr>
<tr>
<td>➢ Jute and artefacts product making skill can be imparted easily</td>
<td>➢ Adequate availability of raw material</td>
</tr>
<tr>
<td>➢ Jute products can be stored easily</td>
<td>➢ Banning plastic products may favour</td>
</tr>
<tr>
<td>➢ Quality of the products to be ensured</td>
<td>➢ Organic packing supported by jute</td>
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<tr>
<td>➢ Raw material to be assessed properly</td>
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<tr>
<td>➢ Need for innovative products</td>
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<table>
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<tr>
<th>Weaknesses</th>
<th>Threats</th>
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<tbody>
<tr>
<td>➢ Quality of the products to be ensured</td>
<td>➢ Sourcing raw material from other states</td>
</tr>
<tr>
<td>➢ Raw material to be assessed properly</td>
<td>➢ Easy entry of too many producers</td>
</tr>
<tr>
<td>➢ Need for innovative products</td>
<td>➢ Limited scope for export</td>
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6. INTERVENTIONS & VISION:
Action Plan – Green Fem Off Farm Producer Company

STRATEGIES AND INTERVENTIONS FOR GREEN FEM MADURAI JUTE, CLOTH, HANDICRAFTS OFF FARM PRODUCER ORGANISATION:
Based on the Diagnostic study findings a proposed action plan is developed for Green Fem Madurai Jute cloth Handicrafts off farm producer organisation at Madurai District. The action plan basically provides a holistic approach with a view to strengthen and nurture women who have initiated jute/cloth, handicrafts as a small enterprise in their respective areas. The action plan presents five major intervention areas as part of Green Fem OFPO capacity building mainstreaming process for a total period of three years.

Social Intervention

Action points:
- Organizing women artisans who have completed basic skills on jute cloth/handicrafts in all proposed locations
- Awareness creation on
  a) Need, relevance and importance for scaling up and expansion of jute/cloth/handicraft enterprises of women artisans
  b) Women Economic Empowerment and its relative association of it with the family and their own wellbeing
workshops and Training on Managerial skills and entrepreneurship skills – Motivation, Leadership qualities, Business traits, Problem solving techniques in business Financial Management and Financial Literacy

How to be a successful entrepreneur by successfully managing family and business enterprise

**Infrastructure Interventions** - Establishment of Common Facility Centre, Establishment of Raw materials Bank

**Technological interventions** - Exposure to modern Technology/Technical trends:

**Action Points:**

- Identification of willing and aspiring OFPO member artisans will be taken to well established jute/cloth/handicrafts units. Green Fem OFPO member artisans will be exposed to current, modern bench mark technologies through arrangement of exposure visits to ESSAF, and Jute cottage the jute producer companies located in Kerala and Bangalore respectively. The Green Fem OFPO member artisans will also be taken to other OFPOs such as Weavers Producer Company at Elampillai, Tamil Nadu
- Advanced training courses on “Jute ‘cloth /Handicrafts Making “
- Design development workshops for women artisans to learn “creativity, Innovation and making their own exclusive designs on Jute / cloth /handicrafts
- Organizing Entrepreneurial Development Programmes (EDP)
- How to make costing for their product, Profit margin analysis, price fixing, how to make art out of waste jute and cloth, how to make their product cost effective.
- Impart training on variety of tailoring machines, usages, maintenance and repair.

7. CONCLUSION:

The diagnostic study has brought the prevailing competitive advantages and disadvantages on board with respect to women artisan’s enterprise operations on jute/cloth and handicrafts in Madurai district. The study have clearly diagnosed the strength, weakness, opportunities, and threat factors of the current women artisans that have helped us towards identification of priority areas and specific interventions for the Green Fem Off Farm Producer Organisation for Jute cloth and handicrafts. The Green Fem offers 5 priority areas of interventions i.e. Social, Technical, Marketing, infrastructure and financial interventions. Addressing climate change and ensuring gender equality in India are the two significant objectives of the sustainable Development Goals (SDG). The proposed Green Fem OFPO on Jute cloth handicrafts has outlined its strategies in alignment with the sustainable development goals through transforming women’s lives and securing environment to a huge extent. The proposed Green Fem OFPO would fulfil the major objective of the policy initiatives through continuous contribution towards sustainable employment to women artisans on jute/cloth and handicrafts. The Green Fem Off Farm Producer Organisation would ultimately contribute to the economic growth of the nation and increasing share in the global market in a concrete manner.

Reference:

1. From the Authors own research study and observation.
1. INTRODUCTION:
A progressive healthcare industry is vital for any economy. India, being the world's largest and the fastest growing industry, it becomes all the more important for it to adapt to new technologies. Expenditure on healthcare accounts for an appreciable percentage of GDP for any national economy. Despite the importance of healthcare industry, it is unfortunate that at the current juncture it is highly inefficient in terms of its management and standards compliance.

To fill in the gaps, Big data management is beginning to act as a transformative and reframing tool for the healthcare industry. This includes data from the pharmaceutical industry, electronic health record (EHR), electronic medical record (EMR) from healthcare providers and clinical trial data covered under public insurance programs. Big data analytics has also opened doors for enhanced evidence-based learning models. (Kayyali, 2013) [1]

Industry analysts have also realised the remarkable impact of big data analytics on financial values in various verticals of healthcare. Further, it provides solutions to problems in the entire health care paradigm like reducing healthcare costs, and boosting operational speed. As, the major aim of any healthcare provider is reducing readmissions, due to the big data interventions, population wellness is getting understood.

This paper is subdivided into literature review which covers characteristics, lifecycle and need of big data in healthcare, Methods and Materials, Inferences which include challenges and newer opportunities of big data in healthcare, followed by discussion and conclusion.

2. LITERATURE REVIEW :
The big data revolution for healthcare industry has come to a consensus on the value of big data as a transformative tool. Recent technological advancements in hardware and software are making it easier to collect, transfer, store, aggregate and analyse data from multiple sources. New modalities such as wearable sensors are enabling implementation of internet of things (IOT) and hence shifting focus towards preventive health instead of cure. (Kayyali, 2013) [1]

3. CHARACTERISTICS OF BIG DATA :
Volume- Data generated is to the tune of Exabytes. In healthcare industry source of this data generated is from diagnosis, prescriptions, social logs etc. (Augustine, 2014) [2]
Velocity- Streaming data is the data in motion in medical network which is comparatively less than total stored annual data of a hospital information system (Augustine, 2014) [2]
Variety- Data in many forms (Structured, unstructured) In healthcare Data can be anything like case history, medical images (X-ray, CT, MRI radiographs), social logs, admission or discharge summaries, daily patient notes, Vitals analysis, and sensor data etc.
Veracity- Data in Doubt (Uncertainty due to data ambiguity) Traditional data is believed to be definite, precise and clean. On the other hand, Big data is vague and uncertain. (Augustine, 2014) [2]

In order to extract significant information, A tool is required for data acquisition, data processing and data organization to process the complex Big data in the healthcare industry.

4. LIFECYCLE OF BIG DATA INSIDE A HEALTHCARE FACILITY:

The first stage in Data Collection involves collection of data from various sources and storing it in platforms like HDFS (Hadoop Distributed File System) followed by second stage that is Data Cleaning which filters raw data by removing junk or missing values. The third stage involves Data Classification by segregating data into meaningful classes of structured, semi-structured or unstructured data. Next stage involves Data Modelling which is analysis of classified data. In public health, in order to know a list of anaemic girls in a specific location, a health report with dietary pattern of girls is prepared. This also factors in socio-economic parameters of their families. The available data is processed to generate a report based on the data analysis/modelling tools. The report clearly gives the number of anaemic girls in that particular location and the reasons/factors behind it. This helps the government to formulate necessary measures and reduce the incidence of anaemia in young girls. During all stages of Big Data Life Cycle (BDLC), data integrity, proper data storage and data access control is maintained.

5. METHODS AND MATERIALS:


6. INFERENCES:

There are major collaborations seen across industries to improve productivity in the healthcare industry. With analytics there will at-least be lesser risks. More informed decisions can be made in less time constraints. The healthcare sector generates humongous amount of data from record keeping, compliance and patient related data which needs to be digitized. Major issue of concern in healthcare has been quality services and affordability. It is highly necessary that this big data is analysed effectively to find solutions to all the problems and this requires efficient technology to perform real time analysis on the large petabytes of data sets available. As a solution to these Healthcare sector requirements, there are tools like “Hadoop” which are helpful in data processing and decreases overall takt time.

Big data analytics helps to devise valuable decisions by understanding the data patterns and the relationship between them and devise meaningful insights with the help of machine learning algorithms.

The analytical results have its applications in all verticals of healthcare deliveries. The major applications are chronic disease treatment, EMR surveillance, customised patient treatment and genetic studies. It has its application in imaging technology as planning and implementation of radiological procedures in context with both image (PACS and VNA) and non-image (HIS and RIS) data. It can be coupled with intelligent appointment scheduling system, assists radiologists in decision making by Computer aided diagnosis and various other techniques. Also, has implementation in auto generation of reports in emergency cases to save time and initiate as early as possible.

It also has its application under pharmaceutical sector in terms of personalised medicine, patient centric services, evidence-based medicine, minimising doses and most importantly monitoring adverse drug reactions. Big data analytics can be helpful in epidemiological studies to avoid errors and to predict epidemics. There are IT solutions which are successful outcomes of big data analysis like cloud computing,
data mining, and many others. It not just concentrates on the ease of analyses but also on data integrity and security.

The expanding big data analytics has an impact in the growth of healthcare industry. There is however seen hindrance in the adoption and research development within the big data paradigm. Some of these major challenges are image, signal, and genomics-based analytics. The enormity and complexity of such datasets offer big challenges in analyses and further applications in an actual clinical environment. All different applications ranging from clinical text mining, predictive modelling, survival analysis, patient compliance, genetic data analysis, and public health etc.

7. OPPORTUNITIES OF BIG DATA IN DIFFERENT VERTICALS OF HEALTHCARE:

General Medicine

Information derived from big data analysis can be harnessed in order to have a clear understanding on critical care treatment. Examples include implementation of EMR (Electronic Medical Record), supervision for postoperative care (FitzHenry et al. 2013), critical care databases for ICU (Celi et al. 2013), Patient-Centred Clinical Research Network (PCORnet) (Collins et al. 2014), database for new drugs surveillance from the FDA (2014), for better study of immunity and vaccination using omics data (Nakaya et al. 2011). (Monteith, 2015) [3]

Advance analysis and mining of big data provides real time diagnosis and therapeutic recommendations based on empirical data. High performance computing and large healthcare databases support to achieve personalized medicine. (Dilsizian, 2014) [4]

Also, customized patient treatment is possible by keeping track of effect of medication as per dosage. On the basis of analysis, customised outcomes can be developed for faster relief. Similarly, monitoring patient’s vitals can provide proactive care. Analysis of data generated by patients who have suffered from similar symptoms helps doctors to provide effective medication to new patients and hence, better chronic disease management. Another use of data analytics is in utilizing patient specific data such as genomics and proteomics for genetic studies and for advancements in general medicine research. (Özdemir, 2017) [5]

Radiology

Big data science has found usefulness in radiological procedures in the context of non-image and image data present in Hospital Information System (HIS), Radiology Information System (RIS), and in Picture Archiving and Communication System (PACS) and Vendor Neutral Archive (VNA). (Agarwal, 2012) [6]

Big data analytics can be coupled with intelligent appointment scheduling systems to give more effective outputs. For example, patients going for MRI can be prompted to go for chest radiographs if they have undergone heart surgeries like cardiac stenting or pacemaker surgeries, female patients seeking appointments for any X ray associated scan must enter data regarding last menstrual period (LMP) and auto prompts are required for the best suitable dates for conducting examinations, CT scan studies are bound to usage of contrasts which affect bowel movements so needed to be considered, creatinine level of patient is also checked.

Similarly, liver-specific contrast is only given for MRI liver-lesions with authorization by the radiologist to prevent Adverse Drug Reactions and to improve the quality of radiographs. Therefore, Big data analytics makes the standard RIS into a smart and intelligent RIS.

During Coronary angiography imaging/Cardiac CT and Coronary Calcium scores system prompts the radiologist regarding the potential artefacts and at the same time after the analysis the scanner can automatically give the best scan parameters required as per the patient's body. Thus, it has implementation in “individualized and personalized imaging parameters”. Big data Analysis is assisting radiologists in decision support by various deep learning techniques, image enhancing tools and Computer Aided Diagnosis (CAD).

After performing CT or MRI, big data analytic tools are used to analyse and correlate the information with HIS data for future correlative studies.
Big data can help in preparing direct reports itself of cases such as bleed, and mention size, shape, and midline shift etc and process can be automated can be automated at this place to save time and to initiate treatment of patient as early as possible. As mentioned above this algorithm will involve an interplay between big data analytics, computer aided diagnosis (CAD) and other such deep learning tools. (Kharat, 2017) [7]

Pharmacy

Traditional therapy system is influenced by medication for the masses but with the advancements in big data as a potential analytical tool, it has its inclination towards personalised medicine. For the effective implementation of personalised medicine, patient specific data is necessary which can only be generated from raw data available. This raw data can be processed to derive information for the same. Big data analysis aims at patient centric services by evidence-based medicine. Based on the clinical data available, diseases are detected at initial stages. Similarly, there’s help in minimizing drug doses which ultimately avoid or minimise ADRs (Adverse Drug Reactions). This has found use in customized medication per genetic makeup. This not only helps in reducing readmission rates but also reduces cost.

For example, a big data analytical study proved that there is no relation between anti-depressants like Selective Serotonin Reuptake Inhibitors (SSRI) with pregnancy. It was confirmed that no adverse drug reactions are seen due to SSRIs if taken by pregnant females under depression. (Ehrenstein, 2017) [8]

Epidemiology

Data analysis has found use in early detection of disease spread. Prediction of viral diseases through live analysis in a particular geo-location helps in planning necessary preventive measures. Data mining and advanced analysis of “big data” in health care provide potential to perform “in silico” research. (Dilsizian, 2014) [9]

Healthcare Administration

Data from healthcare institutions like hospitals can be monitored for compliance to accreditation standards for countrywide action plan. Real-time behaviour measurements are becoming increasingly predictable (Groves 2011). This is a potential implementation for the smooth working of such a complex environment like healthcare institutions. IT solutions for big data analytics has significant opportunity as cloud computing, data mining and Health Insurance Portability and Accountability Act (HIPAA) is becoming prominent for safety concerns. Encryption protocols are also required for the same reasons in Protected Health Information (PHI) and for that newer opportunities for encrypted software arises. Therefore, data integrity and security is a complete domain with several opportunities.

8. CHALLENGES OF BIG DATA IN HEALTHCARE INDUSTRY

Management, storage, processing of intricate big data is the biggest barrier. More importantly it needs to be done in a timely and economical manner as well. The data generated are in petabytes in the form of organised, semi organised and unorganised datasets which is difficult to handle and worked upon. The major challenge being faced in the management of big data is its capture, encryption, transfer, analysis, apprehension and visualization and assimilation. Big data can be troublesome, even though it is very clear that saddling up its potential can result in enthralling benefits. The other barriers include reproducibility checks for record-generating mechanisms and the effects of the underlying health care and social structures. Therefore, validity concerns are highly proportional to the number of databases. (Nambiar, Oct 2013) [10]

Large amounts of missing data causes selection bias and thus precision affected by big data.

Other concerns involve security and safety as data is hosted on various cloud-based platforms. The access is by different vendors, source is from various platforms such as CT, MRI, Digital radiography, and mammography. All this clinical information is sensitive and private therefore, HIPAA compliant is required. Not just singular but various layers of security is required with authorizations. Patient data has to be kept...
anonymous and sensitization for the same to vendors and other concerned. Using encryption protocol to protect patient health information (PHI). (Furu 2015) [11]

9. DISCUSSION:

Big data analytics has a lot of opportunities in all its verticals and many are yet to be explored. At the same time, it is facing many obstacles in its growth. First considering the obstacles of big data, the major challenges are large volumes, storage, structure, intricacy, processing time and security. It has come a long way by overcoming these shortcomings in form of algorithmic advancements and resulted in softwares for various fields as per the challenge. It’s newer applications in imaging technology, medicine, research and all the other fields of healthcare has made the processes simpler and predictive. Not just this various software advancements like PACS, EHR compliance, genetic applications have made medicine, treatment and diagnosis took a projectile growth and overcame the challenge of storage and management of heavy data like reports and pictures. The acquisition of EHRs and expansion of genomic data and in medicine has provided an advantage in integration of genotype and phenotype data into health records. This sorted the humongous data into structured format for its better analysis. Various methods are followed in collection of clinical data which is helpful to derive significant phenotypic data in research. The main emphasis is on problems which encircles around data integration. The real time interactivity is required by improving healthcare verticals and this can be achieved by ‘Hadoop’ which is a onetime batch processing software for easy analysis and structured results of huge data sets. The challenge of data security could be sorted by strict encryption codes and by implementation of HIPAA compliant.

10. CONCLUSION:

Since it involves human life, healthcare requires deep analysis to produce precise information for allowing zero compromises. Big data analytics assists in enhancing affordability, quality, reproducibility and precision in preventive advancements.

The potential of Big data analytics in healthcare is great and has promising advancements however, there remain challenges which are yet to overcome. Big data analytics is believed to possess the potential to transform sophisticated technologies used by healthcare providers to gain insight from clinical and other data repositories to help in making informed decisions. In the future there will be a rapid, widespread implementation and use of big data analytics in every field. Challenges must be addressed. As big data analytics becomes more mainstream, issues such as guaranteeing privacy, safeguarding security, establishing standards and governance, and continually improving the tools and technologies can hinder its growth. Big data analytics and applications in healthcare is at a nascent stage of development, but recent advances in tools is expected to improve it by manifolds.

11. REFERENCES:


A STUDY OF RETENTION STRATEGIES FOR SUSTAINABLE GROWTH IN INDIAN HEALTHCARE INDUSTRY

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Abstract: Long term financial health and overall success of any organization depends upon the retention of key employees. They are the most vital and dynamic asset which can make or break an organization. In the intensively competitive modern world, a motivated and engaged employee becomes critical in achieving a sustained competitive advantage. Like any other industry, employee turnover in healthcare industry can jeopardize the attainment of the organizational objectives. Employee retention thus becomes a critical function for the sustainability of an organisation. This paper discusses various retention strategies existing in Indian healthcare industry.

Keywords: Dynamic Environment, Employee Retention, Retention Strategies.

1. INTRODUCTION:

An engaged and happy employee leads to better patient care and increases patient satisfaction. In the past decade, employee retention has become a concerned issue for the healthcare organization. Managing turnover and keeping employees in an organisation for a longer period is one of the most challenging issue faced by the organizations worldwide.

According to Fitz-enz for about 10 managerial and professional employees, the average organisation loses approximately $1 million (Fitz-enz, 1997). Retention helps in increasing the organisation’s brand value and organisational productivity as well. A leader that identifies employee engagement as first priority finds greater commitment and willingness to do work with great interest among employees. J. B. & Withers viewed that the healthcare organizations that attract and retain the employees, achieve competitive advantage in the marketplace (J. B. & Withers, 2002).

Grabmeier stated that new employee who showed high organization commitment, completed the orientation program than who didn’t do. So, it is clear that orientation program helps in the retention of employees in their organisation. Those who have deep knowledge of organisation's mission, goals and vision result into high level of increased commitment than who don’t have (Grabmeier, 2000). Increased commitment leads to increased employee retention.

Lawson stated that Employees from orientation programme get come to know that what organisation expects from them and how it can come true and help the new employee to better fit in the organisation with the workplace members and confident (Lawson, 2006).

According to Wright and McMaham, “Theoretical Potential” sustains competitive advantage, though they also note that employee must be motivated, engaged and highly skilled. For the success of any organization employee retention is very important and is also a challenge each successful organization has to deal with.

2. LITERATURE REVIEW:

Strategies for employee retention are a vital part of the organization for the vision, mission, values and policies. Baldoni suggested that employee engagement goes beyond productivity and helps in lowering employee absenteeism, safety incidents and quality concerns (Baldoni, 2013). Bell & Martin told about managerial communication which helps managers to communicate with each other as well as with the employees on all levels within the organization (Bell & Martin, 2014). The study of managerial communication highlights that the results of unhealthy communication within an organization lead to a poor work culture which in turn leads to employee turnover.
Organizational commitment can be defined in 3 ways: (a) if employees are willing to put extra effort for the organization, (b) a strong desire to be in the organization, and (c) recognizing and accepting the organization’s major goals and values.

According to Chad Halvorson, a large number of employees quit their job in the search of better job and some employees remain engaged in their job up to six month. This type of turnover hurts the organization most. Turnover costs are very high for the organization. It leads to a number of problems like wastage of both money and time that had been invested in recruiting, hiring, and training on the new employees (Chad Halvorson, 2018). Milkovich and Newman (2004) stated that salary is considered as one of the vital and significant factor in retention among all types of rewards and benefits (Das & Baruah, 2013).

The employee who is more engaged to the organization will experience more satisfaction and lower stress level. They perform better and hence reduce the rate of absenteeism which eventually results into the higher productivity and positive relationship with staff members which is important for retention. The important thing is that the required turnover must exist but the sudden and unwanted turnover should be avoided. In today’s competitive modern world, employees quit their job for various reasons.

Rayton explained that understanding the employee commitment and satisfaction, these two attitudes are very important because they have very important effect on organisational performance, and these factors or attitudes can be influenced by the intervention of human resource practices and policies (Rayton, 2006).

Bakotic stated that organisational performance does not determine job satisfaction, it’s the job satisfaction that determines organisational performance. Napoleon said: “The effectiveness of the army depends on its size, training, experience and morale, and morale is worth more than all the other factors together” (Bakotic, 2016). It could be stated that managers want to have those employees who feel good and satisfied in their job and workplace and want to work with them who love their job. The employee who have a high level of commitment and satisfaction, see the positive view in their job. They feel empowered in the workplace, and perceive that their job will definitely give them some motivating rewards such as good monetary pay, challenge, security, autonomy, enhancement and pleasant co-workers, etc. The employee who is happily engaged at work, try to give the extra or spare time to their work activities which helps in creating positive environment (Sabrina Son, 2015).

Chruden and Testa in their studies have found that high turnover rates of skilled professionals will be a terror to an organization, due to human capital (such a skills, training and knowledge) cost (Das & Baruah, 2013). Due to the turnover of highly skilled employees, organisation won’t be able to meet their goals. Therefore, in the today’s modern world highly skilled employees have become very important in gaining the competitive advantage. Every organisation wants to retain the best and highly skilled employees. Thus, the importance and need of HR is established.

Oladapo stated that HR will have to work closely with the senior staff or management to retain the talented employees (Oladapo, 2014). Christensen Hughes & Rog viewed that the effective implemented talent management strategy helps in improved employee recruitment and retention rates, and enhanced employee engagement (Christensen Hughes & Rog, 2008). Talent management is the systematic process of identifying the vacancy in an organization, hiring the suitable employees then developing the skills and check the person to match the position that is going to allot and retaining them to achieve the long term objectives of an organization. Employee can become more loyal and stay in the organization only if they identify themselves in a group and contribute in the team as a group.

So, to stop this there is a need to know the reason behind leaving the job. According to Shreya Dutta, it is very important for knowing and managing the employee turnover rate, if organisation wants employees to stay longer. If turnover rate is higher than the average, the positive environment in the workplace would be hard to set up. She also stated that according to Frederick Herzberg, there are the famous “Two sets of Factor” which better explains the relationship between employee motivation and employee retention which influences motivation in the workplace either they increase the job satisfaction or reduces. First is hygiene factors that won’t encourage employees to work harder but they will cause them to become unmotivated if they are not present and lead to dissatisfaction like- job security, leadership quality.
relationship with staff, compensation, status, physical working condition. Whereas the second one is motivators which encourage employees to work harder or perform better like responsibility, achievement, recognition, opportunities, job satisfaction and advancements (Shreya Dutta).

Gering & Conner viewed that if employers treat their employees as valued contributors, the employees will stay in the organization for the long time. For this, organization should train their managers, offer competitive compensation plans, and increase benefits to secure their employees loyalty. Despite these efforts, many healthcare organizations are still experiencing the shortage of employees (Gering & Conner, 2002). To retain key employees is intense in this competitive world. So, executives of top level and HR departments should spend large amounts of time, effort, and money trying to figure out why employees are leaving and how to keep their people from leaving.

3. METHOD:

This study used information which was gathered from, google scholar (journals and PDF) and other online website. Keywords: organisation commitment in healthcare, retention of employees, competitive advantage in Healthcare industry, job satisfaction in organisation.

4. RESULT:

According to the information which was gathered from google scholar, some important strategies are concluded used to keep employees working -

(A). Recruit right person at the right place at the start- Transparency is the vital factor in finding the right employee. Just to get an employee, manager shouldn’t be sugar coated while hiring. According to the study, it is seen that new employee stick longer in their job if they are informed better during their hiring process. If employees are informed about their pay and career that how could it progress during hiring after then turnover can be managed. Simply, specific individual is for specific position that he or she can handle. Putting the right person in the right job is important which should be correctly done by the highly skilled HR team. Promote and hire those employees who are a good fit for a role because sudden large no. of vacancies or other pressure demands force employers to make ushered due to which sometimes employees are prompted to incompatible roles. Having workers with their ideal position have positive effects on the organization like the employees would be satisfied with their job and remain engaged for the long term and can excel in their work and thereby increases the productivity. On the other hand, research also indicates having the wrong person for the job produces negative outcome.

(B). Employee onboarding programme - it is the process by which employee learn the attitude, knowledge and skill required to function effectively within an organization and help the new hire to adjust better in that organisation environment to perform better. According to research conducted by the Corporate Leadership Council, employee makes efforts more when there is onboarding programme. New employees want to work in the organization only where there is well structured onboarding programme. This helps new employees to perform better. Performance is a crucial element in each organization. Any Organization does not want to have such employee who is not interested or not willing to do work. The important factor of retaining the employee is training or development which increases the organisation commitment where the loyalty of employees can also be improved through on boarding practises.

(C). Offer great benefits is must – The benefit packages must be along with the salary furthermore with medical insurances, like- discount coupons at the cafeteria, food stores in the hospitals, if employee work overtime then reward them with the bonus or an extra day off. Offering flexible schedule can greatly improve the work life balance of employee and vacations, investing in education and continual learning which helps in improving both technical skills as well as soft skills which is essential for better patient care. Promoting continual learning can be done through progression opportunities. Lack of advancements and opportunities now- a- days have become the biggest challenge. So, showing the employees a developmental path will help in longer engagement of employees with the organisation as the employee comes to know that there are opportunities for their career advancement and their growth.
(D). Reduces the employee pain- when an employee feels that he or she instead of living, most of the time is busy in working then the work and life balance gets disturbed. Solve the needs of employee, not wants and try to earn the trust of employees because they perform better only when they have trust. No doubt organisation has high expectation from their employees but this should not more like they don’t have enough time for their family, leisure and fun. So put efforts to find out the burnout point of employee in the organization like when the care provider and patient ratio gets disturbed then the employee gets frustrated and become irritated and deals with lots of stress every day and make them burnout because of large amount of work which does not create positive environment to the patient care. Fun is must, celebrate success when milestone is reached. When the employees are overburdened, they become bitter and want to quit their job. Every morning when they go to work, full of anger, frustration in the workplace. Most employees feel better and perform better when they come back from vacations. A happy employee is more willing to put extra effort into their work, and thereby increase productivity and the most important thing is feedback which helps in relieving their pain if implemented correctly.

(E). Assign a mentor as a leader not boss- A good mentor explained as an older, experienced with nurturing nature who supports inexperienced and the younger employees. It is considered as an essential element in keeping employees engaged and satisfied throughout their professional journey. It is helpful to have someone to guide, coach who focuses on their professional as well as personal life which ultimately make employees to stay longer. Mentor has direct effect on employee engagement. Good mentor as a leader considers employee as the backbone of organisation not just a number. Mentor should be like who inspires confidence and have the ability to handle situations. He should provide that much comfort zone where employee is able to address his/her problems without hesitation.

(F). Create positive work environment in the Organisation- Turnover can be more if healthcare employees will have fear that he/she will be blamed or punished for any mistake that they have made. There are ample of benefits if there is positive work environment where employees feel comfortable while communicating about any issue. Positive culture help employees work better and feel more connected to organisation. Employees are like the free agents who can leave when they want. The key to keeping employee is to create environment in which he/she want to stay and grow. Organisation should focus on managing the work environment to make better use of employees like environment includes- culture, value, company reputation, trust. People want to do work there where an organisation provides- Fair and transparent appreciation or appraisal for work done because every employee wants to be appreciated for well work done. Set up a reward system that offers incentives for great innovations, ideas and performance, friendly and cooperative environment, feeling that the existing organization is like second home for them. Galvin stated that if the organization improves work environment and offer career advancement opportunities, this will help an organisation to hold employees for longer time.

(G). Salary and benefits should be competitive – As the healthcare industry continues to grow and demand of high skilled or quality employee increases, the competitive salary, bonuses and other benefits has become more important for employee retention. It is seen that among all types of reward, salary is considered one of the vital and significant factors in retention. The monetary pay is one of the crucial factors to the organization to attract, retain and motivate their employees. The salary and benefits should not be markedly worse than your competitors. And the compensation should also rise along with the responsibilities. If managers do not offer meaningful promotions, in both responsibilities and pay, the employees are more likely to quit.

(H). Train the managers and administrators – Many of the times, the reason behind quitting the job is the managers, not the working environment or any other factors. So there is a need to keep an eye on the managers. Sometimes managers don’t understand the different types of employees, also don’t know how to get back to work when they feel frustration, burnout, and unmotivated. So there is need to train the managers or administrators that how to encourage and motivate different types of employees, conflict management, crisis environment and stress management. It is about managing the organization which includes employees. So if they manages employee well, employee retention will take care of itself. Effective management practices
focuses not only on employee contribution but also on how managers can create an environment that keeps employee for the longer term.

(I). Value your employees - As employees are the backbone of any organization, make them feel like. Respect is a kind of lubricant that helps in running the organisation smoothly. No matter what their position are make the feel respected and valued. Respect comes in many forms like in opinion, time, culture, and more.

5. DISCUSSION:

From the research of previous study and information that was collected from several department and different managerial level of healthcare industry, some aspects like fair compensation, job attractiveness, supervision relation, participation, working environment and job satisfaction etc., were concluded of retention which are different for different position holder like for high level managers respond job satisfaction at higher agreement, whereas for middle level managers, participation factor is at high agreement. In the clinical department senior doctors gave highest agreement to working environment. Whereas, in nurses research finding revealed staff training at high agreement followed by development, promotion, supervision relation.

Research shows that motivating factors increases retention, so the employees rated motivated factor where good relationship gained highest percentage followed by training opportunities, good working environment and then income. It means money is not motivating factor but it is also possible that they don’t want to appear selfish and doctors want freedom and status of job at high agreement and put high income after these factors, and don’t considered extrinsic benefits as important (Cashman, S. B., Parks, C. L., Ash, A., Hemenway & Bicknell, 1990). On the other side in Ghana, according to Agyepong, Anafi & Narh-Dometey, health workers response was that low monetary pay is the major factor that leads to dissatisfaction during an interview (Agyepong, Anafi, & Narh-Dometey, 2004). Peters, Chakrabort & Mahapatra viewed that in AP and UP, for whom there is low monetary pay, likely to be absent in organisation for pursuing other source for their good life (Peters, Chakrabort & Mahapatra, 2010). Gray concluded that improved communications and a motivating and caring leader are important in the nursing profession to motivate them and thus retained (Gray, 1991). Tumulty, Jernigan, and Kohut in their study of nurses found that intrinsic motivating factors are more important than extrinsic factors (Tumulty, Jernigan, & Kobot, 1995). In another study on nursing profession, Rantz, Scott & Porter found that for nurses recognition and responsibility are important factors to be in organisation (Rantz, Scott & Porter, 1996).

6. CONCLUSION

As happiness is contagious, making a workplace happy is the key function of Human Resource department along with senior management. Effective human resource management must be practiced at both day to day and strategic level and problems of employees can be solved creatively. Career planning and programs like skill development and strategic management can identify the potential of the talented employees to make them performance-oriented and more accountable.

Engaged employees within the organization have a higher level of retention, profitability, productivity, growth and the performance and reduced level of dissatisfaction. Organizations which have disengaged employees have low level of commitment, wastage of money, efforts, time, employee talent, face high level of absenteeism, less profit. Strategies called ‘the nine tablets’ are suggested in the article for employee engagement and for running an organization smoothly. Managers should enhance two-way communication, ensure that employees have all the resources they need to do their job. So, per discussion HR department should apply different strategies to different position holders in different departments to create healthy and happy environment in a proper corrective manner.

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A Review of Marketing Analytics, Business Intelligence and Automation in Healthcare Industry

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Abstract: Businesses across the globe are harnessing the power of business intelligence to further their promotional goals. This article presents a comprehensive review on the marketing analytics, business intelligence and automation utilized to improve marketing function outcomes in the modern day healthcare industry.

Keywords:- Marketing Analytics, Business Intelligence, Automation and Healthcare Industry.

1. INTRODUCTION:
Healthcare has become one of the major priorities of individual countries. Healthcare organizations around the world are changing themselves into more efficient, coordinated and user-centered systems. This tendency implies greater inter-operability of data and easier access to health records and related information, engaging the patients as partners in their own healthcare. (Fernandez, 2014)

Keywords Definition:
• Marketing Analytics: involves collection, management, and analysis (Davenport, 2006).
• Business intelligence: involves collection, transformation and presentation of data in a structured form. BI systems shorten the time to obtain relevant information and enable efficient working (Den Hamer, 2005).
• Automation is the application of feedback principles to devices for reducing time taken by repetitive work. It also favors quicker decision-making. Cunningham, W. J. (1957).

The aim of this paper is to study the available literature. The article is structured into sections. The first section provides a brief review of Marketing Analytics, Business Intelligence and Automation followed by the concept and their utilization in core domains. In the following section, the interrelationship of Marketing Analytics, Business Intelligence and Automation are studies, in light of their current and future use in healthcare industry as well as in other industries. The three trends are explained in more detail in following related sections. The last section includes discussion and conclusion.

2. LITERATURE REVIEW:
Marketing Analytics:
Marketing Analytics (MA) is an increasingly important new field that employs data tools to quantify and monitor marketing performance and customer sentiment. Its has become possible to make more efficient targeted investments in marketing programs now. Marketing Analytics is a subpart of broader analytics that generates accurate understanding for improving marketing performance. (Branda, A.F., 2018)

Marketing Analytics has come to be at the heart of decision making, recommendations, marketing, and retargeting, and there is an urgent demand for innovative powerful metrics and analytical methods for data-driven marketing operations leading to more efficiency and effectiveness. Wedel. M (2016)

Common marketing analysis are: descriptive (what happened in the past), diagnostic (to identify), predictive (predictions on what could happen) and prescriptive (suggestions on what to do). These impact marketing and other areas of business. The initiatives of the Ford Foundation and the Harvard Institute of Basic Mathematics for Applications in Business (1959/1960) have played a major role in bringing the application of analytics to marketing. (Winer, 2014)
The Bayesian decision theory at the Harvard Institute proved the successful application of analytics on pricing decisions. Bayesian approach is now one of the predominant modeling approaches in marketing and studying consumer behavior (Kannan, 2016). Such models have also been applied successfully to eye tracking of advertisements, email marketing, web-browsing social marketing, web-browsing (Wedel, 2016).

**Business Intelligence:**

Business Intelligence (BI) is a broad category that includes the application of infrastructure and tools to improve and optimize decisions for better business performance. Echer Achim (2015). A typical BI process consists of five key stages:

**Data Sourcing:** This involves extracting data from multiple data sources (different business units) such as marketing, finance, production and human resource.

**Data Analysis:** Analyzing the sourced data aids managers to better understand market environment and make informed decisions.

**Situation Awareness (SA):** is deep understanding of a decision that was based on the result of data analysis

**Risk Assessment:** Its an important function of the BI system. Richer SA helps managers to predict the future, identify threats and opportunities, and make equivalent strategies.

**Decision Support:** This is the ultimate goal of BI. It helps managers to make decision wisely (Negash, 2008).

BI gathers, changes, and presents organized information from different sources. It reduces the required time to get significant business data and make efficient use in management decision making process. Hamer. P (2005). BI systems have developed from simple analytic applications into tools for strategic planning, customer relationship management, product profitability forecasting, etc. In-fact, these have created new model organizations called Business Intelligence-based organizations (Olszak, 2012)

BI systems more clearly refer to information analysis, knowledge management, decision analysis and human computer interaction. They have been associated with other systems like: MIS (Management Information Systems), DSS (Decision Support Systems), Management Support Systems, EIS (Executive Information Systems) and Business/Corporate Performance Management (O’Brien, 2007).

**Automation:**

Automation reduces manual tasks using information technology. Repetitive tasks cut-short human intervention with automation. Data automation is the process when computer programming takes care of assimilation, storage, and analysis of data.

Data automation has three steps:

1. Extraction: Multiple open data sources are mined for relevant information
2. Transformation: Data is converted into a machine friendly format
3. Loading: Data is fed into the system to serve as raw material for automation

(Tony Joseph-Fingent, 2019)

Innovation and R&D have produced effective medicines, improved diagnostic aids, and technology-aided non-invasive procedures. But, there still is a huge need for improvement in making quality healthcare available and affordable for all. Good healthcare is also a vital indicator of how well a nation fares on the Human Development Index (HDI). Rising healthcare expenditure is a mammoth challenge for most countries of the world.

RPA (Robotic Process Automation) can help healthcare organizations by collecting and translating patient data into meaningful & actionable formats. This will increase business efficiency, reduce labor costs, and improve employee productivity (David Yarin-Deloitte, 2018)

AI (Artificial Intelligence) is a form of automation. Using AI to automate basic tasks in healthcare operations can result in improved quality of service, improved project implementation, lower costs and a better patient experience. In the coming years, innovations in Electronic Health Records (EHR), revenue cycle and operations will be more pronounced. Integration of AI in EHR and Picture Archiving and Communication Systems (PACS) will empower practitioners with real-time data at the point of care.
Automation of operations will enable:

- **Faster data to enrich in Electronic Health Record**: Enhances patient care as practitioners get the information they need at just the right time in just the right setting.
- **Improved ordering**: One of the most time-consuming processes for physicians is the ordering process within the EHR.
- **Smarter billing**: AI deployments in revenue cycle applications can help organizations generate bills more quickly, ultimately presenting bills to patients and families before they leave the hospital or practice.
- **Adaptive staffing**: to ensure a smooth patient experience in the emergency room. (Josh Gluck-Health Tech, 2018)

3. **METHOD:**

The present study is of qualitative method. The secondary data have been collected mainly from journals and other literature available in the field. The article is only an outline of Marketing Analytics, Business Intelligence and Automation. BI supports decision making process in organizations of healthcare sector, MA has central role in developments like decision making, recommendations, geo-fencing, search marketing, and retargeting and Automation for reducing manual tasks by using IT. In order to recognize the current and future outcomes organizations of healthcare sector in individual countries.

This paper uses secondary data from the previous literature review on Marketing Analytics (MA), Business Intelligence and Automation. The paper is concluded with the literature review of MA, Business intelligence and Automation. Several very commonly used and easily accessible journal databases were used as resources. These include Elsevier, Springer, ScienceDirect, Reasearchgate, and IEEE, Google Scholar, JSTOR, Business intelligence handbook, International Journal of Engineering and Advanced Technology (IJIEAT), Healthtech. These articles and journals were sourced from years 2005 to 2019 published in different countries on different fields of work. Next, to define the resource, keyword selection was done to limit the scope of the literature review. The keywords used to obtain related publications were Marketing Analytics (MA), Business Intelligence (BI), Automation, Healthcare Industry.

4. **RESULT:**

The result of this review is on the publication years ranging from 1957-2019, with most of the literature focusing on business intelligence ranging from 2005-2015 and other paper on marketing analytics publication ranging from year 2006-2018 and number of papers published on automation are less, notably in the years 1957, 2018 and 2019. This is due to business intelligence as a topic gaining more prominence.

The paper is more about the developed countries which are focused on MA,BI and Automation. The papers discusses about the use of Business Intelligence Systems in Healthcare Organizations in Poland. Discuss on how business intelligence systems are used in healthcare organizations in Sweden. Various automation in healthcare sector, framework to build an intelligent RFID system for use in the healthcare industry USA, Tsay. L.S (2012). There is a Robotic Process Automation - creating value by digitalizing work in the private healthcare in Finland. Ratia. M (2018)

Automation gives an understanding of requirements for computer-aided healthcare workflows, the experiences and challenges of which are published in USA (Song, 2006) Automated execution of health care protocols in an integrated communications infrastructure in USA (Martin, 2009). The Marketing Analytics Orientation (MAO) of firms help identifying factors that have created analytical marketing practices in Lubin, USA. Besides, our collection of written texts, this article has reviewed top journals, literature, and database from leading corporations in the industry.
### Table-1 Developed Countries Focusing on new Healthcare Technologies

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Countries</th>
<th>Review Articles</th>
<th>Universities Reviewed</th>
<th>Author Reviewed</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>USA</td>
<td>The marketing analytics orientation (MAO) of firms: identifying factors that create highly analytical marketing practices</td>
<td>Marketing and Customer Intelligence at Pace University’s Lubin Graduate School of Business</td>
<td>Anthony F. Branda, Vishal Lala.</td>
</tr>
<tr>
<td>2.</td>
<td>Sweden</td>
<td>Literature review of Business intelligence</td>
<td>School of Business and Engineering Halmstad University, Sweden</td>
<td>Rasmey Heang, Raghul Mohan</td>
</tr>
<tr>
<td>3.</td>
<td>Poland</td>
<td>The Use of Business Intelligence Systems in Healthcare Organizations in Poland</td>
<td>University of Economics in Katowice ul. Bogucicka, Poland</td>
<td>Celina M. Olszak</td>
</tr>
<tr>
<td>4.</td>
<td>USA</td>
<td>Business Intelligence and Big Data Analytics: An Overview</td>
<td>Fairfield University, USA</td>
<td>Xin James He</td>
</tr>
<tr>
<td>5.</td>
<td>USA</td>
<td>Understanding Requirements for Computer-Aided Healthcare Workflows: Experiences and Challenges</td>
<td>Siemens Corporate Research Inc. 755 College Road East Princeton, NJ 08540 USA</td>
<td>Xiping Song, Beatrice Hwong, Gilberto Matos, Arnold Rudorfer, Christopher Nelson</td>
</tr>
<tr>
<td>6.</td>
<td>USA</td>
<td>Framework to Build an Intelligent RFID System for Use in the Healthcare Industry</td>
<td>Computer Systems Technology North Carolina A&amp;T State University Greensboro NC, USA</td>
<td>Li-Shiang Tsay, Avery Williamson</td>
</tr>
<tr>
<td>7.</td>
<td>Finland</td>
<td>Robotic Process Automation - Creating Value by Digitalizing Work in the Private Healthcare?</td>
<td>Tampere University of Technology, Finland</td>
<td>M. Ratia, N. Helander</td>
</tr>
</tbody>
</table>

Healthcare organizations are expected to enhance their spending on information technology in 2018 by about 10 percent as compared to 2017. The healthcare industry will however spend less than 3 percent of its gross output, or revenue, on technology budget. These predictions are included in a larger report that Forrester developed on technology budgets for 2018 in several industries. In U.S., the report estimates a 5.8 percent increase in total technology budget which translates to more than $1.5 trillion in 2018. In comparison, the Indian government intends to invest only 2.5 per cent of the country's GDP into health care by 2025, which is much below the global average of about 6 per cent. According to the latest National Health Profile (NHP) 2018, India is among the countries with the least public health spending. Insufficient allocation for the health sector has pushed 7% Indians below the poverty line and about 23% of the sick just can't afford healthcare.
Graph-1

Public and Private per Capita health expenditure in selected Countries in 2016 (U.S Dollars)

<table>
<thead>
<tr>
<th>Country</th>
<th>Private</th>
<th>Public</th>
</tr>
</thead>
<tbody>
<tr>
<td>India</td>
<td>188</td>
<td>81</td>
</tr>
<tr>
<td>Finland</td>
<td>1017</td>
<td>3017</td>
</tr>
<tr>
<td>Poland</td>
<td>558</td>
<td>1240</td>
</tr>
<tr>
<td>Sweden</td>
<td>884</td>
<td>4603</td>
</tr>
<tr>
<td>USA</td>
<td>5032</td>
<td>4860</td>
</tr>
</tbody>
</table>

Graph-2

National Health Expenditure in U.S from per Capita 2005-19 (in U.S Dollars)

Yearly Expenditure

5. DISCUSSION:

The literature was selected based on its novelty and discussion of important topics related to Marketing Analytics (MA), Business Intelligence (BI) and automation with respect to healthcare industry, in order to serve the purpose of our research. The review article were all focused on high income developed countries, about the new technologies in healthcare sector acquired by Poland, Sweden, Finland, and USA.

MA, when applied to structured and unstructured data helps support marketing decisions. (Wedel, 2016). Business intelligence (BI) systems are data-driven, focusing on the manipulation of large volumes of company data into data warehouses (Negash, 2008).

Automation impacts workflow processes e.g. Robotic Process Automation (RPA) is in much demand. Both, Automation and Business Intelligence are being researched in academia. Their industrial use were mostly discussed in industry papers (Heang, 2017). Business Intelligence (BI) is seen as a profit generating investment, which will play a significant role in healthcare management in the near future. The main application of BI systems in healthcare organizations at present is to reduce costs (Escher Achim, 2015).
Review of various articles reflects adoption of newer technologies mainly by developed countries like USA as compared to countries like India. There are lesser papers on BI, MA and automation in Indian healthcare industry. Probable reason on why the healthcare industry is much more developed in USA is because healthcare expenditure there is 17.9 percent of the GDP or $8,500 per capita in 2010.

With the amount of data available, there is great potential for hospitals, insurers, doctors and researchers to use business analytics tools more affordably and effectively to deal for better quality of cares for patients (Matej Mikulic, 2019). National per capita health expenditure in the U.S. has increased in 2019 being among the highest in the world. The public and private per capita health expenditure differs significantly country by country.

Globally, health expenditures are on the rise. Despite the growing expenditures, there are still countries with relatively low health expenditures. India's per capita public expenditure on health increased from Rs 621 in 2009-10 to Rs 1,112 (around $16 at current exchange rate) in 2015-16 but it still is among the lowest in the world nations (Anderson G.F, 2006).

6. CONCLUSION:

Healthcare organizations are realizing that the Marketing Analytics, Business Intelligence (BI) and Automation systems are crucial to decision-making process, as these will improve the patients outcomes and quality of medical services. This article has reviewed the history of Marketing analytics (MA), Business Intelligence (BI) and Automation analytics, highlighted recent developments in the key domains of automation and identified that why these three field of technologies in healthcare are focused on high income developed countries and not on low income countries, the reason for decline in National health expenditure per capita in India and how the individual countries are going to increase their contribution more towards healthcare IT sector by removing the barriers and opportunities towards successful implementation of MA, BI and Automation in healthcare sector.

Table 1 summarizes the overall reviewed literature from different authors focusing on different topics of MA, BI and automation in different developed countries. Graph 1 gives information about Public and Private per capita health expenditure in selected countries in 2016 and Graph 2 explains about the National health expenditure per capita of U.S in 2005-2019 which briefly describes us about that USA is highly developed countries and the contribution on these technologies are more. In this section we round out our discourse with a discussion of the future aspects of MA, BI and Automation their benefits in coming future and how will they affect the healthcare industry in coming years in different countries. Hence, MA, BI and Automation can be applied to supplement gain enhanced decision analysis, hidden insights and valuable knowledge.

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A Review on Impact of Robotics and Artificial Intelligence in Healthcare Industry

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1Research Scholar, 2Research Scholar, 3Research Supervisor
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Abstract: This research formulates the impact of robotics and artificial intelligence on healthcare jobs. AI has broken the hold-up to human efficiency, changed the nature of work and enhanced work efficiency. Robotics has scrapped many positions but at the same time, it has produced new jobs. Since the AI based applications are new skills, humans can be trained to acquire such skills so as to be more effective at their workplace.


1. INTRODUCTION:

There is a rapid increase in the field of technologies suggesting that they are having a considerable impact on the workforce. Such discoveries have generated a great threat to the employability of healthcare professionals. People have started trusting a machine more than what doctors tell them. As AI and Robotics has scrapped positions, broken the hold-up of human efficiency and changed the nature of work and enhanced work efficiency.

A robot is a collection of elements that are contained with a sensors, control systems and software. They all work together to carry out a task. Health care is the combined effort that maintains and improves health through the diagnosis, treatment, prevention and cure of illness, diseases and other physical and mental impairments in humans. (Qureshi & Syed, 2014) [15]. Artificial intelligence is defined as “machines that respond to stimulation consistent with traditional responses from humans, given the human capacity for contemplation, judgment and intention” (West 2015) [19].

In comparison to humans, robots are possibly faster to coach, easy and cheap to maintain, easier to replenish & re-establish, and are less prone to be uninterested by recurring odd jobs. They can help aged and chronically ill patients to live independent. Robots reduce the necessity of care-giver and the increasing demand of care homes.

According to Information Week, which is a well known site for blogging, the da Vinci Surgical System have been conducted around 20,000 surgeries and has cemented a new path for robotics in the health care industry (Lin, 2011) [10].

In the up-coming years, “service robots” is expected to cross the threshold in the health care industry. In the famous movie Star Wars, R2-D2, they have shown robots delivering a beam of medication or a consignment of laundry in the corridors of hospital. At present less than 1,000 of these robots wander in number of hospitals. However, these numbers are expected to be rise quickly. (Qureshi & Syed, 2014) [15].

Some companies have said that, there are several robots who are working 7 days. They are doing just two shifts 7 days / week. They are saving the labour of 2.8 full-time equivalent (FTE) employees that costs less than a single FTE. One such robot named, Aethon TUG, provide a safe navigation system that works in the hospital corridors, escalators, and helps to bring items from one zone to another. The robot works for 24 hours, 7 days a week to make both programmed and on-demand deliveries. These robots never lose their focus from its assignment (Neill, 2013) [14].

To work in tandem with robots and to bridge the skill gap, the organizations must invest to train and develop their human resources.
2. LITERATURE REVIEW:

In the healthcare industry, AI and Robotics has created a great impact on jobs across the world. From surgeons to the nursing staff and the associated health professionals and the supporting staff have experienced the change. For surgeons, the major impact of AI is in the field of medical diagnosis. AI based tools show better accuracy at diagnosing a condition than doctors (Dignum, 2017) [6]. Through AI, doctors are focused on non-routine tasks and various treatments that rely on highly accurate diagnosis performed by a robot. The resultant reduction in doctor workload shortens wait time for patients. For nurses and related health professionals, their recurring odd jobs have been taken away by robotic automation leaving them more time for care giving roles. AI has also abridged the load on of health professionals, enabling them to deal with an aging population (Diprose, 2016) [7].

AI integrated with Robotics makes the relationship *intellectual*. AI provides answers to several fundamental questions: what information is necessary in aspect of philosophy; what are the ways to represent that information; and how that information should be used. Robotics has challenged AI through forcing them to deal with actual instances in the existent world. Robots have merged mechanical effectors, sensors, and computers. AI has major contributions to all these elements. (Brady, 1985) [4].

After acknowledging the paradigm shift in technology, the primary crisis now is to distribute rights and responsibilities among human beings, especially when non-humans generate more profit. The complexity is caused by the fact that the actions of robotic and AI systems is "growing", their actions may not be predictable in advance. These systems might be forced by human expectations for proper behaviour. Furthermore, programming and algorithms used by robots and AI entities may increase unpredictability in function as they are curated by many hands. (Balkin, 2015) [2].

Artificial intelligence has encouraged modernization and builds opportunities, both for individuals and entrepreneurial industries. Some experts predict smart machines to assist surgeons and safely drive cars sooner or later (Fast and Harvitz, 2017) [8].

In the current race of technological advancement in computer vision, robotics, according to scientists there is an increased concern that artificial intelligence technologies might permanently relocate human workforce. The initial extracts have given optimistic response about the future of AI—creating technology that can help to train students or aid surgeons—while the later is pessimistic, that raise concern about evacuated workers and dystopian observations of technologies (Hirsch, 2017) [9].

New York Times performed a study to know the public perception of AI. They discovered that several ideas. One such example “AI for healthcare” or “losing control of AI,” are more likely to be common in the recent years. Another ideas such as, “AI is not making enough progress” or “AI will have a positive impact on work,” were seem to be more common in the past years than they are today (Narula, 2014) [13].

AI is seeping in almost every aspect of modern lives. A list to understand the impact is as follows:

**Influence on Work**: AI helps in making human work easier. For example, by overseeing schedules and automating tasks via robots.

**Education**: AI has improved students’ knowledge. For teachers, there is automatic teaching, grading, and provision of several kinds of modified analytics.

**Transportation**: New forms of transportation are enabled through AI, example, self-driving cars, or advanced space travel.

**Healthcare**: Around the world AI has improved the health and well-being of people. Surgeons have found help with diagnosis. Drug discovery has become easier and personalized medicine has become possible.

**Decision making**: AI helps to make better decisions especially for case-based analysis for business executives.

**Entertainment**: AI has created delight through entertainment, e.g., a smarter enemy in video games.

**Singularity**: A possible singularity brings optimistic settlement to humanity, e.g., immortality. Humans amalgamate with AI in a positive manner, e.g., disabled can use robotic limbs to make their life independent (Loh, 2018) [11].
There is a strong possibility that in the not-too-distant future artificial intelligences in the form of robots will become capable of aware thought (Ashrafian, 2015) [1]. In the recent time, co-founder of Microsoft Bill Gates and Stephen Hawking a physicist; have warned the danger of intelligent robots that are becoming too omnipotent for humans to control. A new theme of science fiction has portrayed how humans are related to intelligent machines. One such film based on this science fiction is “Blade Runner” that came in 1982 (Morikawa, 2017) [12].

AI based fictional analyses and academics tend to edge on interaction between human and robots. However this raises such questions as: would robots make our lives easier? Would robots be hazardous? What if a robot turns into a threat for human race? (Terry, 2019) [17]. Demographic projections have predicted a rapid increase in aging population which is expected to be doubled between 2000 and 2050. As the number of people living with chronic disease is increasing around the world with high speed, this has created the huge demand for healthcare services. If there is shortage of healthcare professionals, including helpers and nurses for the aged patients is well-documented (Broadbent, Stafford, & MacDonald, 2009) [5].

Robots are being considered as the type of assistive device that bridges the wide gap between the need and supply of healthcare services. Healthcare robots are mainly anticipated to advance or protect the health and lifestyle of the human lives. Several types of healthcare robots assist in surgery. Others assist with rehabilitation treatment such as helping the physically disabled and cognitively impaired. This preserves their independence, and inspires them to exercise. Robots are also used for carrying medication, laundry and meals in hospitals (Smith, 2014) [16]. Robots, like any other machines have been introduced into the production process, complementing the tasks of workers. This has eliminated the need for dealing with some harsh, unhealthy, or unsafe tasks.

3. METHODS:

This research paper is based on data collected from various articles on the associated topics, web portals, various journals, as well as different printed resources. Articles were sourced from Google Scholar. The key words used for this study are healthcare industry, robotics and artificial intelligence. Specific articles related to impact of new discoveries in AI and Robotics in healthcare were referred.

4. RESULT:

<table>
<thead>
<tr>
<th>System</th>
<th>Application</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clinical decision support systems (CDSS)</td>
<td>It helps in diagnosis of patient condition by providing his symptoms and demographic information</td>
</tr>
<tr>
<td>Pathfinder</td>
<td>It uses Bayesian networks to help pathologists more precisely diagnose lymph-node diseases</td>
</tr>
<tr>
<td>Bestec Arm</td>
<td>It helps patients in eating who are incapable to move their hands and arms</td>
</tr>
<tr>
<td>Aethon TUG</td>
<td>This robot navigates through hospital corridors, elevators and departments to get items from one place to another</td>
</tr>
<tr>
<td>Giraff</td>
<td>Giraff is a type of a mobile communication that helps elderly patients maintain contact with outside world</td>
</tr>
<tr>
<td>Cosmobot</td>
<td>It enhances therapy for developmentally disabled children aged 5-12 years.</td>
</tr>
<tr>
<td>Curate – AI</td>
<td>It automatically decides the optimum dose of drugs for a durable response for cancer patients</td>
</tr>
<tr>
<td>Buoy Health</td>
<td>It is a symptoms and cure checker that uses algorithm to diagnose and treat illness</td>
</tr>
<tr>
<td>Freenome</td>
<td>Used in screening, diagnostic tests and blood work to test for cancer</td>
</tr>
<tr>
<td>Smart Prosthesis</td>
<td>It is a bionic limb with sensors that make them more deliberate and accurate than the original parts of the body. In adding there is a possibility to cover these with bionic skin and connect them to the muscles of human.</td>
</tr>
</tbody>
</table>
Moxi Robot | This robot takes care of restocking, bring items and clean the surroundings, so that nurses can spend more time with patients and offer a human touch while leaving the grinding to the machine.

Niobe | It is a remote navigation system. It uses a magnetic field to guide the catheter tip.

Telelap ALF-X | It is a four armed robotic system. Endoscopic view and activation of various instruments controlled by eye tracking.

The Stanmore Sculptor | It helps to keep the surgeon in a planned workspace.

AESOP | It either moves the endoscope under voice control or allows the endoscope to be manually positioned.

ROBODOC (Integrated Surgical Systems) | This Robot can sculpt the acetabulum cavity, by means of milling cutter.

iBlock (Praxim Inc.) | It automatically guide cutting for total knee replacement. It helps in reducing surgical time and increases the cutting accuracy as compared to navigation of cutting block by human surgeon.

CyberKnife (Accuray Inc.) | It is a frameless radio-surgery system consisting of a robotic arm holding a linear accelerator, a patient table called by the RoboCouch, and an X-ray imaging system.

Table No: 2 Healthcare Artificial Intelligence Systems Developed by Indians

<table>
<thead>
<tr>
<th>Systems</th>
<th>Applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Terra Blue XT</td>
<td>It is an AI driven wearable glove that could read electrical impulses in the palm and detect abnormalities that could be indicative of a potential seizure.</td>
</tr>
<tr>
<td>Wellthy</td>
<td>It is a digital therapeutic coaching application used for diabetic patients.</td>
</tr>
<tr>
<td>FocalNet</td>
<td>It is designed to detect prostate cancer lesions.</td>
</tr>
<tr>
<td>Watson</td>
<td>It is used in diagnosis of lung cancer.</td>
</tr>
<tr>
<td>HealthifyMe</td>
<td>It works on lifestyle diseases like obesity, hypertension, and diabetes. It has nutrition coach named Ria which brings the best of elite nutrition expertise with AI in the loop.</td>
</tr>
<tr>
<td>MUrgency</td>
<td>It is a mobile application for helping people connect in need of medical emergency with qualified medical, safety, rescue, and assistance professionals.</td>
</tr>
<tr>
<td>Ten3T</td>
<td>It helps in providing isolated health monitoring services to identify anomalies and alert the patient’s doctor.</td>
</tr>
<tr>
<td>MINE (Microsoft Intelligent Network for Eyecare)</td>
<td>It is an AI based platform to reduce avoidable blindness in children.</td>
</tr>
</tbody>
</table>

4. DISCUSSION:

The health care industry is rising appreciably and has show a revolutionary bend by introducing robots in our day-to-day work. However, at the same time, studies indicate that this industry is rapidly captivating away various job opportunities from health care professionals and is assigning their work to the robots.

AI is gradually effecting our lives in less or bigger ways. Designed methods are needed that incorporates principles of ethics and answers the society’s concerns, to ensure that system holds human value. AI-on-AI concept is needed to be introduced in the running programs by National and international technological policies that aim to safe development. Engaging educational activities and research to create the ‘most altruistically designed AI’ will narrow the widening gap between man and machine. Social scientists and philosophers find a greater need than ever before to link the progressive robotics and computer based research.
with humans. In addition to funding AI development the funders of technologies must support ethical studies on AI-on-AI concepts. The Wellcome Trust as a medical funder follows such a model by supporting technological devices of healthcare research with medical history and ethics. To sustain exposure to the concept of AI-on-AI, the current and the future AI and robotic research communities should make people first understand so that people around the world accepts the new technologies. Conferences that focus on AI-on-AI issues can be considered as a hub of research, and policy guidelines. The next generation of AI researcher and robotic engineers can be inspired to adopt AI-on-AI principles through various hybrid degree courses. For instance, people who have hopes to get into UK politics opt-for such courses in politics, philosophy and economics, in this way an equivalent courses that can be opted by students who have ambitions in robotics and AI could be computer science, engineering and philosophy.

Human-Robot Interaction (HRI) is a rapidly evolving field. Specialised study robots need human supervisory control for repetitive healthcare industrial task. HRI has been applied in almost all robotic tasks, including surgery, rehabilitation, education and delivery systems in hospitals.

In the recent years, AI has challenged the conventional roles of the doctor. Human doctors can make errors simply because they are human, with an estimated 400,000 deaths associated with avoidable damage in the US per year (Diprose and Buist, 2016). Moreover, the unrelenting growth of world health care providers necessitates new solutions in an economically-constrained environment. Therefore, for a sustainable and safe healthcare system, AI is considered as an innovative solution. Initially, specific tasks based on AI were used as supplements to advance human performance, including the role of the doctor enduring largely unchanged. However, in the recent times, AI is consistently outperforming in case of doctors in most of the cognitive tasks. HRI have ensured that humans are the important part of healthcare delivery.

Healthcare professionals must focus their energies on jobs that can obligate true qualities of human e.g. care delivery, therapy, that create a difficulty in being replaced by a robot. Moreover, they should look for to enlarge skills that can optimize the risk of human/machine interface, so their opportunities to either program for algorithms or work well and create a difference from the robots and AI applications (e.g. in surgery). Healthcare professionals should give a second thought to their worth and must learn something from “Digital Natives”, that are the companies that instinctive with inherent AI elements into services and products. They should also organize some professional training programs that up skill their labour force in those areas that shows the greatest potential for job amplification.

5. REFERENCES:


A STUDY ON SUSTAINABLE TALENT MANAGEMENT AND ACQUISITION

Mrs.S.M.Nilofer Fathima, Mrs.T.Sownthariya, Dr.C.Muthuvelayutham

1. INTRODUCTION:

Globally, recruitment is a process whereby a candidate is attracted, screened, interviewed and selected by the employer or recruiter to fill a job opening. However, the recruitment process has transformed dramatically from decade to decade with advancement in technology. Before the rise of internet and modern technology, recruitment was very different and the recruitment industry had been focused on simply filling current vacancies as quickly as possible, without paying much attention to ensuring efficiency or sustainability as they had limited resources as compared to modern age recruiters. In order to attract candidates, they relied on advertisements in newspapers and word-of-mouth. They had to handle huge amount of hand-written job applications and the storage and accessibility of such data was a huge challenge. Recruiters conducted hiring based on their intuition and believed that they hired the best candidate using their natural analytics and cognitive ability.

Compared to the above scenario, with the advent of computer and advanced technologies, candidate databases created through modern software has made storing and retrieving of resumes easier. Applicant tracking systems have made it convenient to find applicants with right skills for the job. Recruiters have learnt to use online job portals to access resumes of a huge pool of candidates. Popular job boards in India like Naukri, Indeed, CareerBuilder, and the like provide a platform for employers and applicants to come together and find each other. LinkedIn, a professional social networking site provides recruiters access to millions of professional profiles at the click of a button. Recruitment process has gradually increased in transparency as some websites provide candidates the ability to track the status of their job application and give real time updates to job applicants as soon as recruiters perform any action on their applications. Personal branding has become center stage and social networking sites such as Facebook and Twitter enhance recruiter’s ability to advertise and scout for candidates. Both new age start-ups and traditional companies are communicating with the hash tag generation through hiring videos or hirals (portmanteau of hire and viral) on YouTube (Bhupta, 2020).

ABSTRACT: The purpose of this study is to examine the applicability of sustainable development in talent management and acquisition. This article describes how rapid globalization, changes in the technology landscape, and changes in the way people manage organizations, have increased the need for competent workforce who could be a source of sustained competitive advantage for the organization. Thus, companies specifically in IT/ITES sector are investing huge amount of time, money and resources to build their talent acquisition strategy. Recruitment has mostly been a reactive approach and organizations generally scout for candidates only when there is vacancy. This research paper attempts to introduce the concept of sustainable talent acquisition to ensure steady supply of talent to meet future needs of an organization. It is important to incorporate the idea of three pillars of sustainability – environmental, social, and economic into the recruitment landscape and to build an action plan to speed up hiring process and improve cost efficiency. The Environmental sustainability can be achieved by constantly gauging talent demand and ensuring steady supply, social sustainability can be met by engaging talent pool to build long term relationships and economic sustainability can be attained by effectively using data to ensure cost effective hiring. These finding are critically reflected and the paper concludes with the research on this field.

KEYWORDS: Recruitment, Talent Acquisition, Talent management, Business strategy
2015). Other sites such as Vine, Pinterest, and Instagram provide employers with platforms to target more audience and present varied content enabling interested candidates to gain better understanding of the organization. Social games adapted to specific business situations offer an engaging way for organizations to connect with potential employees and showcase their growth potential and organizational culture effectively. Also, it is now imperative for people to take care of their online personality and the kind of impression they create online. The recruitment landscape has thus seen extensive changes over the years and has evolved with the creation of new recruitment tools and processes.

2. REVIEW OF LITERATURE: Here are 6 tenets that will help a company create a sustainable pipeline:

i. **Have a Business Strategy**  
Start by looking at what drives your business – is it Sales? Research and development? Manufacturing? Whatever elements drive your business; your talent pipeline should support your strategy. Next you must identify specific roles in order to make sure you are developing talent to fulfill those roles -- that will eventually have a significant impact on the company’s ability to achieve both short and long-term goals. Leaders should also find the right tools and methods necessary for the scaling of the growth management process. Implementing, checking and advancing pipeline strategies are essential business practices that help drive your business ends directly.

ii. **Hire for the Present and the Future**  
“What got you here won’t get you there,” goes the adage. And it couldn’t be truer. Your business will change over time so your talent acquisition practices must reflect those changes; otherwise, you could be stunting your own company’s growth. Your company’s leadership needs will vary based on your strategic needs. If you’re looking at your current internal pool and don’t see enough people capable of taking the reins, you need to revisit your hiring practices. Talent should be assessed – not just on your current needs but on future potential and talent should be evaluated on a regular basis. When you have a sustainable system in place, you can proactively address the dynamic of change and the impact of your talent needs.

iii. **Talent Management as a Core Business Process**  
In order to have a fully functional and robust process in place, leadership must be actively engaged on a regular basis throughout the organization. They must also be held accountable for talent management, just as they are for the company’s operational and financial success. In order to create a successful talent management culture, it must be integrated with important processes like selection, performance management, rewards, and compensation.

iv. **Make It Measurable**  
Sustainability is created when leaders know what will create success, now and in the future, and are focusing their efforts to achieve this goal. By putting all the necessary performance measures in place, you can assess the return on all of the resources you are committing to developing. Adding new technologies such as cloud, big data and analytics can also play a big role in redefining, and quantifying your strategy. It also helps deliver critical applications and expertise for building talent pipelines. Accessing this type of information helps deliver a better service to your employees while supporting talent retention.

v. **Identify, Develop and Promote “High Potential” Talent**  
While some employees are high-level performers at their current role, it doesn’t mean it’ll automatically translate into success at the next level. However, these high potential employees are almost universally high performers in their current role. A solid talent management system can easily help determine who is capable of being successful at a higher level and who isn’t capable. Your “high potential” employees should be the first place you look for when looking to promote from within. If every senior-level executive can’t name at least three capable candidates, your pipeline is close to crumbling. High potential employees are capable of taking on larger and more complex levels of responsibility and do so rather quickly. High potential employees are also more emotionally and rationally engaged at a higher level with the organization. They want to be leaders and aspire to rise and succeed in more critical positions.

vi. **Address Talent Gaps**  
If your company has an opening, looking for outside help should not be your first course of action. Sometimes, external hires can breathe new life to your company – someone with fresh ideas
can most definitely be an asset to the company. However, developing your internal hires should take precedence. While it sometimes might be risky, I think the pros outweigh the cons when you promote from within. For example, internal hires have shorter learning curves than external hires. Internal candidates already know your business, your culture and your products and can fast track your company’s success. Adapting to market dynamics may help your business retain a competitive advantage. Businesses that don’t hire the right candidate for a specific job open the door for lost revenue growth. Have you assessed your talent acquisition strategy?

The Case for Talent Management Among the myriad of challenges that face organizational leaders, acquiring, retaining, developing and managing an organization’s human capital is among the most significant. Few efforts contribute more to a company’s success—or failure—than its labor pool. There is widespread recognition of these challenges. Among recently surveyed senior corporate leaders: 94% said that their organizational personnel are not adequately prepared to meet their organization’s needs; 92% reported that improving the quality of hires is a top organizational priority; and 66% said that improving workforce productivity is a top priority. (State of the Global Talent Nation – February, 2008 edition of Inside Training Newsletter) In recent years, business leaders have come to a consensus that implementing a more comprehensive, high-level strategy is a key for developing and utilizing talent.

3. A FRAMEWORK FOR TALENT MANAGEMENT The heightened commitment to developing an organization’s talent originally emerged out of the need to combat increasing rates of employee turnover. Current talent management best practice, however, has also expanded. The framework I use to categorize the key pieces encompasses five general areas: 1) Organizational development and workforce planning 2) Culture work focused on creating employee engagement for the purposes of retention 3) Talent acquisition and onboarding 4) Talent development 5) HR management.

4. RESEARCH METHODOLOGY- This paper has been written on the basis of secondary data such as journals, research papers, magazines, books and internet. The study is qualitative in nature.

5. CONCLUSION: The purpose of this article was to integrate various aspects of Sustainable Talent Management and Acquisition. There are not many things in the business environment that can fulfill all the above criteria and offer unique competitive advantage except human resources and that is under the jurisdiction of talent management. There is also a need to understand the strategic intent of the organization before defining strategic capabilities. According to research conducted by various bodies it was found out that creation of differentiating strategic capabilities signifies the relationship between business strategy and human resources. Human resources, it was deduced are the primary sources of strategic advantage. The research study was primarily based on Resource based view (RBV) of an organization. This view has gained significant ground among HR practitioners as basis of models for formation and structure of resources.

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EMPLOYEE RETENTION IN DYNAMIC ENVIRONMENT

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1. INTRODUCTION:

Employee retention refers to the capacity or ability to retain its employees in the organisation. Most of the companies consider employee retention as the efforts by which employers attempt to retain the employees in the workforce. Thus, employee retention becomes the strategies rather than the outcome. Organisation should draw a line between the high and low performing employees and concentrate on retaining the valuable employees who contributes more to the organisation. In today’s dynamic environment, employees are likely to be associated with the organisations which are more environment friendly. Thus organisation should start investing on environment and sustainability practices which in turn attract and retain the employees.

2. DEFINITION – EMPLOYEE RETENTION:

According to Armstrong “Employee retention is the ability of an organization to retain its best employees and hence maintain a lower turnover.”

3. DIFFERENT INNOVATIVE EMPLOYEE RETENTION STRATEGIES:

a. Hiring the Right People: Research indicates that more than 80% of the employee turnover is due to wrong hire. The organisation should focus on hiring the right people who matches the organisation expectations. The Organisation should also give weightage to different parameters like multitasking skill, Initiative, creative thinking skill and other behaviour aspects of the candidates during the interview. Apart from this, Organisation should know about the greatest strengths and weakness of the candidates thus not missing out the talented candidates.

b. Focusing on Career Growth: Employee Training forms the crucial part of the employee journey in the organisation and the training should be a continuous process in the organisation rather than one shot helping the employees to cope up with latest ideas, innovations and technologies. The organisations can incorporate E-Learning programs rather than conventional training programs which saves both money and time and it benefits both employee and the organisation.

c. Competitive salary and Benefits – Recent studies revealed that most of the employees quit the organisation because of the pay package. The organisation should try to pay above the Industry standards and focus on the lucrative benefits like health cover, retirement plans, sabbaticals, other bonuses to be offered to the employees for retention.

d. Rewards – Employees especially the new joinees who put the extraordinary efforts in their job expects appreciations and rewards that motivates them to stay in the organisation. The organisation should have a mixed benefits like small gifts, word of appreciation, or even a day off.

e. Communication - The organisations should create a environment where employees are free to express their opinions like questioning the leaders and voicing out their concerns. The organisation can establish a culture of open communication where they can instill in the minds of the employees that top management are always available to listen to the concerns of the employees.

f. Work life balance - Recent research indicates that 11% of the workers declined new job offers as they didn’t provide work life balance opportunities. Thus the organisations should provide Flexible working hours, work from home, Job sharing, for Work life balance.
g. Feedback – Most of the managers feel that providing feedback to the employee will lead to uncomfortable work environment. Providing positive and constructive feedback will improve the performance of the employee and make them retain in the organisation. The Managers can adopt different ways of providing the feedback like

i. providing feedback continuously, ii. Focusing on performance rather than personality, making it two way process (listening to the employee also) and establish the expectations from them.

h. Altering Work Responsibilities – Employees feel bored when they do the same jobs repeatedly. The organisation must provide them a chance to work with other departments that will help them to improve peer relationships and generate new ideas.

i. Peer-to-Peer Recognition - Peer recognition is a emerging concept that has increased employee engagement and retention in the organisation. When employees are recognised by their peers they feel more satisfied and encouraged to do better and cross extramiles in their job. The organisation should try to include the program that will benefit both.

k. Providing Employees with Meaningful work - Employees particularly younger workers prefer doing meaningful work as they do about having a job that pays the bills. The organisation should provide employees varied tasks, challenging assignments, and opportunities to make a difference at the company or in their communities.

l. Mentor-Protege – The organisation should pair a new employee with a experience and seasoned employee to ensure employee retention. The seasoned employee will act as their best resource and vice-versa, the new employee can offer fresh eyes and a new perspective on how things are done.

4. CASE STUDIES:

A. STARBUCKS- EMPLOYEE RETENTION STRATEGIES

- Starbucks Provides new perks like pay increase, tuition reimbursement, health coverage, vacation, flexible work scheduling, growth opportunities.
- The company has a concept of introducing workers to its company culture early on, employees are referred to as “partners”. They also created social media accounts specifically for employees i.e the Snapchat account dedicated to Starbucks Partners which does a great job of this through store takeovers, behind-the-scenes tours and even latte art competitions
- Company has an online portal that offers an thorough and holistic instruction program imparting the necessary knowledge necessary to do the job.
- The CEO of the company felt that he couldn’t expect his employees to be kind and generous to customers if he is not kind and generous to them. Therefore he put himself at the top of a respect pyramid in which he would be sure to be kind to everyone in the company with whom he interacts, with them passing on the respectful treatment, right down to the pyramid’s base.
- The company launched a program “Coffee college to Real College” by helping the employees to get free college education

b. Google – Employee Retention Strategies

Flexible working hours, Special childcare facilities to the mothers of newborn babies and toddlers, Fully equipped Gym and Swim in place swimming pools, Free snacks throughout the working hours, Laundry facilities onsite, Employees can wear Casual dresses every day, Employees can bring their dogs to the work every day, Employees are allowed to spend 20% of the time for their personal projects.

c. Toyota– Employee Retention Strategies

Hiring diverse employees who are good at Multitasking, Health care programs, Retirement Savings Program, Fitness Centres, Convenience stores, Multiple dining options, Volunteer and Giving programs.
d. Hindustan Unilever Limited – Employee Retention Strategies

One year program that will include workshops on leaderships, business projects and professional coaching for the employee development, Employee Stock Option Plan, Flexible working Hours, Medical Benefits (Spouse and Children Medical Benefits), Employee Safety (Women Employee Safety), Children’s Day Care Centre, Concession for Unilever products in Lakme beauty parlours, Professional counselling and support services for employees and eligible family members, Tuition Assistance programs that include financial assistance.

e. An IT Company in Chennai – Employee retention strategies

Retention Bonus, Flexible working Hours, Employee friendly environment by not pressurising the employees by targets, Career growth opportunities by Internal training/certificate programs and external vendor trainings, Free Family insurance scheme, A Full equipped Gym, Indoor games facilities (Carrom, Chess), Organising Intra and Inter office tournaments (Cricket), Paternity leave for one week, Employees can wear casual dresses every day.


Promotions / More challenging Assignments for Middle Level and Top Level Employees, Monetary benefits like Salary Hike, Bonus for Entry level and lower level employees, Conducive work culture – A Culture of Trust and Openness, Paternity Leave for one week, Loans for the Employees at lower interest rates, Food courts offering food at subsidised rates (Only at Central office), Mobile reimbursement, Fee Reimbursement for the Certificate/Diploma courses done by the employee.

5. CONCLUSION:

Employee retention strategies vary from company to company and Industry to Industry but uniformly they involve an investment in all aspect of the employee experience. Competition within an industry takes place at every level of doing business. When the company has quality employees, they will produce better products and services and the company will be able to sell the products and services more effectively than competing companies. If the company fail to retain the best employees, there is a chance that the competitors of the company will hire them. Thus companies should start investing on the employees largely and retain them which benefits the organisation in the long run.

6. REFERENCES:

MOTIVATING FACTORS TO OPT FOR E-RETAILING

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ABSTRACT: Cost of retail space, operations, and investment has increased considerably. Declining sales and financial constraints make the retailers to find alternative for traditional selling to increase the revenue. E-retailing can be one of the attractive solutions. In the era of globalization, electronic marketing becomes inevitable to reach the customers. Marketing uses the technology (i.e., computers/smart phones) and help the sellers for better marketing performance. Retailers are continuously changing their strategies to meet the demand of e-retailers. For, devising the strategies, studying consumer behavior relating to e-retailing and to find the consumers’ attitude towards e-retailing becomes important. Therefore, the researcher has decided to study attitude of the next generation customers (students) towards e-retailing. The study aims at finding the factors motivating the students to shop through e-retailing. The sample size selected for this research is 250 and the researcher has used snowball sampling method from non-probability sampling technique. The statistical packages are used for analysis.

Key words: Buyers’ attitude, e-retailing, purchase pattern.

1. INTRODUCTION:
Nowadays, e-retailing is becoming more and more important and many people start thinking of e-retailing when they want to purchase something. There are plenty of articles and essays about e-retailing investigating the trends, and behavior. They are many studies relating to security online, which product the customers prefer to buy online, the devices, payment, and delivery methods the customers prefer, why the customers shop or do not shop online and the influence for online shopping. This study focuses on students to opt e-retailing and analyzes their purchase pattern, their motivation and the influence of shopping habits.

2. E – RETAILING:
E-retailing, also called as electronic retailing or e-tailing or internet retailing, is the process of selling the goods and services through electronic media, particularly the internet. Simply, the sale of retail goods and services through internet services is called as electronic retailing.

3. ADVANTAGES OF E-RETAILING:
Through electronic retailing, customers can save both the efforts and time. The wide range of products is available online, so the comparison can be made easily before the purchase. The customer can shop anytime and from anywhere, the facility is available 24*7. The huge discounts can be availed while shopping online. The detailed information about the product is available online; that helps the customer to make the purchase decision. The electronic retailing offers the easy payment terms such as payment on delivery that instigate the customer to shop online.

4. STATEMENT OF THE PROBLEM:
Financial constraints and declining sales have made the retailers to find alternative for traditional selling to increase the revenue. Increasing competition and change in customer wants and needs especially in terms of time saving shopping and early delivery, e – retailing becomes prominent. There are many factors contributing to the preference of customers for e – retailing. Identifying the most prominent factors that motivate the customers to opt for e – retailing can be of great help to make the right investment and marketing
decisions. And the youth reflect the future India. Therefore a study on identifying the factors inducing them to prefer e–retailing over the traditional methods becomes inevitable.

5. OBJECTIVES OF THE STUDY:

- To study the socio–economic profile of the respondents,
- To identify the source of awareness about E-retailing, and
- To explore the factors motivating for opting e-retailing.

6. RESEARCH METHODOLOGY:

The study is descriptive in nature. The researcher has used snowball sampling method to choose the 250 samples for this study. The primary data were collected through structured undisguised interview schedule prepared for the study.

7. REVIEW LITERATURE:

2Dash, M. (2011) studied Next-Generation Retailing in India: an Empirical Study Using Factor Analysis with the objective to find the factors of next-generating retailing. The questionnaire was designed to collect data. 200 samples were selected with simple random sampling method from Visakhapatnam. He has analyzed 14 variables for study purpose and with the help of factor analysis method. On the basis of analysis, he defined 'Next-Generation Retailing' as "the newer and younger generation of organized retail industry evolution which is multidimensional and far more advanced than its previous generations. 3Sahney, S., Shrivastava, A., Bhimalingam, R. (2008), have studied Consumer Attitude towards Online Retail Shopping in the Indian Context. The objective of the study was to look into the various aspects of online shopping in modern day environment and to identify those factors that affect the development of attitudes towards online shopping. They used questionnaire as data collection tool and done the survey with 160 respondents. They studied aspects which were reliability and trust, security, aesthetics, continuous improvement, access to foreign goods, and post purchase service related to online retail store. Their sampling units were educated middle and upper class people who were aware of online retail shopping. They found that reliability and trust were the most important criteria as per Indian consumer for online retail store followed by information and post-sales service, and security. They also found that aesthetically well-arranged site will improve their mood of consumer and motivate them to browse through the site. They also found that men prefer online retailing as it is a more convenient way of shopping where they can sit at home and shop but women prefer to shop by going out which they feel is fun and relaxation.

8. DISCUSSION:

From the respondent’s profile, it is inferred that 58 percent of the respondents were female, 38 percent of the respondents reported that their family income per month was from Rs.10, 001 - Rs. 20, 000. Researcher found that 38.8 per cent of the respondents experience of dealing e-retailing is 1 – 3 years, 42 percent of the respondent’s computer literacy level is medium only. The study clearly reveals that 43.6 percent of the respondent’s source of awareness of e–retailing is friends/family, 20.8 percent of the respondent’s number of products purchased through e – retailing during the year is two only. And it is clearly found that respondents satisfaction level of e-retailing is neutral i.e., neither satisfied nor dissatisfied.

Through weighted results of motivating variables of the respondents, it is inferred through weighted average that, respondents agree that price of the product is less comparing to purchase at stores, quality of the product is good, 24/7 availability of shopping, can access more international brands of products and in depth information analysis of products is possible in e-retailing.

It is inferred through weighted average that, respondents opinion is neutral i.e., neither agree nor disagree that e-retailers offer easy terms for returning the damaged products, e-retailers provide best offers/sales promotion techniques, e-retailing entertains people, effortless purchases, e-retailers offer more
varieties/models in products, accessibility of offers to varied sellers, e-retailers has high secure electronic payment, e-retailers maintain confidentiality and recommendation of friends/family.

The data relating to motivating variables is tested for its applicability for factor analysis. The value of KMO is 0.861 which means the factor analysis for the identified variables were found to be appropriate to the data. The significant value of Bartlett test is 0.000. Hence, there exists significant relationship among the variables. The measure of KMO test and value of Bartlett test indicate that the present data is useful for factor analysis.

Through factor matrix where principal component analysis is extracted for three factors. Motivational variables reveals that the factor loadings (co-efficient) indicate how much weight is assigned to each factor. Factors with large co-efficient for a variable are closely related to that variables. Thus the 15 variables in the data are reduced into three factors namely features e-retailing, marketing mix and convenience.

9. CONCLUSION:

Customers keep coming back only if earlier shopping experiences have been pleasant and successful. In this intricate business world, the e-retailing will become tremendous business strategic concept. The study gives a vivid picture of the socio-economic conditions of the respondents to opt for e-retailing. The factors influencing degree of acceptance of motivating variables were duly and analytically presented in the study. Most of the respondent’s satisfaction level is neutral i.e., neither satisfied nor dissatisfied from e-retailing and their sources of awareness were family/friends. The factors motivating them are e-retailing feature, marketing mix and convenience. It is believed that, the study help the companies to sustain in the market amidst the cut throat competition and help the management in order to frame better marketing practices, and result in increased productivity and profitability in the long run.

10. SUGGESTIONS OF THE STUDY:

The advertisement can be strongly used to create awareness on e-retailing and motivate them to opt for it. The awareness regarding the electronic payment, its usage and security would motivate the respondents to opt for e-retailing. E-retailers offer easy terms for returning the damaged products is more over not available so if it is increases then automatically the respondents to get motivated to opt for e-retailing.

11. REFERENCES:

Family and Work related Factors Contributing to Work Life Balance of Women Police Constables in Sankarankovil Sub – Division.

1. Dr. Sangeetha. R, 2 Balasaraswathi S.

1. Research Guide and Associate professor , XIBA, Xavier’s College (Autonomous), Palayamkottai.
2. Research Scholar, XIBA, Xavier’s College (Autonomous), Palayamkottai.

Abstract: Work life balance is the interaction between the official work and their family activity. Unlike men constable women constable are facing difficult challenges duty, especially maintaining the law and order. The best work life balance is entirely different from men with same job responsibility, because everyone has different priorities and life style. The proposed study aims to know the impact of family related factors and work related factors contributing to work life balance of women police constables in Sankarankovil sub division. The statistical tools used for analysis is spearman’s correlation.

Key Words: Police Constables, Women, Work Life Balance.

1. INTRODUCTION:
In the modern world, the work life balance of women becomes the great issue. Especially the work life balance is the way in which the employees manage their time and energy between their work place and in their home and other routine life. A study on work life balance of women police constables towards family related and work related factors contribution would bring out the factors of hindrance and smooth way to balance work and life.

2. WORK LIFE BALANCE:
Work Life Balance does not mean equal balance between personal life and work life. It refers to individual’s ability to balance and maintain equilibrium state of work and work commitments and responsibilities. The male as well as Female are having two domains in their lifetime. They are Organisational work and Personal life domain. Both domains are equally important and they are inter related and also inter dependent.

3. DEFINITIONS OF WORK LIFE BALANCE:
Work-life balance. (2002) defines Work/Life Balance as “A state of equilibrium in which the demands of both a person’s job and personal life are equal”. According to Work foundation “Work–life balance is about people having a measure of control over when, where and how they work. It is achieved when an individual’s right to a fulfilled life inside and outside paid work is accepted and respected as the norm, to the mutual benefit of the individual, business and society”. According to Jim Bird, CEO of Worklifebalance.com, “Work-life balance is meaningful achievement and enjoyment in everyday life”.

4. IMPORTANCE OF WORK LIFE BALANCE:
Work life balance concept allows an employee to maintain a fine balance in the time he or she gives to work as well as to personal matters. By having a good balance, people can have a quality of work life.

5. OBJECTIVES OF THE STUDY:
- To analyse personal and work related factors of women police constables
- To examine the work-life balance of women police constables.

Police Constables in India: Police constable (abbreviated PC) is the lowest police rank in India, followed by head constable. General law and order being a state subject in India, each state government recruits police constables.
Study Area Profile: Sankarankovil is one of the largest municipality in the Tenkasi district, in the Indian state of Tamil Nadu. It was formerly called Sankaranayinarkoil. Sankarankovil is home to the Sankara Narayanar temple.


6. REVIEW OF LITERATURE:
Niharika and Supriya, (2010) have studied the work based factors and family related factors that are considered to contribute to work life balance. Work based factors are flexi time, option to work part time and freedom to work from home and the family related factors are child care facility and flexibility to take care of emergencies at home.
N. Gayathri & P. Karthikeyan, (2013) said that Work Life balance is not something that just happens. It involves the efforts of a number of partners: the employee, the organization for which the employee works, the family with whom the employee lives and the society in which all are embedded. It involves mutual understanding and respect between all of these players.
M Madana Mohan, (2003) Indian police personnel deals with various problems and stand hard to maintain work life balance. Police deals with stress in their day to day life. The Police service deals with internal and external stress, in which external stress includes Societal stress, Systemic stress and political stress whereas Internal stress like Individual stress, Family stress, Task and Organizational stress.

7. RESEARCH METHODOLOGY:
The study comprises of primary and secondary data. The primary data has been gathered through a structured questionnaire. The secondary data are collected from Books, Journals, Articles, Records, Reviews and Publications. The survey is conducted among women police constables in Sankarankovil sub-division. The study area comprises of Sankarankovil sub-division. It has 10 Police stations including one all women police station at Sankarankovil. 38 respondents have been taken as sample for this study. The sample for the study has been selected from women police Constables working in Police stations under the control of Sankarankovil sub-division. The sampling method adopted for this study is Simple Random Sampling.

Spearman’s Correlation statistical tool is used for analysis

Analysis and Interpretation: Table1 - Distribution of Respondents based on having the Ability to Balance Work-Life

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>FREQUENCY</th>
<th>PERCENT</th>
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</thead>
<tbody>
<tr>
<td>Yes</td>
<td>24</td>
<td>63.2</td>
</tr>
<tr>
<td>No</td>
<td>14</td>
<td>36.8</td>
</tr>
<tr>
<td>Total</td>
<td>38</td>
<td>100.0</td>
</tr>
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</table>

Interpretation: From the above it is inferred that 63.2% of the respondents are able to balance their work-life but 36.8% of the respondents are unable to balance both work and life. Therefore the women constables are having conflicting reasons in balancing their work-life situations.
### SPEARMAN’S CORRELATION

**TABLE 2 – Spearman Correlation’s Test Statistics for Family-related factors and Work-related factors**

<table>
<thead>
<tr>
<th>Relationship with Family</th>
<th>Correlation Coefficient</th>
<th>Sig. (2-tailed)</th>
<th>Good Working Conditions (Rules)</th>
<th>Good Working Environment (Facilities)</th>
<th>Good Relationship with Colleagues</th>
<th>Increased Stress</th>
<th>Harassment by Superiors</th>
<th>Work Pressure from Superiors</th>
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<tbody>
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<td>Good Relationship with Colleagues</td>
<td>Increased Stress</td>
<td>Harassment by Superiors</td>
<td>Work Pressure from Superiors</td>
</tr>
<tr>
<td>Good Working Conditions (Rules)</td>
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<td>.004</td>
<td>.643**</td>
<td>.436</td>
<td>-.182</td>
<td>-.221</td>
<td>-.324</td>
<td></td>
</tr>
<tr>
<td>Good Working Environment (Facilities)</td>
<td>.356</td>
<td>.028</td>
<td>-.075</td>
<td>-.303</td>
<td>-.388**</td>
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<tr>
<td>Good Relationship with Colleagues</td>
<td>.356</td>
<td>.028</td>
<td>.071</td>
<td>.655</td>
<td>.065</td>
<td>.016</td>
<td></td>
<td></td>
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<tr>
<td>Increased Stress</td>
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<td>.274</td>
<td>.182</td>
<td>.047</td>
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<td>Harassment by Superiors</td>
<td>-.324</td>
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<tr>
<td>Work Pressure from Superiors</td>
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</tr>
<tr>
<td>Carryout the Responsibility as Wife/ Daughter/ Mother/ Daughter-in-law</td>
<td>Correlation Coefficient</td>
<td>Sig. (2-tailed)</td>
<td>Good Working Conditions (Rules)</td>
<td>Good Working Environment (Facilities)</td>
<td>Good Relationship with Colleagues</td>
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**Interpretation**

The Spearman correlation test reveals that the item ‘Relationship with the family’ has moderate positive association with ‘Good working conditions (Rules)’ (r=.459), ‘Good Work Environment (Facilities)’ (r=.643) and ‘Good relationship with colleagues’ (r=.356). The item ‘Relationship with family’ has moderate negative association with ‘Work pressure from superiors’ (r= -.324). These relationships are statistically significant at 5% level of significance with the p values of .004, .000, .028, and .047. The item ‘Carrying out responsibilities as Wife/ Daughter/ Mother/ Daughter-in-law’ has moderate positive association with ‘Good working conditions (Rules)’ (r=.356) and ‘Good Work Environment (Facilities)’ (r=.540). The item ‘Carrying out responsibilities as Wife/ Daughter/ Mother/ Daughter-in-law’ has moderate negative association with ‘Work pressure from superiors’ (r= -.388). These relationships are statistically significant at 5% level of significance with the p values of .028, .000, and .016. The item ‘Time to look after Family Affairs’ has moderate positive association with ‘Good Work Environment (Facilities)’ (r=.466). This relationship is statistically significant at 5% level of significance with the p value of .003. The item ‘Support from Family Members’ has moderate positive association with ‘Good working conditions (Rules)’ (r=.366) and ‘Good Work Environment (Facilities) (r=.349).’ The item ‘Support from Family Members’ has moderate negative association with ‘Increased Stress’ (r= -.334). These relationships are statistically significant at 5% level of significance with the p values of .024, .032, and .040. The item ‘Adequate Time for’ has moderate positive association with ‘Good working conditions (Rules)’ (r=.433) and ‘Good Work Environment (Facilities) (r=.323)’. These relationships are statistically significant at 5% level of significance with the p values of .007 and .048. The item ‘Time to Participate in Social and Religious
Functions with Family’ has moderate positive association with ‘Good working conditions (Rules)’ (r=.396) and ‘Good Work Environment (Facilities) (r=.323)’. This relationship is statistically significant at 5% level of significance with the p VALUE OF .014.

8. DISCUSSION AND CONCLUSION:

This study attempts to analyse personal and work related factors of women police constables and perform a demographic profiling to understand the underlying relationships. It is concluded from the perception of sample respondents, a good number 63.2 per cent of the respondents expressed positively that they have enough confident to balance their routine work smoothly. Due to some reasons like working hours, no family support, health issues 36.8 per cent of the respondents are unable to balance both work and life.

9. REFERENCES:

Educational Institutions’ Contribution to conserve and sustainable Development of the Environment

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1, 2 Assistant Professor, Department of Business Administration, Ayya Nadar Janaki Ammal College (Autonomous), Sivakasi

Abstract: Conservation is a process that links the environment, both human and natural and input and outputs to produce desired outcomes. The outcome may be achieved using a variety of conservation tools. Education only will shape the human beings to become a good citizen and a role model of others. The educational institutions can follow two types of conservations. One is sustaining the good environment and another one is repair the polluted environment. The educational institutions’ aims are to provide students with the opportunity to gain an awareness or sensitivity to the environment, knowledge and experience of the problems surrounding the environment, to acquire a set of values and positive attitudes, to obtain the skills required to identify and solve environmental problems and the motivation and ability to participate. This paper indicates education as a tool for conservation of environment and clearly analyzed the ways to reach the aims through our students’ community.

Key words: Environment, Conservation tool, Sustaining, Education.

1. INTRODUCTION:

“If people have to take environmental issues as their personal concerns and harmonize their efforts for our common future, the role of education becomes vital. Only education can provide the driving force for such a renewal of awareness. Education should encourage understanding of the ways that environmental problems intimately connect to our daily lives...... must also inspire the faith that each of us has both the power and the responsibility to affect positive change on a global scale.” - Daisaku Ikeda, President, Soka Gakkai International.

Environment has been defined as the sum total of all conditions and influences that affect the development and life of organisms. Environment is interwoven in day-to-day life of human beings and as such man plays a great role in preserving and improving the environment for the sake of development and a better future. We consider man and environment interrelated and there is interdependence in them. From ancient time it has been illustrated that it was difficult to think man and organism as something separate from nature or environment. Rig-Veda is the oldest of all four Vedas. It has been stated in the Rig-Veda. “The dust (Dhula) of mother earth and light of father sky should remain be associated with full brightness for our welfare”. According to Rig-Veda, there are three kinds of god - the celestial, the aerial and terrestrial i.e. land, air and water. Brihaspati is most important, means awareness of these mandals.

The whole Brahmanda was full of peace and happiness because life and environment were closely related. So it’s very essential to conserve our environment. World educators and environmental specialists have repeatedly point out that any solution to the environmental crises will require environmental awareness and understanding to be deeply rooted in the educational system. Environmental education provides the foundation for a new order which will certainly conserve and improve the environment. The 1980 World Conservation Strategy, prepared by the international union for the conservation of nature along with UN Environment Program and the World Wildlife Fund, promoted the idea of environmental protection in the self interest of the human species.

The world commission on environment and development was establish in Dec. 1983 and presented in 1987 a remarkable report our common future which “tried to balance the arguments conserving north/south responsibility and suggest ways forward”. It concluded that “if we continue to use up natural resources as we
do at present if we ignore the plight of the poor, then we can expect a decline in the quality of life”. The brand land report suggested that the concept of sustainable development should become an acceptable principle. Sustainable development was described as “development that seeks to meet the needs and aspirations of the present generation without compromising the ability to meet those of future generations”.

Sustainable development has two primary pillars; economic development and the consumptive use of the world’s natural resources in way that are sustainable. World Commission on Environment and Development says “We have to consume that resources are finite and part of our job as human being is to preserve the human future”.

2. EDUCATIONAL INSTITUTION AS AN AGENCY:

The environmental education in India has a traditional base and it starts from early childhood at home and in immediate neighbourhood. During early childhood manipulative skills are developed through helping in the home and at play. Knowingly and unknowingly, one receives informal training in personal hygiene and problems of food and water contamination. A child’s perception of the environment develops with inputs from formal educational institution and other institution and partly from informal education at home. However at primary level the students should be moulded to understand the importance of environmental protection and should be exposed to the nature and environment. Following this, environmental education can be introduced as an added component of existing subjects. As National Council of Educational Research and Training (NCERT) has introduced topics like disaster Management, Wildlife Conservation in the secondary level, which will be very helpful in developing the positive attitude towards nature and environment among students.

"Without the mass-involvement of young people in caring for the environment there is no hope of sustainability”.

- Tickell, in Quarrie, 1992

At secondary level students are usually receptive and are capable of assimilating the concept of environmental conservation and sustainable development so education on secondary level must emphases on these concepts. As environment is an interdisciplinary aspect so components of environment and important topics are included at educational institution level in different subjects. For example up to primary level the subject taught as compulsory paper is Environmental Studies (EVS) which includes topic that facilitates environmental conservation, up to secondary level few topics related to environmental conservation and sustainable development are included in social studies and most of the topics in science subjects which plays great role in developing scientific and positive attitude towards components of environment. In present Era Educational institutions as formal agencies are playing vital role.

3. TASKS DONE BY EDUCATIONAL INSTITUTION FOR PROMOTING ENVIRONMENTAL EDUCATION:

1) Educational institutions organizes different activities to promote awareness as plantation on 15th August, making trees as friend, environmental club, visit to slum areas, zoo, museum etc. 2) Improvising different audio-visual aids like chart, models, posters, slogans writing on environment, environmental poetry writing and preparation of transparencies. 3) Making projects on the hazardous effects of environmental pollution and measures to project them from their fatal effects. 4) Educational institution organizes debate, dramas and skit. In sunbeam educational institution the theme of annual function was based on environmental conservation named "VASUNDHARA" which is concrete example of role of educational institution in environmental conservation. The concept of conserve the environment lies in the traditional Era of India as there was Gurukul Shiksha which was totally emphasized on living and learning with nature among natural components. Similarly the Shanti Niketan Educational institution by Tagore is also an example that proves the role of educational institution is environmental conservation from the ancient time. Now days there are many more concepts and ways which educational institutions can adopt besides what they are doing as
Concept of Green Educational institution  At educational institutions across New York Students, teachers and staff are making a difference in their communities with program to recycle, reduce waste, save energy and conserve resources besides the long range benefits of good environmental stewardship, green policies help educational institutions provides healthier surroundings.

Concept of Conservation Ethics Conservation ethics is expressed by the four R’s i.e. Rethink, Reduce, Reuse and Recycle.

Concept of Excursions Conservation and sustainable development can be best facilitated by arranging field trips and not simply by lectures or explanation but firsthand experience is essential i.e. concrete knowledge.

Concept of Wildlife Club Educational institutions should promote to have wildlife club in their educational institutions so that students may develop a relation, a feeling with all livings on this earth. In Seychelles the Non Governmental Organizations (NGO's) are working together with this concept to save the rare species of plants and animals.

4. CONCLUSION:

India is well known for the diverse varieties of flora and fauna. The climate here is ideally suited for varied forms of species to co-exists. So it’s prime duty of every citizen to take step towards environment conservation and sustainable development. According to John Dewey ”Educational institution is the miniature of the Society”, so more is the duty, responsibility and role of the educational institution because it is the greatest source of formal education.

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World Commission on Environment and Development, [ Pg. 46 to 47 ]
SOCIAL INNOVATIONS IN BUSINESS: A SPECIAL REFERENCE TO INDIAN CONTEXT

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1. INTRODUCTION:

Business plays a vital role in improving the quality of our economy. There is a very important role for entrepreneurs to spark economic development by starting new businesses, creating jobs, and contributing to improvement in various key goals such as GDP, exports, standard of living, skills development and community development. In other words, business growth is directly proportional to the economic growth of a country. A business becomes more advantageous when it makes a positive social change. Social innovations in business are the developing products to serve society better. It does not focus on earning profit from business. It rather focuses on development of the society.

What is social innovation?

Social innovation means business becoming a force for good. It is the application of innovative, practical, sustainable, business-like approaches that achieve positive social or environmental change. Social Innovation is all about ideas. For the social business sector, social innovation has to be an idea in the form of a product, service or method, that creates change, performs better than existing solutions and for which the value accrues primarily to society. To truly claim the highest standard of social impact, innovative ideas must be generously evolved.

Social innovators are recognised and respected not just for the work they do but also by their ability to change industries. Their success is often measured by the number of people who replicate their work. Social innovation is a much more powerful force as it has the ability to move industries, provide direction for new businesses and make a greater collective difference to the social need it originally set out to address.

2. SOCIAL INNOVATORS FROM RURAL INDIA (MICRO BUSINESS):

There are some small social business innovators who took inspiration from everyday circumstances and shortcomings to invent time-saving, energy-efficient devices. Some of the rural social business innovators and their most valued social innovations are as follows.

The man who invented a roti maker to help his mother Bombmai N (41) has always had an eye for innovation. From first trying to innovate new machines in his cycle shop to now having his own licensed workshop, this rural innovator from Bukkasandra village in Karnataka has come a long way. Irked by the manual effort it takes for rural women, like his mother, to dole out large number of rotis, Bombmai decided to innovate a simple machine that makes the whole process easier. Costing Rs 15,000, Bombmai’s portable, easy-to-operate machine weighs just 6 kg and is the size of a regular induction stove. Working on a simple lever mechanism, this roti maker can flatten up to 180 chapatis/rotis in an hour which can directly go on the pan.

A rock artiste who designed an award-winning musical instrument Moa Subong and his wife Arenla are part of Abiogenesis, a famous folk fusion band from Nagaland. Surprised by the dearth of a distinctive non-percussion instrument that could play all notes and compositions of Naga traditional music, Moa created Bumhum, a novel musical instrument that can be played and picked up even by novices easily. The Bumhum, a durable, medium-sized, flute-like bamboo instrument was handmade by Moa, using one of the sturdiest kinds of bamboo, to support Arenla’s style of singing.
The chulla maker from Kerala who sold over 8,000 eco-friendly stoves  Forty-seven-year-old V Jayaprakash went door to door, selling clay stoves with his mother in the villages near Koyilandy, Kerala. Seeing how these biomass stoves emitted huge amounts of smoke, Jayaprakash’s inquiring mind thought of various ideas that could mitigate this problem and help women who choked in the kitchen while cooking. This then led him to improvise the portable stove to make it more efficient and energy saving. Made of stainless and cast iron, Jayaprakash’s unique design involves a two-tier system of burning that ensures both the biomass fuel and the smoke created from it are completely burnt creating less pollution. So far, Jayaprakash has installed over 7,500 energy-efficient stoves in several households all across Kerala and sold many more community stoves ranging from one to 100 kg.

The serial innovator from Assam who made handloom weaving easier  At a time when traditional handlooms are dying a slow death, people like Dipak Bharali refuse bow down to the dictates of modern weaving. Compelled by the everyday challenges involved in weaving Assam’s much acclaimed muga silk, this serial innovator has invented a device that has simplified the laborious task of many silk weavers. Consisting of three components, a base frame, magnet bearing shaft and specially designed bobbin, Dipak’s easy-to use loom has enhanced production capacity and reduces the time taken to weave by a third.

The rural innovator who has built over 25 dams and low-cost tractors  Hailing from a small village in Gujarat’s Junagadh district, Bhanjibhai Mathukiya has been credited with innovating more than many useful agricultural equipment-ranging from low-cost tractors to an airborne agricultural sprayer. Born into an agricultural family, the multi-talented tinkerer has also developed a mechanism to store grains at low cost. To help farmers of Saurashtra who were struggling with rainfall shortage and depleting groundwater levels, Bhanjibhai built a check dam over river Dharfad in their village in 2002. Built with local support, the bridge was completed in just four days.

The innovator from Rajasthan who made threshing easy for several farmers  Born to a carpenter’s family in Rajasthan’s Sikar, Madanlal Kumawat build a thresher, a machine used to separate grain from stalks and husks. Though efficient, the initial model was not suitable for multi-grains. However, further improvisations and persistence paid off and soon Madanlal was able to design different models of the thresher that come in different sizes and consume different levels of power. Having simplified a labour-intensive task of threshing that mostly depended on right winds, Madanlal’s thresher has helped many farmers obtain cleaner grains without much effort.

The man who provided a cost-effective solution to tackle Kerala’s mosquito menace  Having grown up amidst the rubber plantations surrounding Kottayam, Mathews K Mathews was well acquainted about the mosquito menace that prevailed in Kerala, the state that houses the most number of breeds. Soon after his graduation, Mathews started developing a cost-effective device that traps and kills mosquitoes through many trials and errors. Unlike other mosquito catchers and repellents that make use of toxic chemicals, Mathew’s eco-friendly version depends on the smell from septic tanks to attract mosquitoes. Eventually, the trapped mosquitoes are killed due to the heat built up inside the device as a result of direct sunlight.

3. REVOLUTIONARY SOCIAL INNOVATION PROJECTS IN INDIA

The following are some of the most remarkable and successful social innovation projects in India.

Project Listen Up  Statistics reveal that approximately 800,000 hearing impaired babies born globally each year, a striking 100,000 are Indian. In a nation grappling with a lack of resources, cases of hearing impairment in newborns go undiagnosed due to the expensive screening equipment and procedures. Sohum Innovation Labs India Pvt Ltd is aiming to tackle this problem of no diagnosis with its development of a low-cost hardware-cum-software solution which screens and diagnoses infants with hearing impairments at an early
stage, using brainstem auditory evoked response. This innovative invention benefits the low income group in a great way.

Aditya Aditya was India’s first solar ferry, was built by NavAlt Solar & Electric Boats, for the Kerala State Water Transport Department. The ferry is the first commercially viable mode of transport powered by solar energy in India. Aditya is also the first ferry in the world to have more than 80% of its energy requirements met through solar. It has a seating capacity of 75 passengers and on a bright, sunny day can cruise for more than 6 hours without the need for an external charge. It is built under the Indian Register of Shipping class to the highest standards of safety and reliability.

Agnisumukh Agnisumukh manufactures commercial kitchen equipment driven by innovative, energy-efficient radiant heat gas burners inspired by the traditional Indian method of cooking on charcoal. These ultra-efficient cooking stoves save 30% on gas, improve cooking and help beat indoor air pollution in commercial kitchens. The primary vision of this project is to transform lives by providing clean, green, energy-efficient heating solutions across gas fuels.

Water.org In India, 21 per cent of communicable diseases are due to unsafe water and a lack of hygiene practices. Further, every day, more than 500 children under the age of five die from diarrhoea in India alone. Since 2005, Water.org has played a significant role in India’s progress towards improved water, sanitation and hygiene. Through WaterCredit, they have provided more than 10 million people across twelve states with access to safe water and sanitation. In collaboration with different types of organisations including microfinance institutions, self-help group federations, housing finance corporations, commercial banks, payment banks, social enterprises and the Government of India, Water.org is mobilising resources and sharing knowledge aimed at increasing access to improved sanitation and safe water.

Under The Mango Tree A total of 84% of Indian farmers are small and marginal, owning less than 2 hectares of land. These farmers practise rain-fed, subsistence agriculture that provides only a low income due to reduced market access and a lack of employment opportunities. Under The Mango Tree is a hybrid social enterprise that promotes beekeeping to increase agricultural productivity and provides market access to enhance income and improve the livelihoods of marginal farmers in India. Farming is the backbone of India. It is a complicated and long process but profit is not guaranteed for farmers. Therefore it is necessary for farmers to have any other means of income. This project was a boon to many farmers in India.

AYZH Every year a million mothers die due to unsanitary childbirth conditions. AYZH’s core product of JANMA, a Rs 100 clean birth kit, helps prevent infection at the time of birth and is helping to reduce both maternal and infant mortality. The company was founded by Zubaida Bai with the simple idea of developing affordable, appropriate health technologies produced by women for women in rural India. Besides reducing maternal and infant mortality, AYZH increases the income of women in rural India by enabling them to both produce and sell tools such as sterile birth kits. With this project implementation, enormous mothers and babies worldwide now have access to a clean and safe birth.

Jayaashree Industries Sanitary Protection is every Woman’s Health Right. But 88% of women in India are driven to use ashes, newspaper, sand husks and dried leaves during their periods. As a result of these unhygienic practices, more than 70% of women suffer from reproductive tract infections, increasing their risk of contracting associated cancers. Indian social entrepreneur Arunachalam Muruganantham has given women from low-income groups in India dignity by enabling them to afford to buy sanitary towels at the same time as providing them with an income. He created the world’s first low-cost machine for producing sanitary towels. Currently, many machines were made by his start-up company, Jayaashree Industries. It have been installed across 27 states in India and in seven other countries. This social entrepreneur sells his low-cost
machines directly to rural women through the support of bank loans and not-for-profit organisations. A machine operator can learn the entire towel-making process in three hours and then employ three others to help with processing and distribution.

Sakha Consulting Wings India is known as a region that is not safe for women. Various women-only cab services have been launched to provide secure transport solutions for women, by women in urban India. One of these is Sakha Consulting Wings, a social enterprise run by women that provides safe transport solutions for women in four main Indian cities and is creating well-paid employment opportunities for women as professional taxi drivers and chauffeurs. Sakha Consulting Wings is part of a far bigger civil society movement that’s pushing for women’s empowerment and promoting gender equality.

4. DIGITAL SOCIAL INNOVATIONS:

Digital Social Innovations can be defined as novelties that use, develop, or rely on digital technologies to address social and environmental problems. They include a broad group of digital platforms which facilitate peer-to-peer interactions and the mobilisation of people in order to solve social and environmental problems. Some of the remarkable digitalized social innovation projects across the world are explained.

Plume Labs Plume Labs was founded in 2014 with the vision of clean air for everyone. They are working towards making this a reality by creating the smart tools people need to avoid air pollution and stay healthy. They bring together the most advanced hardware, big data and artificial intelligence to make sure people have all the info they need to perfect their daily routine, explore their environment and find clean air wherever they go.

Fairphone Fairphone represents the complex story of the hundreds of people who helped make it. They want to open up that story so they can make a positive impact on how phones are made, used and recycled. They aim to create a positive social and environmental impact from the beginning to the end of a phone’s life cycle. They care about what they are putting into our phones. That’s why they are tracing where our phones’ parts come from and creating demand for materials that are good for both people and the planet.

Open Knowledge International Open Knowledge International is a global non-profit organisation focused on realising the value of open data to society by helping civil society groups access and use data to take action on social problems. Open Knowledge International does this in three ways: 1.) They show the value of open data for the work of civil society organisations 2.) They provide organisations with the tools and skills to effectively use open data 3.) They make government information systems responsive to civil society

Fab Foundation Fab Foundation was formed to facilitate and support the growth of the international fab lab network as well as the development of regional capacity-building organisations. The Fab Foundation is a US non-profit organisation. Their mission is to provide access to the tools, knowledge and financial means to educate, innovate and invent using technology and digital fabrication to allow anyone to make anything, and thereby creating opportunities to improve lives and livelihoods around the world. Community organisations, educational institutions and non-profit concerns are their primary beneficiaries.

CitizenLab CitizenLab is a civic engagement platform on which citizens co-create their city. Their solution is the medium for municipalities and all types of governments to make decision-making more democratic, more transparent and more collaborative. CitizenLab aims at making tomorrow’s governments more citizen-centric, through user-friendly cloud software, insightful data analytics and a focus on mobile.
5. CONCLUSION:

Social innovation business is about recognizing the social problems. It is also about making a research to completely define a particular social problem. Social entrepreneurship helps to achieve a social change by employing entrepreneurial principles, processes, and operations. It is also about making research to define a particular social problem and then finding the appropriate method to solve them. Hence, there exist a lot of challenges in implementing an innovative social business such as Lack of support and funding, needs hard work to get success, social factors will affect to achieve, hard to get trust from others, need to maintain accountability and so on.

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A Review: Importance of Digital Reinvention for the Modern Business

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ABSTRACT: Innovations in the field of technology are impacting businesses worldwide. Business incumbents are either reinventing or getting wiped out. Products are integrating machine learning tools and automation as part of upgradation. Slowly albeit steadily all industries are either innovating, partnering with innovators, or adopting newer technologies like IoT, block chain, predictive, prescriptive, descriptive and cognitive analytics. Information Technology is the buzzword that has disrupted a number of business value chains. Incremental innovation has given way to disruptive innovation in this era of stiff competition. Existing data bases are being analysed to predict future outcomes and trends. Predictive tools are deployed to forecast the probability of occurrence of an event. Business strategies based on analytics have given an edge to budget optimization, inventory management, cost control and overall performance management.

Open Innovation, advised by Henry Chesbrough has opened floodgates for innovation in the recent years. Unbridled access through Open Innovation resources saves time and money. Similarly, e-commerce retail companies and freight liners have made multifold savings by harnessing the Supply Chain Logistics technology. The overall impact has been customer delight as faster receipt of goods has led to quicker gratification among customers.

Key Words: Disruptive Technology, Digital Reinvention, Artificial Intelligence, Supply Chain Integration.

1. INTRODUCTION:
McKinsey and Company, 2016 researched that only 16% of companies worldwide had adopted technology to redo their business models. Less than 20% of the companies had in some way used newer technology while others continued their state of inertia. They did not reinvent and had missed the bandwagon.

High-tech industry it was seen adopted technology comparatively faster than other industries. They reinvented 2.5 times more than other industries and faced lesser digital turbulence. Auto industry in comparison too reinvented relatively faster. The McKinsey study suggested that to stay relevant, the modern businesses needed a dual offensive strategy. The primary offensive through digital upgradation and a parallel offensive through diversification. Digital innovations have undertaken a millennium turn and are marked by elevation in technologies like advanced computing, web 2.0, cloud computing and open source revolution. These advancements have challenged traditional business boundaries and industry models. There is a continuous growth in industry and economy with the driving force of digitization. The non-digital traditional artefacts require innovation for consistent growth and rise in economical fronts. Only the companies that inculcate advancing technological advances into their business activities, thrive in competitive business environment.

2. LITERATURE REVIEW:
Innovation

Innovation can both be incremental and disruptive in nature. Incremental changes in processes and products over the normal course have a lower throughput. In comparison, a disruptive innovation is the aggressive shake-up of set processes and products. Disruptive innovation trills the business incumbents to act in quick urgency. The smart phone is a strong case in point. It has put many a gadget to disuse. It has substituted the calculator, PDA, digital camera, alarm clock and many more gadgets. 3D printing initially was written-off as a gimmick. In the coming years, it challenged the traditional production methods and is
now adopted by many industries specially to create prototypes. There are numerous examples from healthcare industry. Sensibly, a start-up, developed Molly - a digital nurse - which helps monitor a patient’s condition. It gives useful insights to the doctor by collating round-the-clock data. They leveraged the fundamentals of machine learning. Wearable health trackers from FitBit, Apple and Garmin use machine learning systems to monitor physical activity. These trackers send alerts to the doctors as well as a family member helping in early medical intervention.

Tech giants like Apple have paved way for strategic reinvention. So has IBM which uses the webinar approach to capture a prospect’s attention.

Innovator Satoshi Nakamoto introduced the concept of digital currency (Bitcoin) - a concept based on block chain technology in 2008. Banks and financial institutions quickly adopted this technology for process automation (Atwood, 2018). A shared ledger to track international remittances and trade finance brought in more transparency. Another example is the integration of chatbots, the intelligent self-learning digital assistants has enhanced customer banking experience.

Competitive businesses are apportioning research as an extra task for its managers. It is expected of the managers to keep track of published research. They are encouraged to partner and network with people in similar positions to bring on the latest into their company.

**Partnerships, Ventures, Accelerators, Acquisitions**

When equally passionate partners participate in a partnership, they bring together knowledge and resources for innovative projects. This saves time and money for the company. iPhone and Facebook are notable examples who have partnered with app makers. So is the case with YouTube which has partnered with websites and marketers.

Ventures are investments made by the investors into early stage start-ups. The investor gets a share of revenue (if and when the business is successful) and definite access to new technologies. Samsung has benefited from investment in Mobeam, a mobile payment company.

Accelerators are a step ahead. They not only provide initial investment but also provide facilities for assisting business scale-ups. Samsung acquired SmartThings, an IoT (Internet of Things) company acting as an accelerator and saved its time on R&D. At times, accelerators may acquire talent to accelerate their innovation agenda for incredible efficiency.

**Open Innovation**

Apple and Google have been secretive about their research. But certain companies have dropped security protocols to stay competitive. They created the Open Innovation concept this century (Chesbrough, 2006). This concept challenges the silo mentality of corporate research labs and encouraged cross fertilization of ideas across multiple domains. It is explained as "a paradigm that assumes that firms can and should use external ideas as well as internal ideas, and internal and external paths to market, as the firms look to advance their technology". (Chesbrough, Open Innovation: The new imperative for creating and profiting from technology, 1 March, 2003). The main idea behind open innovation is to make benefits of innovation accessible to all those who cannot afford to do their own research.

Common Platform Architecture (CPA) by Cisco is a well-known example of open innovation for big data applications. Researchers or software developers access Cisco’s search engines and processing capabilities through APIs (application programming interfaces) from anywhere in the world. This saves them infrastructure development costs.

Quirky - a crowd sourcing site for product ideas is another example of a business that leveraged technology. It gathers ideas from community members to help develop their products and then offers them Quirky webstore as a ready platform to sell those products. This saves the need for innovators to investing in their own company. The idea presenter earns royalties proportionate to the success of the product.
In the field of healthcare, “Open access malaria box” project by Medicine Malaria Venture provides free access to 400 anti-malarial medical probables that will bring a quicker cure for malaria, skin sores and sleeping sickness (Schuhmacher, 2018). The United Genomes Project (UGP) give access to genetic database to create personalized medicine. ‘Genome-Driven’ cancer drugs have shown promise in treating a unique patient minority who do not respond to traditional drugs.

Disagreements to open innovation have been brought to the fore by the famed patent violations dispute between Apple and Samsung. Experts believe the consequent good done by open innovation is far when compared to the harm.

**Integrated Supply Chain Approach**

Internet of Things (IoT) is widely used to help track parcels in logistics. It monitors and facilitates exact parcel location in the supply chain, time of parcel arrival and even condition of the parcel in real time. The key differentiator being logistics support technology, delivery/return/refund has become faster and has enhanced customer delight. E-commerce companies like Amazon, Flipkart and Alibaba have established their own logistics networks and capability. Collaborative interdependence through modern technology among suppliers, retailers and delivery firms in the supply chain, has helped match demand with supply effectively (Simatupang, 2002).

A modern day Transportation Management System (TMS) used advanced algorithms based prescriptive analytics. This technology has helped logistics companies to choose the optimal carrier mix and fleet size/location.

3. METHODS AND MATERIALS:

This review article is based on secondary research. The gathered information is from research articles on Google Scholar and science related websites. Searched keywords were “Digital Reinvention”, “Disruptive Innovation”, ‘Big Data’, ‘Big Data Healthcare’, ‘Big Data Analytics’, “Disruptive Technology”, “Artificial Intelligence”, “Supply Chain Integration”

4. DISCUSSION:

Right implementation of digital reinvention requires research and structured knowledge to make the innovation profitable. A complete understanding of the requirement of the same can only prove it’s worth. Not every digital reinvention is fruitful. Leading companies are known to take valiant decisions in investing in digital reinventions. (McKinsey’s 2016 digital survey). The phase associated with digital reinvention in companies requires critical analysis to predict more about the outcomes of the same. The key analytic stages would involve right discovery with compatible delivery of design and de-risk it’s execution. The entire process has to be structured to minimize the risk. The risk of cybersecurity is considered foremost. The process of de-risking involves usage of DevOps wherein automated tests establish and roll back failures in real time.

This has been exemplified by Neuralink, a potential high bandwidth BMI (body machine interface) system using robotics. Strong and flexible threads (electrodes) are inserted in the brain with high precision without avoiding any disruption of vasculature. The future will see the disruptive state-of-the-art research prototype of a fully implantable human BMI.

Technology in the hands of the common man is creating scope for exponential disruptions in the coming future. Speech based NUIs (natural user interface) like Cortona in windows, Alexa in Amazon, Siri in Apple devices and Google Assistant have been widely accepted and used. These have changed the whole dimension of user interface. These are handsfree, voice controlled softwares which have become companions to the common man. Chat bots which earlier found stray use, have in no time become the quintessential of voice based softwares. Keeping pace with such advancements can become hard but it will be a folly to ignore them. The examples of Kodak and Nokia falling from business pinnacle are prominent case studies that highlight the importance of timely reinvention.
Kodak was slow to adapt to new technology and couldn’t keep pace with the advanced digital cameras. Nokia was a leader in the mobile phone industry for over 10 years. Inception of iPhone by Apple in 2007 created a whole new paradigm in operating systems on which phones worked. This marked an era in which the phones turned smart. The consumer choice had shifted drastically. Yet, Nokia did not fathom the urgency to reinvent. Then came an era of Android phones but Nokia stuck to Windows based. This led mammoth drop in sales, pushing the company into bankruptcy. Incorporating latest technological advancements helps keep a business irrelevant. The opposite is slow and definite demise.

5. CONCLUSION:
Technology has challenged the norms of traditional thinking. Profitability is seen more from adoption of newer technologies rather than the traditional mix of incremental innovation and diversification. Digital reinvention has seeped into nearly all industries. Businesses, that have adopted technology early on, have shown extraordinary progress. Amazon, IBM, Uber, Samsung, Apple, Airbnb have ridden on the tech wave to achieve worldwide success. In India too, local brands like Flipkart, Ola, Paytm, Swiggy, Zomato have piggy backed on the technology cart to achieve business success. Social media platforms like Facebook, WhatsApp, Instagram and Pinterest are being used to market products for a wider customer base.

Early adopters who innovated and partnered for digital reinvention remained relevant while others perished. A new age business incumbent has to be bold and not risk averse. Wise investments in artificial intelligence tools and applications in existing businesses increases the chances of business survival. Technology upgrades are no more a matter of choice.

Delayed technology adoption impacts business profitability. Reinvention largely depends on the vision of top leadership in a company such as CEOs and executive boards. Adoption of artificial intelligence tools like machine learning algorithms and deep learning are agenda points for future leaders. It is always advised to keep pace with newer technological advancements to keep up with the business. Although, not all digital innovations have proved in favour of the business some might end up as a failure. It takes high research and development regarding the demand of any technological advancement, it’s ease and most importantly it’s implementation in the market. Anything which ease the human work and is affordable is accepted but there is always rising competition in business. Today, the technology is advancing every minute right from the softwares in mobile phone to the robotic surgeries. The right choice, right implementation and right placement of an advanced product or service is required keeping the risk factors in consideration.

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A Review on Quality Control Management in Healthcare Industry

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ABSTRACT: As quality is a vital component of any good organization, it is important to integrate quality in all operational and clinical processes. This review article would be providing an overview of the essentials in quality management. It also covers the techniques used for quality control management.

Keywords Healthcare Management, Accreditation, Healthcare Systems, Total Quality Management.

1. INTRODUCTION:

Healthcare system is basically the organizations, which are established to meet the health related needs of the targeted populations. According to the World Health Organization (WHO), “a well-functioning health care system must have a financing mechanism, a well-trained and adequately paid workforce, reliable information on which basis policies and decisions, and well maintained health facilities to deliver quality medicines and technologies”.

The definition of quality, by the Institute of Medicine (IOM) is “the degree to which health services for individuals and populations increase the likelihood of desired health outcomes and are consistent with the current professional knowledge” or can be said, it is the service of excellence which is being provided at a proficient level, to satisfy the expectations of patients and providers. Adding patients to this definition is not a coincidence, as quality of the service provided is defined by the patients, based on what service they actually receive. Resuming with the understanding of the definition of quality, IOM have also mentioned the term professional knowledge; the interpretation of which may not be limited to the clinical outcome only, but also to nonclinical factors included to create a favorable environment for the patients and clinicians.

Here are some, Techniques and Methods which are Used to Ensure Quality, Many healthcare organizations voluntarily follow the requirements set by regulating agencies to maintain a standard level of quality of the services provided. Kelly (2011b) commented that regulations are present at every level in the country of the services provided by health care organizations. Moreover, the schemes of the requirements are to measure health care organizations and practitioners’ degree of quality in the provision of clinical services. Providers of care are required to follow well-defined guidelines required by private and public agencies or enacted laws that regulate the health care industry:

a) Health Insurance Portability and Accountability Act of 1996 (HIPAA)
b) Centers for Medicaid and Medical Services (CMS)
c) Affordable Care Act of 2010 (ACA)

Quality improvement tools there are many guidelines for quality improvement used by health care organizations to improve the quality of service offered to internal and external stakeholders. For instance, a few of the various quality concepts and principles ingrained in the health care industry are:

a) Continuous Quality Improvement (CQI)
b) Total Quality Management (TQM)

Practical Purpose of QMS, for Quality to be measurable and manageable, objectives and requirements must be defined. Quality Management states the activities that are necessary to achieve quality objectives and requirements. A Quality Management System provides the organizational procedures, structure, processes and tools which will the quality objectives and requirements after the implementation of activities. However, even after so many checks, many hurdles remain unresolved and the expansion of program-based quality assurance efforts must continue to be explored. In addition, the quest for quality cannot be detached from the need to continually refine guidelines for the practice of medical care. (Chassin, 1998) (Evans, 2002)
2. REVIEW OF LITERATURE:

The fact is being realized, many middle and low-income nations have started to plow capital in the upgrade of the quality of care, in health care systems of their country, recently in primary health care. It is seen that these investments have fully focused on accreditation due to existing accrediting structures and available guidelines. A multi-track quality-enhancing strategy (MTQES) is proffered which includes, other quality initiatives such as clinical guidelines, benchmarking activities, annual quality-enhancing projects, performance indicators, and annual quality meeting in addition to promoting resource-sensitive accreditation. These harmonizing approaches were presented to synergistically upscale a continuous quality improvement culture in primary health care sector, considering limited resources available, especially in middle and low-income countries. Additionally, a framework of implementation depicting MTQES in three phase interlinked packages is proposed; each matches current available resources and quality infrastructure. Health care policymakers and managers need to ponder about accreditation as a start rather than an end to the quest for quality. Advancements in the processes of care or structure of a health delivery organization have little value, if they do not translate to reduced variance in access to “quality” care, and not simply access to care (Saleh, 2014). All these factors have not only contributed to quality healthcare, along with the growth of health care sector in India. In the light of these developments, health care agencies need to have a closer look at the perception of the consumers and try their best to provide quality medical and health services to meet the expectations of consumers. It is the professional excellence, humanitarian approach, personal-touch-in-service and ethical values of the organization employees which play a major role in the satisfaction of patients (Ramanujam, 2011). There exists a difference in the expectations and perceptions of the patients/observers as far as their evaluation of service quality of the hospitals on various dimensions is concerned. Both the selected hospitals were found to be struggling on the quality of service dimensions such as accessibility, timeliness and promptness. The public hospitals have an edge over the private ones on the reliability, security and accuracy aspects. Meanwhile, The private hospital has a better rating on the impressiveness front. Both hospitals have done very well on the ambience fronts, competence and customization. The hospitals administrative wing may start viewing service quality from the consumer perspective and make necessary changes in their service quality agendas (Bhardwaj, 2014).

The attention to the importance of applying total quality management (TQM) has brought into attention in past years and its effects on organizational effectiveness, and particularly focused on the hospital effectiveness. The main objective of this study was to investigate the overall hospital effectiveness in the accredited governmental hospitals in Jordan after applying TQM on that accredited from Health Care Accreditation Council (HCAC). The study included all health care professionals as population who were working in the five governmental hospitals accredited by HCAC, who were working in the same hospitals for more than three years. Sample of the study included 1290 employees. TQM principles were: Customer focus, Continuous improvement, Leadership commitment to quality, Teamwork, Employee involvement, training and education. Study findings showcased a significant impact of all TQM principles on the overall hospital effectiveness (p< 0.05). It is seen by using multiple linear regression analysis that TQM is a strong predictor of hospital performance (El-Tohamy, 2015).

Between three hospitals level QM measures positive significant associations were found. Results of the relationships between levels were mixed which gave most associations between department-levelQM measures and QMSI for all four types of departments. PSS was associated with QMSI in all types of departments. It is possible to get a more comprehensive picture of the maturity of QM in hospitals by using the seven measures of QM, with regard to the different levels and across various types of hospital departments (Wagner, 2014).

In a country like India, It is a need to implement NABL accreditation should be emphasis by the government to attain international standards of quality services in government organizations. It requires a great effort though, to implement but it is attainable. Proper devoted quality assurance team and adequate government funding are needed for accreditation and commitment to ensure quality services (Heigrujam, 2014). It is seen that Healthcare organizations are high performing on accreditation, because of internal
motivations linked to best practice, HRM criteria seek excellence. Participating in the accreditation program is secondary and less significant. The HCO gets the opportunity for internal and external review and assessment of their performance, as withstanding accreditation is not very simple; the accreditation activities are reflective in nature, learning and feedback events (Greenfield, 2014).

Hospital accreditation have contributed to the improvement of healthcare quality overall, and more particularly to patient safety, as it promoted staff reflection, a higher standard of practices, And a more focus on quality improvement. However, positive impact of accreditation resulted from the approach that hospital adopted in its implementation, the fact was also seen that several procedures and practices needed for the accreditation were already in place at the hospital, often in very informal way (Melo, 2016). Quality in healthcare is the co-operation between the healthcare provider and patient in a supportive environment. The factors which affect healthcare service quality are: Personal factors of the patient or provider, factors regarding the healthcare organization or healthcare system, and broadly environment affect healthcare service quality. Improvement in Healthcare quality can be by collaboration and cooperation among providers, supportive visionary leadership, education, proper planning and training, availability of resources, effective management of resources, processes and employees (Mosadeghrad, 2014). The importance of aligning policies, organizations, methods, capacities and resources in order to institutionalize quality improvement and patient safety practices in health systems. Gaps and dysfunctions identified can help inform national deliberations and dialogues among key stakeholders in each study country (El-Jardali, 2008).

In order to improve and strengthen the secondary health system, Public Health Department, Government of Maharashtra, implemented a World Bank-assisted Maharashtra Health Systems Development Project in 1998 to 2006, Under which, 136 health facilities in 33 districts were provided with infrastructure and administrative inputs in order to improve and strengthen the secondary health system. The project aided the government to upgrade efficiency in the allocation and use of health resources by policy and institutional development. It up scaled the performance of the health system by upgrading the quality, effectiveness and coverage levels. The aim was to develop the overall quality improvement measures with the help of limited resources, judiciously (Thakur, 2008).

The quality of services provided by private hospitals in Malaysia was examined. Research done to determine patients’ expectations and perceptions of consumers about the quality of service, Results based on testing, it was found that the mean differences between expectations and perception showcased that perceived value of patients about the services, exceeded expectations for all the variables that were measured (Sohail, 2003).

The perception of patients towards quality of healthcare services in rural areas of seven districts of Uttar Pradesh were assessed, 500 patients were contacted at the healthcare centers. The findings illustrated some interesting differences in user perception regarding service quality and how they varied between different healthcare centers and according to the demographic status of patients. It was observed that:

- ‘Healthcare delivery’ and ‘financial and physical access to care’ markedly impacted the perception of men while in women it was ‘health personnel conduct and drug availability’ and ‘healthcare delivery’
- With improved literacy rate and income, a surge in expectations of the consumers also observed. It was not only the physical and financial access which was important but also the manner of delivery along with the availability.

Also among various facilities, the diagnostic aspect of care, that mattered to the consumer with increased economic earnings (Sharma, 2011).

The quality of care offered by the private health care delivery system needs immediate attention. Improving the quality of medical education along with para-medical education, improving access to standards and guidelines, capacity building and promoting accreditation are some of the measures that can improve quality. Also there is an urgent need for developing an effective mechanism which can monitor the quality of care. A centralized system might be of use, for uniformity in sticking to set standards as per the laid norms, which was found lacking in state-level implementation (Rao, 2102).
On comparing perceived service quality of public/government and private medical college hospitals, which showcased better performance of public/government hospitals across the technical dimensions of perceived service quality, whereas private hospitals report better performance across majority of the functional dimensions (Swain, 2019).

Among the leading developing countries, India is one of the fastest growing in health care sector as the demand of this industry it was expected that it would reach approx US$ 100 billion by 2015, which was growing at pace of round about 20 per cent per year, according to a rating agency, named as Fitch, the major factors which were driving the growth in the healthcare sector included the increased population, up scaling lifestyle related health issues which was more of sedentary, while the costs of treatment was cheaper, surge in medical tourism, government initiatives and focus on Public–Private Partnership (PPP) models, improving the health insurance penetration and increasing disposable income. With increase in demand, hospitals in private sector and health care companies had started to come up with the concept of Corporate Social Responsibility (CSR) by providing subsidized rates and concepts like rural coverage in India, with the aim that the people from lower economic classes can also afford the treatment which was necessary (Khan, 2014).

3. METHOD:

All the information used in this article is secondary data, collected from various sources such as Google scholar and researchgate.com with keywords: quality, control, management and healthcare.

4. DISCUSSION:

Quality is the quintessential part of the healthcare industry all over the globe and can not be separated from the clinical as well as administration/support aspect, making it indispensable for every healthcare organization to sustain, whether it is public or private, rural or urban, also it is seen accredited hospitals are doing much better than those which are non accredited, as they have quality checks and bound to follow the prescribed standards laid by the accreditation body such as NABH in India and JCI internationally.

5. CONCLUSION:

The private health sector in India is very large, to achieve national health objectives to a large extent, private sector in healthcare have contributed a lot globally, however it depends on the quality of care it is offering. The private sector in healthcare industry has improved access to medical care, also immediate attention needed to the quality of care offered by the private health care delivery system. Improvement in the quality of medical and para-medical education, standard guidelines, capacity building and promoting accreditation is needed. There is also urgent need for a centralized system. As the consumer globally is enhancing, in literacy aspect as well as the financial front. The needs and expectations are changing, with technology reach deep in the masses, people are more aware now, and have more choices to opt for. Lastly, the personal touch and ethical values plays a major role in satisfaction of the patients.

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Sustainable Quality Enhancement in Higher Education: The Way Ahead

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ABSTRACT: The focus of this paper is to examine the path ahead for higher education in India and the role of Information and Communication Technology (ICT) in it. Sustainable development in the higher education sector is not possible without exploiting and adapting to the modern means and methods of education and the use of ICT. ICT has revolutionized practices in various fields including business, banking, entertainment, education and many more. The use of Information and Communication Technologies (ICT) and electronic media in education is called E-learning. It means using the web to deliver text, audio, images, and face to face interactions with teachers over streaming video. The impact of ICT has been so rapid and widespread that it has taken the field of education by storm it has changed the way of teaching, transformed the manner and methods of education and has spurred teachers, students and institutions alike to come up to speed with the rapidly evolving practices or risk being left behind.

Keywords: Quality, Education, E-learning, Information and Communication technology.

1. INTRODUCTION:

Aristotle said “The educated differ from the uneducated as much as the living differ from the dead.” This simple statement aptly sums up the importance of education in our lives. The Indian economy is changing and growing rapidly. This has led to a rising demand for skilled labour and increasing employment opportunities for well educated people. A natural consequence of this is this has been a boom in the education industry leading to a proliferation of a number of educational institutes offering the promise of good and quality education. The demand for education in developing countries like India has boomed as education is considered to be an important bridge of social, economic and political mobility (Amutabi & Oketch, 2003). However India has innumerable challenges in terms of infrastructure, socio-economic, linguistic and physical barriers for people who wish to access education (Bhattacharya & Sharma, 2007). The advent of ICT in education gives hope that some of these challenges could be addressed in a meaningful manner.

2. HIGHER EDUCATION IN INDIA:

The Indian education system is a massive and complex one comprising around 700 universities with more than 35,000 affiliated colleges enrolling more than 20 million students. (Source UGC). However the quality of the students who graduate leaves much to be desired. A recent survey of 100 of India’s business schools (excluding the top 25) conducted by Web portal MBAuniverse.com and assessment company Merit-Trac, revealed that only 21% of India’s MBA students were employable. The survey was as shocking as it was depressing. The increasing demand for higher education over the past decade has seen a mushrooming of business schools and higher education institutes. However, the rapid proliferation of these institutes has also precipitated a massive deterioration in the quality of education. The lasting effects of this deterioration in quality and unemployability has seen a turn in the tide with a rising demand for better quality education.

3. BRICK AND MORTAR VS VIRTUAL SCHOOLING:

In a recent Forbes article, management guru, Peter Drucker prophesied the end of the brick and mortar university saying: "Universities won’t survive....Such uncontrollable expenditures, without any visible improvement in either the content or quality of education, means that the system is rapidly becoming untenable....Already we are beginning to deliver more lectures and classes off campus via satellite or two-
way video at a fraction of the cost" (Lenzner & Johnson, 1997). While one might see this as a hyperbole or doomsday prediction for brick and mortar institutions, it cannot be denied that the statement actually drives home the need for changes in the systems and procedures of higher education. While the traditional brick and mortar system of higher education offers students more and better face time with teachers and ample opportunities for interacting and learning from a social system, it does come up short on certain aspects. Brick and mortar universities are hit by rising costs on one end and are facing the challenge to improve quality on the other hand. Virtual learning, on the other hand, provides a cheaper alternative for students and also involves lesser running costs for the university on site providing the resource. It offers students the opportunity to access the best quality education from the comfort of their homes and at a time which is convenient and suitable to them. The wide variety of choice of courses that is offered by online learning is another added advantage. This explains the ascending popularity of online learning platforms like Udacity, Edx and Coursera. Top universities are develop and offer short term certificate courses online through these platforms. The courses are often taught by distinguished professors or experts in the respective fields. Students can often view the courses without a fee. In case the student wants a certificate for passing the course, he/she has to pay a nominal fee. These courses have found a lot of takers from all walks of life including students and professionals.

4. SCOPE OF VIRTUAL LEARNING IN INDIA:

According to a report by Docebo E-learning Market Trends & Forecast 2014, Asia is the fastest growing e-learning market with more than 17.3% annual growth rate and more than $7 billion in revenues. A huge part of this growth is driven by India and China.

**Chart 1: e-learning growth rates by region**

![Graph showing e-learning growth rates by region](image)

*Source: Docebo e-learning market trends & forecast 2014 - 2016 report*

The growth of e-learning in higher education is expected to be driven by a number of factors. A report by Ernst and Young projects a CAGR of 18% in the higher education sector on India till 2020. A young population showing an increasing preference for mobile and tablet technology is expected to play a major role in the growth of e-learning. With the number of internet users in India expected to reach 250 million, second only to China, India’s potential as an e-learning hub is unquestionable. India’s online education market size is set to grow to $40 billion by 2017 from the current $20 billion. The government is also geared towards encouraging the use of IT in education to help the lower strata to get access to cheap and good quality education. It is also encouraging the growth of MOOC (Massive open online courses). The Aakash initiative for providing low cost tablets to students is a big step in encouraging e-learning and improving its penetration.
The total tablet adoption in India stands at 439 million units according to KPCB report. According to Bersin by Deloitte, an online course development project may cost 20-40 per cent less in India. This is one of the major reasons for companies outsourcing e-learning projects to India.

5. QUALITY ENHANCEMENT THROUGH E-LEARNING:
E learning can play an important and strategic role in improving the quality of higher education.

- The availability of online courses and materials encourages self-learning and helps a student learn at his own pace. This can be a huge driver in stimulation of interest.
- In the pre ICT era students opted for the “safest” courses like engineering, medicine or commerce since they had little knowledge of the various avenues open to them. This was primarily due to lack of knowledge and non availability of exposure to alternatives. So choice of subjects was based not on interest but on compulsion. Through e-learning a student can pursue a course in any subject starting from gaming to film making, from hospitality to event management while simultaneously pursuing a traditional college degree. The exposure to online alternatives at a cheaper cost help them get a better idea of the course that they might want to specialize in and pursue.
- The enormous online resource availability and access to study materials, very often at cheap or no costs, is a big plus in online learning. Access to good quality materials at the click of a button undoubtedly enhances the learning experience.
- E learning also caters to a wide range of people starting from housewives and students to working professionals and elderly people. It has the potential to tap into a market that a brick and mortar system could never dream of and provide learning opportunities to people of all age groups.
- E learning makes the entire learning process more learner centric also providing unique opportunities for global interaction among students and faculty thereby making education a wholesome and enriching process.

6. E-LEARNING: THE FUTURE OF LEARNING:
There are number of online education sites which are extremely popular among students and professionals alike.

- Khan Academy is a very popular free instructional website catering to over 15 million students on a variety of subjects ranging from mathematics and history to medicine and finance. Instructional material and videos are available which explains concepts in simple language to students. Access to such material plays a huge role in stimulating interest and encouraging self learning at the student’s pace.
- Coursera.org is another learning website which provides free and paid online courses from more than 115 universities worldwide. Their partnership with elite B schools like Yale, Stanford and Princeton makes them a very popular online destination for learning.
- EdX is a site founded and run by educational powerhouses Harvard University and the Massachusetts Institute of Technology offering online courses from Harvard, MIT and Berkley.
- Indian institutes have not lagged behind either in adopting ICT in education. IIM Calcutta has embarked on an LDP (Long distance programme) in which the IIMC faculty members teach management theories to students dispersed throughout the country. Students are linked to each other and the professor in a virtual classroom. The certificate programmes have duration of a year and are extremely popular among working professionals.
- SCDL (Symbiosis Centre of Distance Learning) experimented by introducing in house developed e-learning courseware and pre-recorded lecture DVDs. The e-learning courses act as supplementary learning tools and form an integral part of blended learning programmes. Based on case studies, examples and scenarios, they providing an enjoyable learning experience for students. The initiative showed enhanced student satisfaction and reduced dropout rates.
7. CONCLUSION:

Nobel laureate Desmond Tutu rightly said “Inclusive good quality education is the foundation for dynamic and equitable societies’. The quality of education provided today will determine the quality of citizens in the next generation. Hence access to quality education is a basic necessity and the right of every individual. However, the lack of proper infrastructure, faculty, resources and money make this a daunting task for the traditional education system consisting of brick and mortar schools, colleges and universities. Hence the need of the hour is to supplement the traditional education system with e-learning. E-learning is still in its nascent stages and cannot be relied upon to provide an alternative to the traditional form of learning. The initial set up costs involved in e-learning, lack of internet penetration in rural areas, training faculty in e teaching are some of the challenges that have to be overcome. However if used hand in hand with college learning, e-learning has the potential to transform the way higher education is viewed and imparted in this country. The use of ICT in education can enhance the entire education experience and prove to be an indispensable support system for providing quality education in India.

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Effect of Brand Consciousness of Women Towards Buying Behaviour of Personal Care Products

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ABSTRACT: Brand consciousness plays an important part in society, and breeds the belief that higher prices mean higher quality. Recently, the rising of Brand consciousness has made women consumers choose to purchase their familiar and favourable brand. If businesses want to defeat their competitors, they have to make consumers love to buy their products and brands. Women are multiple markets they buy for themselves, they buy for their families, in increasing numbers, and they buy for their business. She is the chief purchasing agent of the family. She is extremely brand - attuned and does a lot of research before buying. Thus it is high time that marketers and manufacturers realize, understand and recognize women as a lucrative segment and start developing concepts and create branded products that are women centric, which reap high growth potential. The present study highlights the effects of brand conscious women in buying personal care products in Chennai city. The major findings of the study were women consumers having more income have moderate brand consciousness compared to women having less income possess high brand consciousness.

1. INTRODUCTION:
Brand consciousness is the new trend in the consumer market. Today’s women are going for brands which involves big name, trendy looks and style. The market is now dominated by brands which the people in the earlier days would not have thought of because of the prices and their mind set. The kind of fierce brand loyalty that women consumers have today for their respective brands is commendable. The trend of being brand conscious is a similarity between the young women and the working class. The prices and extensive promotions of brands are also one of the main reasons for women to become brand conscious. Being brand conscious helps in becoming the style icon of the group. According to a study by Mademoiselle Magazine, today’s females are “more likely to know what brands they want before they go shopping.” (Parks, 1997). In comparison with males, females shop more, and they search for more information when they make purchase decisions. It is assumed that females will pay more attention to brands and place more value on brand names. Women, with her increasing financial power, has a greater discretionary income and utilizes it to satisfy wants that have gone beyond these to include holidays abroad, personal vehicles, electronic goods etc. Women are the most influential consumer group because they directly purchase or determine purchasing decisions for not less than 80 percent of all products sold.

2. REVIEW OF LITERATURE:
Brand consciousness means being aware of popular brands and wanting to by particular brands rather than others (Cambridge Dictionaries Online). Someone who is brand consciousness only likes to buy products made by certain famous companies (Financial Times, Lexicon). Brand consciousness is defined as the need or desire to purchase well-known national brands, higher priced brands and/or the most advertised brands. Lachance, J.J. Beaudoin, P. and Robitaille, J. (2003) analysed consumption attitudes by examining brand consciousness. Brand consciousness is a notion that brands play an important role in the psychological process that precedes the buying act. Gentry J.W., Putrevu S, Schutz C.H. and Commuri S. (2001) mention brand consciousness as a method to gauge how consumers feel about or process information related to imitation brands. Consumers also feel that ‘only loyal or brand conscious customers can pick out differences from a counterfeit product. Grimm (1995); Kaplitz (1997) defined brand consciousness as the belief that well-known brands are superior to less well-known brands, thus becomes one of the most important influences on the purchasing decision. Whereas commercial market research is mainly concerned with regular observation of brand consciousness, academic research has traditionally placed more emphasis on
investigation into the measurement of, motives for and effects of brand consciousness Meffert and Bruhn (1984); Kapferer and Laurent (1992); Bekmeier-Feuerhahn (1998); Burton et al. (1998); Sethuraman (2000); Ailawadi et al. (2001); Koppe (2001). Keum H., Devanathan N., Deshpande S., Nelson M.R. and Shah D.V. (2004) in their research shows that those consumers who are brand-conscious look to and appreciate the media and celebrities for information related to the latest fashions, trends and brands. Marketing to women delivers a better return on the marketing dollar through both higher customer acquisition and greater customer retention. Because women are more inclined to long term brand relationships, enhanced loyalty means every marketing dollar invested in acquiring female customers’ results in a higher retention rate Barletta (2003).

3. OBJECTIVES OF THE STUDY:
   To study the reasons for brand shift existing among women consumers, To measure the time period of usage of selected brand of personal care products, To study the relationship of brand consciousness with consumers brand awareness, brand association, brand performance, brand knowledge and brand loyalty and To study the association between brand consciousness and demographic characteristics of the women consumers.

4. ANALYSIS & INTERPRETATION:

| Table 1.1 Awareness of Respondents towards Personal Care Products |
|------------------------|------------------------|------------------------|
| Yes/No | Frequency | Percentage (%) |
| Yes | 441 | 88.2 |
| No | 59 | 11.8 |
| Total | 500 | 100 |

Source: Primary Data

Respondents Opinion towards Brand Shift Women respondents of various profiles are very receptive and much concerned about the type of brand they use. They look and search for brands which define their inner self. Since the market is flooded by various brands, women consumers have wider choice to select their favourite brand, which defines themselves. The following table 1.3 displays the opinion of women consumers towards brand shift.

| Table 1.2 Respondents Opinion towards Brand Shift |
|------------------------|------------------------|------------------------|
| Brand Shift | Frequency | Percentage (%) |
| No | 447 | 89.4 |
| Yes | 53 | 10.6 |
| Total | 500 | 100 |

Source: Primary Data

From the above table, it is found that 89.4% of women say no to brand shift followed by 10.6% of women say yes to brand shift of personal care product. This reveals that women consumers stay loyal to their favourite brands.

| Table 1.3 Reasons for Brand Shift |
|------------------------|-------|-------|-------|
| Reason for Brand Shift | N | Mean | Rank |
| Price | 500 | 3.5086 | 1 |
| Quality | 500 | 4.4029 | 7 |
| Quantity | 500 | 3.6657 | 2 |
Influence of Friends or Relatives

To have change in the usage of the brand

Free gifts or Offers

Source: Primary Data

It is identified that the women consumers consider Price, quantity and advertisement to be the important reason for brand shift followed by free gifts, to have a change in the usage of the brand, influence of friends and quality to be the other reasons for brand shift when purchasing personal care products.

RELATIONSHIP OF BRAND CONSCIOUSNESS WITH BRAND ELEMENTS Many national and international literatures acknowledged that Brand Consciousness and its association with brand consciousness elements will have relationship with the elements such as brand awareness, brand association, brand performance, brand knowledge, and brand loyalty. This statement is verified through parametric Karl Pearson’s co-efficient of correlation. This helps to establish the nature of relationship between brand consciousness elements and their influence on brand awareness, brand association, brand performance, brand knowledge and brand loyalty.

Hypothesis 1: Brand awareness, brand association, brand performance and brand knowledge do not predict brand consciousness.

Hypothesis 2: There is no significant relationship between brand consciousness and brand loyalty among women consumers of personal care products.

<table>
<thead>
<tr>
<th>Elements of Brand consciousness</th>
<th>Pearson Correlation</th>
<th>Pearson Correlation</th>
<th>Pearson Correlation</th>
<th>Pearson Correlation</th>
<th>Pearson Correlation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Correlation</td>
<td>Brand Awareness</td>
<td>Brand Association</td>
<td>Brand Performance</td>
<td>Brand knowledge</td>
</tr>
<tr>
<td></td>
<td></td>
<td>.678(**)</td>
<td>.613(**)</td>
<td>.465(**)</td>
<td>.592(**)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>.578(**)</td>
<td>.480(**)</td>
<td>.559(**)</td>
<td>.449(**)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>.465(**)</td>
<td>.436(**)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>500</td>
<td>500</td>
<td>500</td>
<td>500</td>
</tr>
</tbody>
</table>

Table 1.4 Correlations between Brand Consciousness and Brand Elements
From the above analysis it is evident from the above analysis that brand awareness, brand association, brand performance and brand knowledge predicts brand consciousness and similarly there is an association between brand consciousness and brand loyalty of personal care products. 

**Segmenting Women Consumers Based on the Level of Brand Consciousness** The application of K-means cluster analysis on brand conscious elements namely brand awareness, brand association, brand performance, brand knowledge, brand loyalty classifies the sample unit into two predominant heterogeneous groups. These groups possess various heterogeneous characteristics in varying degrees of awareness, association, performance, knowledge and loyalty. These heterogeneous groups and their characteristics are identified through the average mean scores for various elements of brand awareness, brand association, brand performance, brand knowledge and brand loyalty. The following table 1.7 indicates the output of K means cluster analysis.

**Table 1.5 Final Cluster Centers**

<table>
<thead>
<tr>
<th></th>
<th>Cluster</th>
<th>1</th>
<th>2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Awareness</td>
<td></td>
<td>3.40</td>
<td>4.97</td>
</tr>
<tr>
<td>Brand Association</td>
<td></td>
<td>3.35</td>
<td>4.94</td>
</tr>
<tr>
<td>Brand Performance</td>
<td></td>
<td>3.65</td>
<td>4.99</td>
</tr>
<tr>
<td>Brand Knowledge</td>
<td></td>
<td>3.16</td>
<td>4.90</td>
</tr>
<tr>
<td>Brand Loyalty</td>
<td></td>
<td>3.39</td>
<td>5.00</td>
</tr>
</tbody>
</table>

Source : Primary Data

**Table 1.5.1 Number of Cases in each Cluster**

<table>
<thead>
<tr>
<th>Clusters</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moderate Brand conscious</td>
<td>31</td>
<td>6.2</td>
</tr>
<tr>
<td>High Brand conscious</td>
<td>469</td>
<td>93.8</td>
</tr>
<tr>
<td>Total</td>
<td>500</td>
<td>100</td>
</tr>
</tbody>
</table>

Source : Primary Data

It is found that the average mean scores of brand awareness, brand association, brand performance, brand knowledge and brand loyalty in the first cluster is moderate. Whereas in second cluster the perception towards the elements of brand consciousness is very high. The first group consists of 31 women respondents (6.2%) with moderate brand conscious towards personal care products. And the second cluster comprises the
maximum number of 469 women respondents (93.8%) who express strong agreements for brand awareness, brand association, brand performance, brand knowledge and brand loyalty. Therefore this cluster is known as high brand conscious cluster.

**Hypothesis 3:** There is no significant association between brand consciousness and demographic characteristics of the women consumers. In this section the researcher is interested to establish the association between different segmentation of demographic characteristics and moderate as well as high brand conscious segmentation.

**Table 1.6 Showing the relationship between Demographic variables and Brand consciousness of Women**

<table>
<thead>
<tr>
<th>Description</th>
<th>Chi square value</th>
<th>Df</th>
<th>Significant value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>8.683(a)</td>
<td>3</td>
<td>.034</td>
</tr>
<tr>
<td>Educational Qualification</td>
<td>2.946(a)</td>
<td>3</td>
<td>.400</td>
</tr>
<tr>
<td>Occupation</td>
<td>11.406(a)</td>
<td>5</td>
<td>.044</td>
</tr>
<tr>
<td>Income</td>
<td>19.098(a)</td>
<td>4</td>
<td>.001</td>
</tr>
<tr>
<td>Marital Status</td>
<td>1.336(b)</td>
<td>1</td>
<td>.248</td>
</tr>
<tr>
<td>Family size</td>
<td>1.559(b)</td>
<td>2</td>
<td>.459</td>
</tr>
</tbody>
</table>

*At 5% significant level

From the above analysis chi-square value is .034, .44, .001, are statistically significant at 5% level. Therefore it can be concluded that hypothesis 3 is rejected at 5% level and concluded that there is a significant association between the level of brand consciousness and demographic characteristics of the women consumers.

**5. FINDINGS:**

**K-means** cluster analysis revealed the existence of two predominant heterogeneous groups. The first group consists of 31 (61.2%) women respondents with moderate brand consciousness and 469 (93.8%) of women respondents with high brand consciousness.

**Chi-square technique** was employed to know whether or not there exists a significant association between socio-economic characteristics and brand consciousness of women consumers. It is found that there is a strong association between age, occupation, Income of the women consumers and their perception towards brand consciousness. It is also evident that older women have high brand consciousness due to their experience with their favourite brand compared to middle aged women. High Brand Consciousness is found among women consumers employed in private organization. Women consumers having more income have moderate brand consciousness compared to women having less income possess high brand consciousness. There is no significant association between education, family size and marital status of women consumers and the level of brand consciousness. **Karl Pearson’s co-efficient** of correlation was applied to analyse the relationship of brand consciousness with its elements. Brand consciousness is positively related to brand awareness (r = .660), brand association (r = .542), brand performance (r = .449), brand knowledge (r = .436) and brand loyalty (r = .530). It is also proved from the analysis that brand awareness, brand association, brand performance, brand knowledge predicts brand consciousness and there is an association between brand consciousness and brand loyalty of personal care products.
6. CONCLUSION:

Brands have gained renewed interest in recent years. Brand Consciousness can create advantages and benefits for the firm, the trade or the consumer. From the firm’s perspective brand consciousness imparts competitive advantages to the firm. These aspects of brand consciousness typically involve uncertainties that are difficult to quantify in brand valuation studies. A strong brand can serve as an umbrella under which to launch new products or to license existing one. Brand consciousness also helps companies to endure during crisis situations, periods of reduced corporate support or shifts in consumer tastes. Strong brands also provide resistance from competitive attacks. Well-known consumer brands pay lower slotting fees and are given more shelf facings for new products than weaker brands. Brand consciousness also helps to make the brand dominant in the consumers mind. It is also evident that distributors want brand names as a means of making the product easier to manage in number of respects, easier to handle, easier to identify suppliers to increase buyer preference. Brand consciousness from individual perspective consumer perspective is reflected by the increase in the strength of associations and loyalty an individual has for a product by using the brand. Successful branding means lower uncertainty in purchasing. There is also need for an extensive decision making process on the part of the consumer. Brands carry with them certain assurance of product quality and reliability in use. Product identification in large cluttered supermarkets, department stores or mass merchandising outlets is facilitated. There are also psychological benefits to the women consumers using brands. And brand consciousness gives women consumer’s satisfaction by purchasing the best brand that matches her needs and preferences.

7. REFERENCES:

10. www.brandchannel.com
Sustainable Strategic Development of Sugarcane Juice Producing Women Entrepreneurs In and Around Vilakuthoon, Madurai

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2Associate professor, Xavier’s Institute of Business Administration, St. Xavier’s college, Palayamkottai.

ABSTRACT: A Study on Sustainable strategic development of sugarcane juice producing women entrepreneurs in and around vilakuthoon, Madurai, is undertaken with the objective of introducing innovative idea in their business and to bring awareness about the government policy for the women entrepreneurs. The sampling method adopted for the research is Convenience sampling. The sample size chosen for the study is 14. The primary data is collected through interview schedule and the secondary data is collected from books and magazines. This really helps and encourages the women entrepreneurs to continue with new business along with sugarcane juice business. The study is applicable to all women sugarcane juice producing entrepreneurs in and around vilakuthoon area which helps to uplift their standard of living. The researchers have given a training to offer a butter bun shop and prepared hanging sheets to display the benefits of sugarcane juice to their customers.

1. INTRODUCTION:

An entrepreneur is an individual one who, rather than working as an employee, found and runs a small business, assuming all the risks and rewards of the venture. The entrepreneur is commonly seen as an innovator, a source of new ideas, goods, services and business or procedures. Entrepreneur plays a key role in any economy. These are the people who have the skills and initiative necessary to anticipate current and future needs and bring good new ideas to market. Entrepreneurs who prove to be successful in taking on the risk of a startup are rewarded with profit, fame and continued growth opportunities. Those who failed suffer losses and become less prevalent in the market. Sugarcane juice is one of the most delicious drink that enjoys a wide popularity in view of its pleasing taste, refreshing tingle and availability during the greater part of the year throughout the country. The main problem associated with fresh sugarcane juice is its short life and heat sensitivity of its flavor.

2. SCOPE OF THE STUDY:

The scope of the study to develop sustainable strategic towards sugarcane produce women entrepreneurs during off season. The study covers the women entrepreneur in and around vilakuthoon, madurai. The study benefits them in developing strategies in their business and it helps them to create knowledge about utilizing of bagasse (sugarcane waste). Alternative strategic plans and ideas will encourage them to extend their business during off season and it would help them to generate their income automatically. The study also suggests helping scrutinize the deficiency in the existing business and to rectify the problems. To create the awareness of government schemes among the women entrepreneurs.

3. OBJECTIVES OF THE STUDY:

To develop the sustainable strategic development in their business during off season, to give awareness about government schemes and to suggest innovative ideas to uplift their business.

3.1. LUCINA MBUYA

Sugarcane is a giant, thick, perennial grass cultivated worldwide in tropical and subtropical regions for its sweet sap, a major source of sugar and molasses. The fresh juice of raw sugarcane is called Guarapo (in Spanish). Guarapo or sugarcane juice is served throughout the country of Colombia with different varieties throughout Central and South America. The traditional Colombian guarapo is freshly pressed sugarcane and limes mixed with ice. It is sometimes made into an alcoholic beverage similar to Chicha (a
fermented Peruvian beverage made from maize). Guarapo is a perfect balance of sweet with the fresh taste of lime—perfect for quenching the thirst of the tropical Colombian climate. “On my recent trip to Medellin, Colombia, it was common to see street vendors in parks and plazas operating a sugarcane press to make the fresh juice. One person feeds the cane and limes into the press and discards the used pieces. A second person sits below where the juice flows through a sieve and into a bucket filled with ice cubes to keep the juice cold.” A 5-ounce serving of raw sugarcane juice has about 180 calories and 30 grams of simple carbohydrates. Sugarcane juice is rich in antioxidants, namely polyphenols. Polyphenols are a type of phytonutrient that provide protection to the body’s cells by defending cells against free radicals and toxins found in the environment. A study published in 2014 in “Food Chemistry” found that while antioxidant levels varied in different varieties of sugarcane, all varieties showed high levels of antioxidants.

3.2. M.A. CLARKE, IN ENCYCLOPEDIA OF FOOD SCIENCES AND NUTRITION (SECOND EDITION), 2003 CANE SYRUPS, GOLDEN SYRUPS, AND MOLASSES

Cane syrups are usually made from sugarcane juice, concentrated by evaporation, after clarification, before any sugar is crystallized out or otherwise removed. (See SUGAR Sugarcane.) The term ‘cane syrup’ as applied to consumer products has a regional orientation to southern USA and other sugarcane-processing areas, where cane syrups and blends are sold for use on pancakes, biscuits, and cereals and in cooking. For food industry use, cane syrups are produced at sugarcane factories in Louisiana and Hawaii, or at refineries, where a blend of brown and golden-coloured streams are combined to produce syrup. Cane syrups are dark golden brown in colour, with medium flavour intensity (caramel, butterscotch, cane and green flavours; no heavy molasses flavour) and are partially inverted. (Inversion is the process in which sucrose is converted by hydrolysis to an equimolar mixture of glucose and fructose. Liquid products are still made in the UK, other parts of Europe, South America, and other areas.

4. TYPES OF RESEARCH:

Researchers have used Applied research to collect information from the community people for this study. Applied research is a methodology used to solve a specific, practical problem of an individual or group

4.1 Sample design and size

The respondents are selected based on convenience sampling technique. It is a non-probability sampling, where the samples are selected because of their convenient accessibility and proximity to the researcher. Sampling size chosen for the study is 14 members from in and around vilakuthoon area.

4.2 COLLECTION OF DATA: Primary data and secondary data are collected for the study.

PRIMARY DATA Interview schedule has been used to collect the primary data for the study.

Secondary data are collected from websites, magazines, newspapers. The data is collected, tabulated and presented in the form of Pie Diagrams. Percentage method is used for the purpose of analysis.

Table no:1 NEED IN BUSINESS

<table>
<thead>
<tr>
<th>Need</th>
<th>No Of Respondents</th>
<th>Respondents [%]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Loan</td>
<td>8</td>
<td>57.1%</td>
</tr>
<tr>
<td>Transport</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Technology</td>
<td>6</td>
<td>42.9%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>14</td>
<td>100%</td>
</tr>
</tbody>
</table>

Among the respondents, 57.1% considered loan as the basic need in their business, 42.9% considered technology as the basic need of their business and none of them require transport as their basic need.
The above chart reveals that i.e., 100% to the respondents have got the idea from their relatives.

**5. FINDINGS:**

- It has been found out that 57.1% of women have started their business because of financial problems.
- Among the respondents, 57.1% considered loan as the basic need in their business.
- 28.6% of respondents face problems in their business and 71.4% doesn’t face any problems in their business.
- Researchers have identified that everyone i.e., 100% have got the idea from their relatives.

Among the respondents, 14.3% took six months for their return on investment.

Researchers have identified that 85.7% of them bought their machines with their own fund, 14.3% by loan and 7.1% by private finance.

- It has been identified that 42.9% of them check their machines monthly once.
- Researchers have identified that 28.6% do face problems with their competitors.
- Among the respondents, researchers have identified that everyone i.e., 100% disposes their waste through garbage.

21.4% of respondents were aware about the government schemes. Researchers have found that 92.9% of them shutdown their business temporarily, 7.1% of them go for alternative suppliers.

Among the respondents, 7.1% do face problems as a woman but remaining 92.9% do not find any problems by being a women.

- Everyone i.e., 100% of the respondents haven’t received any benefits from the government schemes. It has been found that, 92.9% are satisfied with this business.
- Respondents have found that 64.3% are interested in developing their business, 35.7% are not interested in developing their business.
6. SUGGESTIONS:

- Training programs and workshops may be conducted to update them with the recent trends in the market.
- The government can assist the sugarcane juice producing women entrepreneur by providing loan at low rate of interest.
- Training can be provided to them regarding the recycle of bagasse.
- A specific place for each sugarcane juice women entrepreneur may be allotted.

7. CONCLUSION:

The major challenges faced by them are lack of sales during off season and improper knowledge about government schemes. Researchers felt that they need to diversify their business by suggest some innovative ideas to the entrepreneurs. So, the researchers, helped them to start a new butter bun shop in evening time along with the sugarcane juice as their additional business. This helps them to earn profit during off season. This new additional start up enables them to generate income from normal business sales, capital gains and royalties etc. Self-confidence is also one of the most important quality for all the entrepreneurs which motivates them to be initiative. Researchers build trust and confidence in the mind of entrepreneur. Thus, the study helps them to sustain their business during off season and helps to increase their sales and profit.

8. REFERENCES:

Factors Influencing Consumers’ Buying Behavior towards Cosmetic Products

1Dr.SANGEETHA R., 2JEYAGEETHA G.

1Research Guide and Associate Professor, 2Research Scholar,
1, 2XIBA - Xavier Institute of Business Administration, St.Xavier’s College (Autonomous) Palayamkottai

ABSTRACT: Customers purchase product based on their preference, needs and buying power. The main purpose of this paper is to have a better knowledge and understanding of consumer buying behavior towards cosmetic purchasing and what are all the factors influencing the consumers in purchasing cosmetics. In this study three factors namely personal, social and Psychological are studied.

Keywords: Buying behavior, Cosmetics, Brand, Buying habits.

1. INTRODUCTION:

Consumers buying behaviors is the sum total of a consumer’s attitudes, Preference, Intention and decisions regarding the consumer’s behaviors in the market place when purchasing a product or service. Buying Behavior is the decision processes and acts of people involved in buying and using products.

2. SIGNIFICANCE OF THE STUDY:

- Why consumers make the purchases that they make?
- What factors influence consumer purchases?
- The Changing factors in our society Consumer Buying Behavior refers to the buying behavior of the ultimate consumer.
- A firm needs to analyze buying behavior for Buyers reactions to a firms marketing strategy has a great impact on the firms success.
- The marketing concept stresses that a firm should create a marketing mix (MM) that satisfies (gives utility to ) customer therefore need to analyze the what, where, when and how consumers buy.
- Marketers can better predict how consumers will respond to marketing strategies.

3. CONSUMER BUYING DECISION PROCESS:

The process through which consumer proceed while making their buying decisions is known as the consumer buying decision process.

PROBLEM RECOGNITION:

A buyer recognizes the problem when he becomes aware of the desired state and an actual condition.

The speed with which a consumer recognizes the problem can be quite fast or slow. Sometimes, a person has a problem or need but is unaware of it. Marketers use advertising, Personal selling and other methods to help trigger recognition of such needs or problems.

INFORMATION SEARCH:

A Consumer study has shown that word of mouth communication has stronger impact on consumer judgments than print media. Consumers generally view information from public sources (government reports, publications and news) as highly credible. Marketers repeat advertisements and use visuals to increase consumer learning of information. Those brands which initially come to mind when considering purchase are called “evoked set”.

Available online on - www.ijrcs.org
EVALUATION OF ALTERNATIVES:
A successful information search yields a number of brands that a buyer views as possible alternatives. This group of products/brands is called the buyer’s evoked set.

The buyer also assigns a certain degree of importance to each criterion. Using the evaluation criteria, buyer rates and ranks alternative brands. In case the buyer is not able to decide the brand after evaluation, further information search may be necessary. Marketers influence evaluation by framing the alternatives. Framing can make a characteristics seen more important to consumer.

PURCHASE:
In this stage, the buyer chooses the product or brand to be bought product availability may influence which brand is purchased.

POST-PURCHASE BEHAVIOR:
After the purchase, the buyer begins evaluating the product to ascertain if its actual performance meets the expectations. Many criteria used in evaluating alternatives are applied again for this purpose. The outcome of this stage is either satisfaction or dissatisfaction. Shortly after purchasing an expensive product, a buyer doubts whether he made the right decision. This is called cognitive dissonance. Categories that Affects the Consumer Buying Decision Process:
A Consumer, making a purchase decision will be affected by the following three factors:
1. Personal
2. Social
3. Psychological
The marketer must be aware of these factors in order to develop an appropriate MM for its target market.

1. Personal Factors:
These include factors unique to a particular person. Numerous personal factors influence purchase decisions.

(a) Demographics: Individual characteristics such as age, sex, race, ethnicity, income, occupation and family life cycle are called demographics. These have a bearing on who is involved in family decision-
making. For example, children are assuming more responsibility and taking part in more purchase decision-making.

(b) **Life Styles:** Life style means an individual’s pattern of living expressed through activities, interests and opinions. Life style patterns include the ways people spend-time, the extent of their interaction with others, and their general outlook on life and living. People partly determine their own life styles and partly these are shaped by personalities and demographics. Lifestyles have a strong impact on many aspects of buying behavior. Lifestyles influence consumers product needs, brand preferences, types of media used and how and where they shop.

(c) **Situation:** Situational factors are influences resulting from circumstances, time and location that affect the consumer buying behavior. Situation factors can shorten, lengthens or terminate the consumer buying decision process.

2. **Social Factors:** The factors that other people exert on buying behavior are called social factors. These factors are as follows:

(a) **Roles and Family:** Role means the actions and activities that a person is supposed to perform. A person occupies several positions and, therefore, he/she has many roles. Family influences may have a very direct impact on buying behavior. Parents teach children how to cope with a variety of problems including those dealing with purchase decisions. The type of family decision making used depends on the attitudes and values of family members. Marketers must know who make the buying decisions in a family and who does the actual buying.

(b) **Reference Group:** A reference group is any group is any group that exercises a positive or negative influence on a person’s attitudes, values and behavior. In general there are three major types of reference groups membership, aspirational and dissociative. A membership reference group is one to which an individual actually belongs. An aspirational reference group is a group to which one aspires to belong. A group that a person does not wish to be associated with is dissociative reference group. A reference group may serve as an individual, point of comparison and source of information.

(c) **Opinion Leader:** An opinion leader is likely to be most influential when consumers have high product involvement but low product knowledge, when they share the attitudes and values of the opinion leader and when the product details are numerous and complicated.

(d) **Social Classes:** A social class means an open group of individuals with similar social rank. Quite often people in a society are classified into upper, middle and lower classes on the basis of their income and occupation.

(e) **Culture and Sub-Cultures:** Culture is the aggregate of customs, beliefs, values, and objects that a society uses to cope with its environment and posses on to future generations.

3. **Psychological Factors.** Factors that operate within individuals and determine their general behavior are as follows:

(a) **Perception:** Perception is the process of selecting organizing and interpreting information to derive meaning. Different people perceive the same thing at the same time in different ways.
(b) **Motives:** A motive means an internal force that orients a person’s activities towards need satisfaction. A set of motives effects a buyer’s actions. Motives that influence where a person buys products on a regular basis are known as patronage motives. These include location, price, variety, service and behavior of sales people.

(c) **Learning:** Consumers learn through information from advertisement, salespersons, friends and relatives. They also learn by buying and using products.

(d) **Attitudes:** Attitude refers to an individual’s enduring evaluation, feelings and behavioral tendencies toward an object or idea.

(e) **Personality:** Personality refers to a set of internal traits and distinct behavioral tendencies that result in consistent patterns of behavior. An individual’s personality is the outcome of heredity and personal experience. It makes the individual unique. Some individuals are introverts, dogmatic, compulsive and ambitious while other are quite opposite in nature. Personality influences the type of brand and products purchased.

(f) **Self – concept:** Self-concept or self-image means a person’s perception or view of himself. Individuals develop and alter their self concept through interaction of social and psychological dimensions.

3. **CONCLUSION:**
   • Consumer behavior influenced by three factors. Personal, Social, Psychological
   • Four main cultural processes affecting consumer behaviors habits. Beliefs, Principals.
   • Typical buying process consist of problem recognition, Information search, evaluation of attenuations, purchase, post –purchase, behaviors.
   • The attitudes of others, unanticipated situation factors and perceived rise may all affect the decision to buy.

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Changing Lifestyles and Consumption patterns: A Scenario Analysis for India and Singapore

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Abstract: This Paper deals with the Life Style Management of Indian Citizens, their behavioural changes and how it affects the Indian Economy. Most of the problems faced by the Individuals are based on their Life Style Management and their family system. The importance of law of diminishing marginal utility is applied in todays scenario. Addressing the main social problems like poverty, water scarcity, pollution, environmental issues, inflation will help India to move forward socially and economically. In Singapore they have developed very excellent infrastructure and cleanliness in their country that can be taken as the strategy to develop our Indian Economy. We will be taking lessons from Singapore to move forward. This paper will mainly focus on the family system, individual income and their expenses, health and physical fitness, Education and skill empowerment.

Key Words: Life Style Management, Indian Economy, Developing Country, Infrastructure Development.

1. INTRODUCTION:
India is an enriched country with many values, customs, rituals and heritage. At the same time India is famous for poverty, famine, bribery, corruption and all other environmental issues. When we address the life style management at individual level, relatively it will have an enormous impact at the national level.

LIFESTYLE MANAGEMENT is the outsourcing of personal tasks to commercial firms and individuals.

GDP of India and Singapore Singapore has a GDP per capita of $93,900, while in India, the GDP per capita is $7,200.

SIZE Singapore is about 4,571 times smaller than India. India is approximately 3,287,263 sq km, while Singapore is approximately 719 sq km. Meanwhile, the population of India is ~1.3 billion (1.3 billion fewer people live in Singapore).

INDIA IN GENERATION X: 1965 - 1980
The Life Style of the Indian Citizens in the year 1965-1980, Generation X where most of the people live in Joint Family System, they tried to meet their basic needs, they are not keen on luxurious life style. Their main focus is on family welfare rather than individual benefits. They are conservative in spending disposable income because, their income is just enough to meet their basic needs. During that period, there were number of famine which made people feel the taste of hunger. A Midday Meal scheme was introduced by the government to attract the under privileged children to have their basic education.

India in Millennials: 1981-1996 In this era, Joint Family system saw a transformation into nuclear family system, there was expansion of demands, since in nuclear family every individuals needs and wants are more focused and fulfilled. Industrialisation booms in India because of this transformation. The law of diminishing marginal utility starts here, where parents are concentrating on each kid. Education needs increased which paved the way to an increase and privatisation of educational institutions.
freedom given to the private institutions in fixing the education fees made a great impact in family spending behaviour.
The new economy policy was introduced in the year 1991 to reduce the domestic inflation rate, to improve the efficiency and productivity of the economy, to put the economy back on path of sustainable growth with social justice.

**India in Post Millennials: 1997 - Present** This generation are fully equipped with technology and socially networked through electronic media. They are aware about all kinds of opportunities around them. They are more competent and independent. Most of Post Millennials are self employed by the means of education or entrepreneurial skills. In this era, the wants are created by the marketers, impulse buying behaviour of the individuals are more. They have more credit than earnings and all their wants are luxurious goods. Inflation rate is high where too much of money is spent in purchasing few things. Pricing of basic commodities has also risen exponentially.

**2. OBJECTIVES:**

To analyze and compare the gap in social, economic and political factors between India and a well developed country like our neighbouring island Singapore. Since Independence, India is considered to be a developing country for the past 72 years, whereas Singapore which has limited geographical resources, human resources and many other limitations has seen a tremendous growth economically, when compared to India.

**3. METHODOLOGY:**

A descriptive study about the Indian Economic System with the help of Secondary data. Singapore became an independent and Sovereign democratic nation on 9th August, 1965. In this past 54 years Singapore has seen magnanimous growth and development in their infrastructure, political, educational and economic status. Singapore has become an international business hub characterized by a high standard of living in a clean and green environment, which came by series of farsighted and proactive planning.

**Infrastructure developments of Singapore**

From the experience of Singapore, infrastructure is clearly central to socio-economic advancement. An efficient infrastructure facilitates delivery of information, goods and services, supports economic growth and assists in achieving social objectives such as raising the living standards and educational levels.

**Provisions for basic amenities to all citizens**

To elevate the lifestyle of citizens, we need to provide them the basic needs such as housing and pure drinking water facilities.

**Home Ownership In Singapore**

The goal of home ownership for all Singaporeans required a housing finance scheme. Public housing was designed to be high-density and low price. Along with it, schools, community centres, town centres, health clinics, transportation infrastructure was built. For the Home ownership strategy, three main organizations are involved: the Government, the Housing Development Board and the Central provident fund. CPF acts as a social security organization that also helps citizens in paying back mortgage loans. Strategies for home ownership included various approaches. For instance, low interest loans payable over 20 years was provide and prices of HDB flats were pegged to household income levels.

**Pradhan Mantri Awas Yojana In India**

Pradhan Mantri Awas Yojana was launched with the intent to provide housing at an affordable price to the weaker parts of the social club, lower income group people, urban poor, and rural poor. The Yojana involves
a construction of roughly 20 million houses at an affordable cost by March 31, 2022. The strategy is getting financial assistance of USD 31 billion from the Central Government. Pradhan Mantri Awas Yojana has two components:

- Pradhan Mantri Awas Yojana Urban (PMAY-U)
- Pradhan Mantri Awas Yojana Gramin (PMAY-G)

Other basic amenities which are needed to uplift the lifestyle of Citizens in India as follows

- **Swatch Bharat Abhiyan, which** aims at reducing open defecation by constructing in-house toilets and community-owned toilets and aims to maintain cleanliness around the streets, roads, and houses
- **Saubhagya Yojana** which aims at providing electricity connection.
- **Ujjwala Yojana** which aims at providing LPG Gas connection
- Accessibility of pure drinking water
- **Pradhan Mantri Jan Dhan Yojana** which aims at opening a zero balance account and spreading banking facilities to each and every individual in the company.

4. SINGAPORE ECONOMY:

Singapore has a highly developed and successful free-market economic system. It enjoys a remarkably open and corruption-free environment, stable prices, and a per capita GDP higher than that of most developed countries. The economy depends heavily on exports, particularly in consumer electronics, information technology products, pharmaceuticals, and on a growing financial services sector. Real GDP growth averaged 8.6% between 2004 and 2007. The economy contracted 0.8% in 2009 as a result of the global financial crisis, but rebounded 14.8% in 2010, on the strength of renewed exports, before slowing to 5.2% in 2011 and 1.3% in 2012, largely a result of soft demand for exports during the second European recession.

Over the longer term, the government hopes to establish a new growth path that centers on enhancing productivity, which has sunk to an average of about 1.0% in the last decade. Singapore has attracted major investments in pharmaceuticals and medical technology production and will have on efforts to establish Singapore as Southeast Asia's financial and hi-tech hub.

5. INDIAN ECONOMY:

Economic liberalization measures, including industrial deregulation, privatization of state-owned enterprises, and reduced controls on foreign trade and investment, began in the early 1990s and have done to accelerate the country's development, which averaged under 7% per year since 1997. India's diverse economy encompasses traditional village agriculture, advanced agriculture, handicrafts, a full scope of modern industries, and a large number of services. Somewhat more than half of the work force is in agriculture, but services are the major source of economic development, accounting for almost two-thirds of India's output, with less than one-third of its labor power. India is capitalizing on its large educated English-speaking population to become a major exporter of information technology services, business outsourcing services, and software workers. In 2010, the Indian economy rebounded robustly from the worldwide financial crisis - in great part because of strong domestic demand - and growth exceeded 8% year-on-year in real conditions.

Still, India's economic growth started slowing in 2011 because of a slowdown in government expenditure and a decline in investment, caused by investor pessimism about the government's dedication to further economic reforms and about the worldwide situation. High international crude prices have exacerbated the government's fuel subsidy expenditures, leading to a higher fiscal deficit and a declining current account shortfall. In late 2012, the Indian Government announced additional reforms and deficit
reduction steps to reverse India's slowdown, including allowing higher levels of foreign participation in direct investment in the economic system. The outlook for India's medium-term growth is positive due to a young population and corresponding low dependency ratio, healthy savings and investment rates, and increasing integration into the world-wide economic system. India has many long-term challenges that it has yet to fully address, including poverty, corruption, violence and discrimination against women and girls, an inefficient power generation and distribution system, ineffective enforcement of intellectual property rights, decades-long civil litigation dockets, inadequate transport and agricultural infrastructure, limited non-agricultural employment opportunities, inadequate availability of quality basic and higher education, and accommodating rural-to-urban migration.

6. CONCLUSION:

Comparing the current and old scenario, it is better to go back to the old ways which will help us to setback our economy in the forward moving position. Looking into the drastic development of small countries like Japan and Singapore, how they tackled their destructive situations to become the superpowers even with their minimum resources. They teach us how to become the economically stable country since we have enormous potential resources.

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A Study on Issues and Challenges of Financial Inclusion in India

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ABSTRACT: Nowadays innovation and technology have brought a radical change in Indian financial system. India need more support from financial inclusion for providing cost effective financial services to low income people. The objective of this paper was to examine the issues and challenges of financial inclusion in Indian economy. The present study is an attempt to inspect the issues and challenges of financial inclusion in India. The study is based on primary and secondary sources i.e. observation, existing research studies, articles and newspaper coverage’s. This study would be useful to the public, policy makers as well as government for effectively executing, reducing invisible parallel economies and strength the economy.

KEY WORDS: Financial Inclusion, Financial services, Financial system, Invisible parallel economies.

1. INTRODUCTION:

The word financial inclusion is the process of ensuring access to appropriate financial products and services required by all sections of the society in general and vulnerable groups such as weaker section and low income group in particular at an affordable cost (As per the Rangarajan Committee report, 2008). Financial inclusion is significant priority of the people in terms of economic growth and development of society. It enables to decrease the economic gap between rich and poor in the society. It ensures people who are unable to access organized financial system so far can access it with ease (Akhil Damodaran, 2013). In the world still around 2 billion people do not have access to basic banking services (World Economic forum Report, 2014).

2. LITERATURE REVIEW:

According to Demirguc-Kunt et al., (2018) countries with deeper levels of financial inclusion defined - access to affordable, appropriate financial services-have strong Gross Domestic Product growth rates and lower income inequality. Shahul Hameedu (2014) found that the banking industry has shown tremendous growth in volume and complexity during the last few decades. Despite making significant improvements in all the areas relating to financial viability, profitability and competitiveness, there are concerns that banks have not been able to include vast segment of the population, especially the underprivileged sections of the society, into the fold of basic banking services. Bhoomika Garg (2014) conducted a study on financial inclusion and rural development he concluded that large number of small and marginal farmers, women, unorganized sector workers including artisans, self-employed and pensioners. Sayantani Banerjee et al., (2014) the study emphasis the need of financial inclusion for social development, social factors like unemployment and illiteracy are closely connected to the success of financial inclusion. Islam (2012) found microfinance institutions in India have played a key role in enhancing the status of financial inclusion. Beck et al., (2007) studied macroeconomic evidence shows that countries with deeper financial inclusion tend to grow faster and reduce income inequality.

3. OBJECTIVES OF THE STUDY: 1)To study the scenario and overview of financial inclusion in India 2)To investigate the issues and challenges of financial inclusion in India. 3) To offer recommendations for enhancing financial inclusion.

4. METHODOLOGY OF THE STUDY:

The aim of this paper is to study the issues and challenges of financial inclusion in India. The present study is based on secondary data; data was collected from journals, research articles, periodicals, news paper coverage’s and annual reports from government of India.
5. RESULTS AND DISCUSSION:

Table-1: Progress of Financial Inclusion in India from March 2010 to March 2017

<table>
<thead>
<tr>
<th>Parameter of Financial inclusion</th>
<th>March 2010</th>
<th>March 2016</th>
<th>March 2017</th>
<th>Growth Rate in % (From 2010 to 2017)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of bank branches in villages</td>
<td>33,378</td>
<td>51,830</td>
<td>50,860</td>
<td>52.37</td>
</tr>
<tr>
<td>Number of Business Correspondents</td>
<td>34,174</td>
<td>5,31,229</td>
<td>5,43,472</td>
<td>1490.31</td>
</tr>
<tr>
<td>Number of other forms of banking touch points</td>
<td>142</td>
<td>3,248</td>
<td>3,761</td>
<td>2548.59</td>
</tr>
<tr>
<td>Total Number of Banking touch points</td>
<td>67,694</td>
<td>5,86,307</td>
<td>5,98,093</td>
<td>783.52</td>
</tr>
<tr>
<td>Number of Basic Savings Bank Deposit Account (BSBDA)</td>
<td>73</td>
<td>469</td>
<td>533</td>
<td>630.14</td>
</tr>
<tr>
<td>Deposits in BSBDA(Rs.billions)</td>
<td>55</td>
<td>636</td>
<td>977</td>
<td>1676.36</td>
</tr>
</tbody>
</table>

Source: Annual Report of Reserve Bank of India, 2016-17.

Table-2: Progress of Pradhan Mantri Jan Dhan Yojana (PMJDY) up to May 2018

<table>
<thead>
<tr>
<th>Group of banks</th>
<th>Number of new savings bank accounts opened (in millions)</th>
<th>Deposits accumulated (in Rs. millions)</th>
<th>No of debit cards issued (in millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Sector banks</td>
<td>255.3</td>
<td>652182.50</td>
<td>192.00</td>
</tr>
<tr>
<td>Regional rural banks</td>
<td>50.7</td>
<td>137170.30</td>
<td>36.80</td>
</tr>
<tr>
<td>Private sector banks</td>
<td>09.9</td>
<td>22681.30</td>
<td>08.20</td>
</tr>
<tr>
<td>Total</td>
<td>316.6</td>
<td>812035.90</td>
<td>238.00</td>
</tr>
</tbody>
</table>

Source: PMJDY website

The data in the above table and chart represents the progress of financial inclusion in India from March 2010 to March 2017. Progress of financial inclusion is analyzed with the help of a variety of financial initiatives. As per the analysis it is clear that all the financial initiatives are reordered tremendous growth from 2010 March to 2017 March.
Chart -2: Progress of Pradhan Mantri Jan Dhan Yojana (PMJDY) up to May 2018

The data in the above table and chart represents the Progress of Pradhan Mantri Jan Dhan Yojana (PMJDY) up to May 2018. Progress of Pradhan Mantri Jan Dhan Yojana is analyzed with the help of three financial inclusion indicators i.e. Number of new savings bank accounts opened (in millions), Deposits accumulated (in Rs. millions) and No of debit cards issued (in millions) in three different sectors like Public, Regional rural and Private sector banks up to May 2018. As per the analysis it is clear that the public sector banks are making more initiatives for promoting financial inclusion to low income people in the society than regional rural and private sector banks.

6. DISCUSSION:

Though a lot of support and initiatives given by the banks, government of India, state governments and local governments, still majority of the rural people are not in a position to avail the benefits of financial inclusion because, the policy makers and individuals are facing several hurdles for executing and availing the financial inclusion to be successful. It has been found that the lack of financial literacy, majority of the people are not utilizing right financial products and services based on their needs. Hence the governments, policy makers and banks should make initiatives through various channels for promoting financial literacy among the unbanked individuals and low income people especially in the rural society; this will leads to better financial decisions and the selection of right financial products that best suits the needs of individuals.

As a part financial inclusion expansion banks are promoting financial services through financial technology initiatives such as mobile banking and virtual currencies, there is a lack of trust among the people and consumers as to the security and reliability of technical platforms. Hence the banks and concern authorities should promote confidence in these technology based payment services by releasing clear guidelines and regulations that will ensure the confidence and trust in the minds of people and consumers.

As per the analysis mainly public sector banks are making initiatives for progressing financial inclusion in areas like opening of banking branches in villages, deploying Business Correspondents (BCs), opening of Basic Savings Bank Deposit Account (BSBDA), opening of banking touch points, grant of credit through Kisan Credit Crads (KCC) and General Credit Cards(GCC). Hence it is advised to the government and banking authorities of Regional rural banks, Private sector banks and foreign banks should also take much more initiatives for progressing financial inclusion to the low income people in the society.
Research studies revealed that in developing countries like India the rural women in general face unique obstacles when trying to access financial services, therefore in order to expanding financial inclusion among the rural women the banks and formal authorities should make special initiatives like credit with low interest, financial support to women self help groups etc., for removing gender inequality in financial services. Another challenge is making accounts operational to the banks, 25 crore Pradhan Mantri Jan Dhan Yojana accounts have been opened in the last two years mainly in public sector banks, it is difficult to the banks all the accounts are to be operational.

7. CONCLUSION :

Financial inclusion enhances the country. The economy will develop faster and stable and it will also increase the quality of human life and also ensure a systematic growth in the country. Financial inclusion is not a onetime goal. It is a contentious and progressive initiative, which will evolve itself over a period of time. From the analysis, it can be concluded that the Reserve Bank of India, Government of India, Policy makers including stake holders focus on developing policies and making many more initiatives considering a sustainable basic banking services to financially excluded population.

8. LIMITATIONS AND SCOPE FOR FURTHER RESEARCH :

This study has the following limitations: Study was based on secondary sources of data. The results cannot be generalized for other segments and other countries. The present study resolves around the area of issues and challenges of financial inclusion in India. Further research can be done on growth and opportunities of financial inclusion in India. Research can also light on the areas like impact of Financial Inclusion Initiatives on financially excluded population, quality of human life, banks administrative costs, service quality, profitability and overall efficiency of the banks.

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Psychological Aspects of Decision Making In Capital Markets

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Abstract: Cognitive psychology and conventional economic theories that comes under behavioral finance actually twists or explains the most possible reasons for which individuals make irrational financial decisions. Behavioral finance can be considered as a multi-disciplinary research area for the reason that it amalgamates psychology and finance. Behavioral finance also search and find out the problems that affect the decision making process and explains the irrational nature of investors, groups and organizations. The main objective is to understand the behavioral determinants that influences the individual investor’s decision at financial front.

Keywords: Behavioral Finance, Perceptions, Psychology, Investors, Investment.

1. INTRODUCTION:
There are many behavioral biases are ingrained aspects of human decision-making processes, these are unhelpful for achieving success in long-term activities such as investing. Behavioral finance has been growing over the last twenty years specifically because of the observation that, investors rarely behave according to the assumptions made in traditional finance theory. Financial markets across the globe are undergoing reflective, unprecedented and fast-paced changes. The composition of investment options and the blend of investor’s perceptions eventually the reason for emerging of capital market in line with countries economic and business progress. Behavioral finance seeks to explain the irrational and biased behavior through the application of cognitive psychology. Behavioral finance, despite its limitations, provides necessary insights to financial advisory service providers and policy makers to understand the retail investors towards the equity investment.

2. STATEMENT OF THE PROBLEM:
The traditional financial theories were based on the framework that investors act rationally and consider all the available information in making the financial decision, which are the major tenants of the efficient market theory. It also assumes that the market is transparent and does not suffer from any information asymmetry. The turbulence faced by the capital market cannot be explained by the efficient market theories since it assumes investors act rationally. The eroding retail investor base is very critical since the capital market requirement contributed by domestic savings can curb the flight of capital. Further, the artificial volatility can be curtailed and controlled with larger participation of domestic retail investors

However, many research studies proved that the retail investors act irrationally in making the financial decisions due to psychological factors such as emotions and cognitive biases. Behaviour finance departs from the traditional rationality theory and considers the psychological factors which include the personality traits and the attitude bias.

3. OBJECTIVES OF THE STUDY:
The basic objectives of the present research work are 1) To study the investor’s perception and awareness level of investor’s characteristics and 2) To identify the psychological factors that influence in decision making in capital markets.

4. METHODOLOGY OF THE STUDY:
The paper is mainly conceptual in nature and it is based on the earlier research works, journals, articles related to behavioral finance available over internet based sources. Various other related books and journals which are available in physical form are also accessed to develop the foundation of the paper.
A) Beliefs Formation

Perception of Information  The psychology studies states that, the human mind is limited in its ability to focus and process all the incoming information. It also stress that the final form our decisions take is often strongly influenced by the signals received by our subconscious. The widely discussed psychological phenomena called framing effect (Kahneman and Tversky, 1984, 2000). This consists in analyzing problems without paying attention to their wider context or even in an extremely isolated way. Studies carried out by Tversky and Kahneman (1981, 1986), and others, because of such contracted perception and decision makers may changing preferences, and make radically different choices depending on the way in which the same.

According to the theory of self-perception (Bem, 1972), people get to know themselves by observing their own behavior in different situations. When taking action or deciding how to treat new information, they remember what they did in various other situations. This approach facilitates the formation of habits or self-imposition of rules of behavior.

Overconfidence, Optimism, and Narcissism  A lot of evidence suggests that decision makers are generally overconfident. This can be manifested in three basic ways: above-average effect, calibration effect, and illusion of control. Overconfidence is usually closely linked with excessive optimism and unrealistic wishful thinking. It is also related to narcissism, which, however, is more a personal trait than a cognitive bias. When making assessments and constructing beliefs about reality, people consider their knowledge and skills to be above the average. They rate themselves better than the average man. The studies said that they stood less-than-average chance of developing a specific and were less-than-average likely to be mugging, and others (Weinstein, 1980; Svenson, 1981; Barberis and Thaler, 2003). Yet, if we were to divide the entire population in two by each of these criteria, those who are better than average cannot possibly constitute more than 50 percent. This means that a large group of people overestimate their capabilities.

Representativeness and Regression toward the Mean  Representativeness heuristic is a mental shortcut where the probability of an event or a state is estimated through assessing the degree to which incoming information is similar to a specific remembered pattern (Kahneman and Tversky, Grether, 1980). In other words, if we want to know whether a given set of data X was generated by model Y or whether object X belongs to a certain class Y, we should look for similarities between X and crucial features of Y. The approach itself might make sense, but its practical application is often fraught with serious mistakes that have impact on the final decisions.

The values of successive observations get closer to the mean of a given feature in the entire population. Reoccurrence of extreme observations is not likely. One example of failing to account for the principle of regression toward the mean is excessive extrapolation of good and bad average student grades (Shefrin, 2000). However, the principle of regression toward the mean must not be over interpreted. It does not say that where there have recently been values above the average, we should expect result below the average in the future. We can only suppose that subsequent observations will be closer to the average value for the entire population calculated on an ongoing basis.

Beliefs Updating  The reality surrounding us is very dynamic. Almost every moment brings new information that forces us to constantly revise our previous beliefs and forecasts. The key question though is whether the human mind is capable of catching up with this multitude of news. Also, can such information be correctly received and processed in the context of preconceived notions. There is a lot to suggest that we cannot properly update our forecasts in the light of new facts and that we often treat such facts in a selective manner.

On the face of it, cognitive conservatism might seem to contradict the tendency described in the previous section whereby people jumped to conclusions on scant information. However, although representativeness bias may stem from such factors as overreaction to clear, descriptive signals conforming to a stereotype, cognitive conservatism occurs when such signals cannot be assigned to any specific pattern familiar to the
decision maker. In such cases, the new information is likely to be underestimated, and the decision maker will focus on his initial assessments (Barberis and Thaler, 2003).

B) Preferences What we have presented so far are selected psychological phenomena illustrating how people perceive reality, construct their beliefs, and revise them. Let us now focus on those factors that may contribute to shaping a decision maker’s preferences.

Ambiguity Aversion The discussion was based on the assumption that decision makers face choices between alternatives whose probability distribution is objectively known. In reality, however, the probability of many events is not defined precisely and must usually be estimated subjectively when making a decision. When it comes to analyzing cases with undefined probability distribution, the equivalent of the classical utility hypothesis of Von Neumann and Morgenstern (1944) is the theory of subjective utility proposed by Savage (1954). According to the theory, preferences stem from utility function expectations weighted by probability estimates made individually by the decision maker. The theory was also based on a number of restrictive axioms, one of which is the assumption of additively imposing a condition that the total of all probabilities estimated by the decision maker for different alternatives must be equal to one.

Status Quo Bias and the Endowment Effect Samuelson and Zeckhauser (1988) documented that preferences may be heavily dependent on the status quo present when making a decision. It turns out that we are incredibly often reluctant to take steps that would change the current situation. It is to be biased toward maintaining the status quo even though our preferences would be completely different if we were to make the same choices without any information on the current state of affairs. Samuelson and Zeckhauser conducted an experiment in which they asked different groups of respondents to specify their investment preferences given various alternatives of investing a hypothetically inherited sum of funds. Each time, the respondents were to choose whether to invest in: stock of a moderate-risk company and moderate expected return, stock of a high-risk company and high expected return, treasury bills. The task was slightly modified for each group, that is, one group did not get any additional information about the form in which the funds were inherited, whereas other groups were told that at the moment of inheritance, the funds were in the form of one of investment opportunities.

Preferences in Time Traditional economic analysis of preferences in time is based on the theory of discounted utility suggested by Samuelson (1937). According to the theory, decision makers will postpone consumption only when the level of utility for future consumption is sufficiently higher than the utility of current consumption. The required difference between the levels of current and future consumption is determined by the discount rate. One of the central axioms in Samuelson’s theory of discount utility is the stationary nature of the discount rate. In other words, preferences toward two alternatives with different consumption levels will only depend on the time interval between the occurrence of one or the other alternative.

C) Emotions

Mood and Weather Psychologists argue that the decisions we make may be heavily dependent on emotional states. In general, people in good mood are more optimistic in their judgments and more willing to take risks (Johnson and Tversky, 1983; Wright and Bower, 1992). On the other hand, in a bad mood, incoming information is usually assessed more thoroughly and critically ( Petty et al., 1991). Mood swings have an especially strong impact on how decision makers evaluate abstract, temporarily distant phenomena about which they do not have any specific or precise information (Forgas, 1995). The role of emotions in risk perception and decision making was systematically expanded on by Loewenstein et al. (2001). They argue that each element of the decision process is influenced by emotions. Dowling and Lucey (2005) also provide an overview of literature on the role of emotions and feelings in decision making. People shape their preference depending on their mood even when the reason for the good or bad feeling is completely unrelated to the area in which they need to make a decision.
Regret and Disappointment. Regret is a psychological reaction to making a choice whose outcomes proved disadvantageous (Bell, 1982). The feeling of regret will be especially strong when it turns out that an alternative, previously rejected in favor of the wrong decision, would have brought desired results. However, our regret will be much more acute if the price of stocks X falls while the market is bullish (Nofsinger, 2001).

Greed and Fear. Representatives of behavioral finance argue that investors experience two strong, contradictory feelings when making decisions in the capital market. Greed is related to the prospect of enrichment and it is the main causative factor for accepting risky investments. A moderate amount of greed is good in the capital market, and overall in the economy, because it makes people overcome the general risk aversion and gives motivation for many initiatives. However, too much of greed can blind people in pursuit of higher consumption. Fear is a negative feeling triggered by the possibility of suffering a loss and it works in an opposite direction, discouraging risky behavior. It is a sort of emergency brake preventing investors from taking excessive risk when pursuing profits. The degree of fear will be the higher, the greater the loss the investor is exposed to. The loss should not be understood in absolute terms, however, but as a relative diminishing of investor’s property (level of consumption) in the case the market moves against him. The feeling of fear will get especially strong if the potential loss might expose the living standard enjoyed so far and force the investor to reduce consumption considerably. Under extreme circumstances, fear may turn into panic, that is, a situation when the top priority is to minimize risk, regardless of heavy losses. Panic is actually one of the few forces that can suppress general loss aversion. Simultaneous feelings of greed and fear constantly impact investor decisions. Shefrin and Statman (2000) argue that investment portfolios are made up of two kinds of instruments.

5. CONCLUSION:

There is always a motive to save a portion of the current income for the future. Saving is a good value and should be inculcated from the childhood onwards. When the money saved is converted into an asset, it becomes investment. Investment is an important economic activity and as it plays a vital role in country development. It provides the pool of capital for the economic development and growth. Investment refers deployment of money in an asset for the purpose of making future earnings. The future earnings are referred to the returns from the investment in the form of interest or dividends. Every individual makes an investment with a goal. Goals ought to be made to fulfill needs. The success in reaching the goal depends on making the right choice of investment avenues matching the behavior of the investors. The available choice of investment with the blend of investors’ behaviors influenced by several factors such as Investment avenues and investors characteristics, Investment pattern and impact on satisfaction, Pre-and-post investment behaviors, Investors’ perceptions and awareness level and Investment avenue and expected return and risk.

6. REFERENCES:


Study on Sustainable Supply chain Implementation in Business Organisations

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ABSTRACT: Sustainable supply chain management has already an important part to be considered for a good supply chain. In the current scenario everything is digitalised, that makes everything to be purchased through online. This online business environment has made everyone to be very clear about their customers need and what they are currently looking on. This include how they need that product and where they need the product, hence making business a very competitive environment. This competitive environment makes us to be prepared in advance for anything before other competitors are ready. Thus the challenges that are expected in supply chain are unavoidable. Sustainability in SCM is become a major topic among the researchers, but the implementation and execution part still far in many organisations. In this research papers, it has been studied about the relation of education and trained resources about the sustainable supply chain implementation. Our country is in a developing stage, due to this there found to be lot of hurdles to implement a sustainable supply chain. In present research, an effort has been made to identify whether the education has a change of implementation in implementing Sustainable SCM. This study is also have more options to expand in furure to find about the relationship of other characteristic that influence in implementing sustainable SCM.

Keywords: Supply chain; sustainability; environment, supplier and customers.

1. INTRODUCTION:
Supply chain management is very complex and plays important role in cost reduction, inventory reduction, and better production process with profitability. But these concept changed in the recent years, due to environmental and climatic effect all around the world. These issues faced by the society due to environmental impacts are getting more attention for the drive to change the supply chain process followed conventionally. The sustainability in the SCM operation are becoming a mandatory requirement to address not only these environmental issues, but also the social and economic factors. Supply chain management is always important operation in any kinds product’s sustainability. Understanding the level of economic, social, and environmental impact along with synchronisation of customers and vendors is getting more challenge. But this integration of sustainable SCM and vendors/customers coordination is the future to move towards sustainable environment for all of us. It becoming more pressure due to the corporate social responsibility along with Government policy to be the driver of this change.

Thus it become a challenge for the organisations to create a SCM system where both profit enhancement and social concern are to be implemented. Hence business people who runs their manufacturing or transporting the goods/service are to be more concern about reducing the social and environmental impact. The Sustainable Supply Chain Management has been found to be the positive solution for creating a balanced social, environmental and economic benefits in supply chain operations. Sustainable SCM may be perceived as the proper management of related environmental, social, and economic impacts in constructing and maintaining effective and efficient global supply chains. Sustainable SCM encourages governance practices at all levels of lifecycles of goods and services that reduce waste, ensure long-term maintainability and economic value of environmental and social well-being of all stakeholders’ interest in the creation and delivery of products and services. Although it is a very difficult task to bring into the decision process of the rights and needs of all interested stakeholders in the marketplace, it is to the long-term benefit of the properly managed supply chain relationships and corporate sustainability initiatives that ultimately promote broad-based sustainable development objectives for the good of people, plant, and profits.
Though there are lot of studies and literatures which are on theory, still the implementation of these practice of Sustainable SCM is slow in most of the mid-level companies. Its been increasing very fast in the market about how sustainable process can help the organization, but still many firms are exploring for the best ways to incorporate sustainability principles into their supply chain. Manufacturing companies, logistics companies and also supplying companies are following different process which they are struggling to integrate as a common Sustainable SCM practices. To recognize the hurdles in the process, it takes an in-depth study to go to the root of all. This in-depth study will enable the organisations to create a most competitive Sustainable SCM process.

2. Implementation of Sustainable Supply Chain Management:

Sustainable supply chain management became an indeed need for the proper execution of supply chain. In today’s electronic and online business environment, one has to be in a position to understand what their customers are searching for, where they need it and when they need it in advance. This competitive environment makes us to be prepared in advance for anything before other competitors are ready. The challenges faced in supply chain are inevitable that we have to face it as better as possible.

Most of corporate business are already executed their supply chain in a more sustainable manner. And the promotion of go green and product are friendly to environment becomes the way of promoting the business in future. To make a sustainable business, most of the corporate companies are making their products without affecting the environment, packing with eco-friendly material or delivering their products in a way that doesn’t affect the environment. Also the product should be made in a way, that it can be re-used and recycled. The business should not be damage for environment and create climate change, or contributing to social inequalities or any other non-ethical activities in profit motive in overall.

These can achieved by starting the sustainability process from the procurement of raw material itself so as by having the right suppliers who cares about the sustainable environment in creating this raw materials. These can achieved by rewarding the business to suppliers who cares about sustainability, how big or small level companies suppliers. Following are some of the steps for implementation of sustainable supply chain management:

2.1. Supply chain Mapping:

Creation of the most suitable sustainable SCM plan for the Business. This can be done be setting up goals and objectives that meet sustainability in the business. Many companies do not have a comprehensive understanding of the sustainability impacts of their supply chain. An early step is to inventory suppliers, identify the most significant environmental and social challenges they have, and prioritize efforts with suppliers. Positive partnerships with its suppliers. Some criteria that may be helpful for prioritizing suppliers include level of spending, importance to business continuity, and geography as a proxy for risk. Identify suppliers with strategic or preferred status based on volume and business impact. Tier 1 and Tier 2 suppliers are required to provide information about their sustainability programs and demonstrate continuous improvement. Suppliers are classified into four groups of environmental performance, with each incorporating specific key performance indicators (KPIs).

2.2. Expectations are to communicated among the customer and suppliers:

Focusing on sustainability within your supply chain is a great way to communicate corporate values and culture to your suppliers and customers. Establishing and communicating expectations through a supplier code of conduct is a critical step in involving suppliers in your sustainability efforts. Consider the entire supply chain process for checking sustainable level. Checking in every part of the operations sustainability to be economically, socially and environmentally implemented. Many resources and tools have been created to assist companies with the development of a supplier code of conduct.

2.3. Supplier performance Standard:

The development process is carried over by having various indicators of sustainable operations like how they follow waste disposal, environmental impact concerns, usage of
energy, employee utilization etc. Once you know who your target suppliers are and have set compliance standards, collecting data from suppliers through a simple benchmarking questionnaire or self-assessment will provide you an understanding of your starting point. Many organizations like as retailers, major brands have started evaluating the performance of their suppliers through questionnaires and surveys.

Also, organizations incorporate all areas included in their code of conduct with special focus and weight in the self-assessments related to areas that are important to their business. The standard assessments form the starting point for future programs to improve supply chain sustainability and help assess where the greatest need for improvement exists. The information is used to compile the environmental metric in the annual scorecards for top tier suppliers and to identify opportunities to partner with suppliers to advance business practices in target areas. Also communicating back to suppliers in a constructive way is critical for future engagement and provides encouragement for improvement.

2.4. Training need and capacity development: This is an important step in improving sustainability and driving behavioral changes throughout your supply chain. Many external resources are available to support these efforts and some are tailored to specific sector needs. Development of polices for both customer and the suppliers are to done. In our experience, one effective way to transfer knowledge across the supply chain is to leverage the best practices and case studies from top performing suppliers at annual vendor conferences, via online training modules and through capacity building campaigns. Showcasing the success stories of selected suppliers, companies not only recognize their efforts but also demonstrate the practical benefits of sustainability initiatives to others in the supply chain.

2.5. Performance improvement Drive: Once supplier baseline performance is understood, an audit program can measure performance improvement over time. Audits can reveal local practices, behavioral challenges and practical opportunities for improvement that are difficult to identify through questionnaires alone. Once your organization implements an audit program, be prepared to act on the findings by developing and executing corrective action plans by clearly communicating the results and your expectations to suppliers, developing a capacity-building program and, if necessary, terminating suppliers if non-compliance persists. Evaluation of the supply chain by verifying how sustainable the implementation is in the organization and environment. Necessary solutions are to be taken as per the feedback of the evaluation. These changes are a continuous process towards a better sustainability in future. These assessments and audits paired with incentive programs that reward sustainability efforts have a greater ability to drive sustainability performance. Encouraging transparency and selecting or awarding more business to suppliers with stronger sustainability performance can be very effective in driving improvement.

2.6. Joint-collaboration among Industries: Many companies recognize that complex supply chain challenges cannot be solved by individual efforts and that industrywide collaboration is required. Working in a pre-competitive environment, peer companies that share similar supply chains can set common standards and best practices for sustainability performance and allow suppliers to be evaluated on the same metrics. These collaborations help prevent audit fatigue, training redundancy and mountains of paperwork for suppliers working to meet similar requirements from their customers. Working with your industry peers is a great way to share knowledge about the sustainability performance of your suppliers. Above are the step to carry over the implementation of sustainable SCM among the organization.

3. ANALYSIS AND RESULTS OF THE STUDY:

For this study Qualitative approach is used by review, surveys, observations and interviews as the primary data collection methods. This method helps to observe and understand the relationship of a main variables highlighted in this research. The scope of the research is from small and mid-level categories of manufacturing companies in India. Theses organization are very important in the sustainability process in our
country, as they are majority. There are limitation in these as these data are collected from southern states of India and the sample cannot be considered for broader overview.

Complementary results

These organisations are all business-to-business companies from India. These are from those implemented or realized the SCM sustainability performance and those who are not even knew about it. And the next is about the observation and questions regarding how the education level is having an impact on implementing sustainable SCM in their job or business operation. i) Following are the chart1 which shows the organizations implemented and not implemented category:

Chart 1: Implementation of sustainable SCM

![Chart showing implementation of sustainable SCM]

The above chart clearly says that 85% of them from the sample have not implemented sustainable SCM in their Business and only 15% of them have implemented the sustainable SCM. These small and mid level companies are in lot of hurdles to attain the stage of implementing sustainable SCM. Also they are not aware about the importance and positivity in their business growth due to sustainable SCM. Following are certain reasons given by them for not implementing the sustainable SCM: No awareness about the advantage of sustainability, Customer demand fluctuations, Cost of this process is high, Regular routine are comfortable, Complexity in implementing this sustainability with partners. The other implemented organisations are people with better exposure in environmental concern and understood the advantage of its implementation in a long run.

ii) Educational level and the implementation of sustainable supply chain

Implementation of sustainable supply chain may vary according to the educational level of the people who carry over the business. To find whether there is any relationship between the educational level and the implementation of sustainable supply chain, one-way Anova is applied.

Hypothesis: H₀: There is no relationship between the educational level and implementation of sustainable supply chain.

H₁: There is relationship between the educational level and the implementation of sustainable supply chain.

Summary of one way Anova on educational qualification and the implementation of sustainable SCM:
### Variables

<table>
<thead>
<tr>
<th>Categories</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Groups</td>
<td>.197</td>
<td>.224</td>
<td>.785</td>
</tr>
<tr>
<td>Within Groups</td>
<td>.861</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The above table clearly explains that the p value (.785) is greater than 5% of significant value. Hence, the null hypothesis is accepted. So, there is no relationship between the educational level and the implementation of sustainable supply chain. The employees stated that the implementation of sustainable supply chain is based on the awareness about need of sustainable supply chain in the organization. They also stated that the educational level actually helps in the method or selection strategy need to implement a better sustainable supply chain. In these almost majority of these organizations are having no idea about sustainability. But when explained, they realized the importance of it and expressed the interest of implementing in near future. So its understood that it more of social awareness that should be ingested into the business environment to convert all the organisations to go for sustainability. Its more of self-responsibility and awareness than to be given pressure, which may lead to poor implementation process.

### 4. CONCLUSION:

Developing country like India needs more social responsibility and environmental concern inorder to grow further. Though many research and approaches are followed, still there are many who were not aware about the importance and the need of the implementing sustainable SCM. But the recent trends and social awareness are slowly changing these gaps. Its been found that the thought of better is not something to be trained or pushed, rather it should be of self awareness and willingness to change the business to a better sustainable operation. This change will make the society a wonderful place to live and give it for the future generations. It may take some hit initially, but the slowly these process will can reap the benefits in the long run for successful and competitive business.

### 5. REFERENCES:

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Lifestyle of Women College Educators and its impact on their Career Development

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ABSTRACT: Women plays vital role in all the fields, especially teaching profession. The aim of this research article is to know the lifestyle of women college educators on their health aspect. To analyze the impact of lifestyle management of their career development. Lifestyle of 32 women college educators is given their response to the questionnaire circulated through google forms. Chi-Square tool is used. $H_0$: There is no significant association between years of academic experience and attitude when dealing with students. $H_0$: There is no significant association between time spent in personal grooming (physical fitness) and having career break. Career development of women breaks in her mid level career due to various reasons like relocation due to marriage or husband transfer, maternity, illness of family members, illness of their own because women not taking care of their health properly. Women should pay attention in her lifestyle to develop their career at all levels.

Keywords: Lifestyle Management, Women College Educators, Career Development.

1. INTRODUCTION:

Lifestyle of Women in their health aspect has a different dimension in their life. “lifestyle” is a relatively common theory that often is employed to refer to the way people live and is the full range reflection of societal values, attitudes and actions. Lifestyle includes behaviors such as food habits, sleeping and resting, physical action and exercising, weight controlling, smoking and alcohol use, immunization against disease, coping with stress and the ability to use family and guild to fend for.

Career development refers to managing one's career in an intra-organizational or inter-organizational scenario. It involves training on new skills, moving to higher job responsibilities, earning a career change within the same system, moving to a different system or taking up one's own line of work.

An article from India today.in, Education today
In the survey for the year 2018-19. There are merely 73 female teachers per 100 male teachers' says, study
For the annual survey, the higher education institutions are categorized in 3 broad categories--university, college and stand-alone institutions. A total of 962 universities; 38,179 colleges and 9190 stand-alone institutions participated. “Looking at female per 100 male teachers, there are 58 teachers at the university level, 76 and 71 female teachers per 100 male teachers at college and stand-alone institutions, respectively,”

2. OBJECTIVES:

This research article focus on Women College Educators Lifestyle and its impact on their career development with this major objectives as follows

- To know the lifestyle of women college educators on their health
- To analyze the impact of lifestyle management of their career development.

3. METHODOLOGY:

Sample unit for this research article is Women College Educators. The questionnaire is formulated and circulated in google forms to the known circle of women college educators. Convenience sampling is used. The chi-square test is used as the statistical tool. Research Hypotheses as follows: $H_0$: There is no significant association between Years of Academic Experience and Attitude when dealing with the students.
H02: There is no significant association between Spending time for Personal Grooming (Physical Fitness) and Having Career Break.

5. ANALYSIS AND DISCUSSION:

CHI-SQUARE TEST OF ASSOCIATION

Research Hypotheses:
H01: There is no significant association between Years of Academic Experience and Attitude when dealing with the students
H02: There is no significant association between Spending time for Personal Grooming (Physical Fitness) and Having Career Break

<table>
<thead>
<tr>
<th>Academic Experience in Years * Attitude when dealing with the students</th>
<th>Chi-Square Tests</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>16.076</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>19.229</td>
</tr>
<tr>
<td>Fisher's Exact Test</td>
<td>19.900</td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>32</td>
</tr>
</tbody>
</table>

a. 24 cells (96.0%) have expected count less than 5. The minimum expected count is .06.

Interpretation
The Fisher’s Exact Test p-value (.124) is greater than the level of significance (0.05) and the null hypothesis is failed to get rejected. Therefore it is inferred that there is no significant association between Years of Academic Experience and Attitude when dealing with the students.

Discussions
From the above table, we may infer that there is no significant association between years of academic experience and attitude when dealing with the students. Due to various circumstance, Women College Educators may suffer in handling or dealing with students. Some Women College Educators may be always cool in dealing with students irrespective of number of academic experience they have. Some may be always tensed in dealing with students apart from teaching in dealing with students because nowadays teaching has gone beyond syllabus. Dealing students in day today affairs is more difficult than handling classes. So, the life style of women college educators will definitely have impact rather than years of experience. Women College Educators have to upgrade themselves to cope with the students.

Spending time for Personal Grooming (Physical Fitness)* Having Career Break

<table>
<thead>
<tr>
<th>Chi-Square Tests</th>
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<tbody>
<tr>
<td>Pearson Chi-Square</td>
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</tr>
<tr>
<td>Fisher's Exact Test</td>
</tr>
<tr>
<td>N of Valid Cases</td>
</tr>
</tbody>
</table>

a. 20 cells (100.0%) have expected count less than 5. The minimum expected count is .03.
Interpretation
The Fisher’s Exact Test p-value (.263) is greater than the level of significance (0.05) and the null hypothesis is failed to get rejected. Therefore it is inferred that there is no significant association between Spending time for Personal Grooming (Physical Fitness) and Having Career Break.

Discussion
From the above table we may inferred that there is no significant association between spending time for Personal Grooming (Physical Fitness) and Having Career Break. Definitely there may be other major reason like relocation due to marriage or transfer of her father or husband. Mostly women college educators take a career break as maternity leave for their kids. Some women college educators who are very strong, have willpower, plan and forecast their future very focused doesnot take career break.

5. CONCLUSION:
Women College Educators have to improve their lifestyle in the following ways. A number of lifestyle factors can impact on your overall wellness and wellbeing, but just a few little modifications can receive large benefits. Elements such as Exercise, Healthy eating, Hydration, Sleep, Stress, Weight management

   Exercise raises your mood and helps maintain muscle and bone health and can dilute the risk of chronic diseases. Train for 30 minutes of moderate exercise per day for five or more days per workweek.

   Healthy eating will nourish your physical structure. Feeding a balanced diet from a spacious assortment of foods based on starches, fruit and veggies, with smaller amounts of dairy, greasy fish and meat is best. Take a ‘rainbow’ of colored fruit and vegetables for a full range of foods. Nutrients which are high in saturated fat, sugar or salt should be eaten infrequently as treats. Have regular meals to keep your blood sugar level and maintain your energy levels up.

   Drink plenty of liquid and, in particular, water which is indispensable for both head and physical structure. Look on your caffeine and carbohydrate uptake. Propose for 6 to 8 hours per night to enable your body to regenerate its push. Adequate sleep is key to your psychological well being and for your immune system.

   Instead of using our stress hormones but for emergencies, many of us live life at such a pace that they are activated all the time, which can cause an untoward consequence on your body and mean we are continually bad tempered. Ways to help release your stress: Tackle any problems head on – don’t delay; take in a good joke or cry with friends; practice saying ‘no!’; pamper yourself, unwind in a bubble bath; ask for help; exercise regularly; eat a balanced diet; and obtain adequate rest. If you are overweight, aim to lose between 5 and 10% of your body weight through healthy eating.

6. REFERENCES:
THE INFLUENCE OF ORGANIZATIONAL ENVIRONMENT ON PERSONALITY DEVELOPMENT AND EMPLOYEE WELL BEING

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ABSTRACT: Organizations have taken initiatives in improving the conditions of the work environment by tailoring it to suit the necessities of employees, and to create a positive influence on the personal conduct standard, behavioral pattern, and commitment to improving environmental performance. Organizations are also displaying environmental commitment and responsibility to ensure employees are provided with facilities to empower a positive result of work activities performed. There is a relationship between the performance of employees and the managerial decisions that result in affecting the behavior of an employee. There are efforts that focus on effective change in the management to help create and incorporate sustainability among the employee workforce. When the change in the organizational environment isn’t responsive, there is going to be a downfall in both the performance of the employees and the productivity of the organization as a whole. Employees adapting to new principles and working practices also play a vital role in the overall performance of the organization prompting manageability among the various competitors in the outside organizations environmental framework. Employee personality has a significant outcome in the overall organizational behavior that influences the work ethics, practices and outcomes in an organizational work environment. The management in the organization are taking additionally enthused about streamlining positively influencing the motivation among employees, and are also keen on optimizing a positive organizational behavior in the work environment. This paper gives an overall picture of parameters that are to be practiced and followed to create and ensure a holistic employee well-being scenario, and strategies that are to be focused that diverts employees towards a successful business and ensure a positive organizational environment.

Keywords: Employee personality, Organizational environment, Personality development, Holistic approaches, Employee well-being.

1. INTRODUCTION:

In today's competitive business world, organizations have to analyze various strategies that would push employees and the work environment to remain on top of the competitor and also sustain along the performance journey in ensuring there are productivity and profitability (Prem et al. 2017; Walumbwa et al. 2018). Employees being emotional beings are often driven by the perception that leads to negligence in work patterns among employees, frequent absenteeism, work pressure and dis-fellowship among other employees. Therefore management in organizations is working on ways to improve the working environment to see that there is a positive atmosphere to enable satisfaction among working employees, reduction in the job stress levels, maintain organizational commitment and achieving the set targets.

There are several factors that contribute towards creating a positive environment in which there an important role of managers and superiors and management connectivity among employees to influence these factors. (Carmeli, Spreitzer 2009; Walumbwa et al. 2018). The role of the management in the organization in supporting and innovating the organizational work environment plays a major role in motivating the workforce and achieving desired results among employees. Organizations are stressing on understanding the necessary elements to provide social guidance among organizational behavior.

There is a distinctive relationship between social condition and organizational strategies that influence the behavior of employees. (Madrid et al. 2014; Shanker et al. 2017). In order to promote sustainable development of the organization, measures are taken to increase and improve employee participation and
engagement in activities, and by changing the behavioral pattern among employees through the organizational environment.

2. OBJECTIVES:
To analyze the implications of organizational work environment, To study the impact of employee performance in organizational sustenance, To execute strategies on expanding and improving employee commitment, To establish organizational standards to generate sustainable development objectives, To shape strategic decision making build an organizational holistic culture, To initiate employee sustainable development practices

3. ORGANIZATIONAL ENVIRONMENT:
The organizational environment has a greater impact on influencing the employee behavioral pattern, moral code of conduct, employee engagement, and effective productivity both in a positive manner and vice versa. Organizational environment binds together both economic and non-economic factors that include economic and organizational policies, social behavior, religious beliefs and traditional approaches practiced in the present scenario of the country. (Mittal, 2007).

The organizational environment should focus on improving the working of the employees, develop interpersonal skills, initiate plans to be accomplished and work together on implementing plans to achieve a desired common organizational objective. Therefore to better understand the impact of organizational variables on employee behavior, the components of the holistic model of employee well-being may be discussed below as follows:

Holistic Approach on Employee Well-being
There are certain approaches that are necessary in ensuring that the employees are being provided with the basic amenities and required demands. This holistic approach may be explained below as follows:

Figure 1: Holistic Approach on Employee Well being

The above figure 1 indicates the overall holistic approaches that evolves around the organizational set up and to determine ways to motivate employees in the organizational environment. These may be discussed below as follows:
Physical Well-Being: The working environment in an organizational setup should keep a keen focus on the physical well-being of the employees, and to ensure there are no rising issues to the cause of illness and employee discomfort. In the present day, several organizations are taken quality control measures to maintain employee safety and wellbeing. This ultimately creates a positive attitude among employees and they are able to increase their work performance due to employee satisfaction. Management should take utmost concern in safeguarding the wellbeing of employees in the work environment, that comprises of ensuring facilities are provided such as working gear, office setup, hygiene, and sanitation, maintained equipment and hazardous free work stations. All these above factors will help increase employee morale and satisfaction that ultimately influence employee presentism and employee satisfaction.

Psychological Well-Being: The organizational environment directly affects and influences the psychological behavior of the employees. Several factors such as work challenges, struggle, hard work, difficulty, promotions, and recognition affect the psychological levels of an employee. Employees based on their cognitive caliber often assess their work-life to see all these above conditions are favorable to them, which ultimately motivates them and creates a positive mental health among employees and the organization.

Emotional Well-Being: Organizations need to build emotional skills that enable exhibiting mindfulness, openness, being transparent and exclusive among employees to ensure a positive attitude and thinking among the workforce. It has become an important segment in organizational behavior as these skills are essential to cope up with emerging unfavorable situations that arise in the workplace. To handle employee emotions and stress, management and the superiors have to take measures to ensure that employees are given the necessary attention and solutions to solve the problematic situation to pursue in achieving desired results.

Social Well-Being: As human beings are considered social animals, the Organizational environment influences the social well-being of employee’s individual and group behavior. A social life enables the employees to feel secure, connected and involved with the organization’s internal and external task force (Keyes, 1998), and ultimately portrays the organizational mission values and beliefs. Social well-being among employees doesn’t just bring a positive look at the entire organization, but it brings about a positive change in the behavioral pattern among employees in the organization and the work environment.

Workplace Well-Being: Employees, apart from regular work task look forward to building a desirable environment that allows them to develop potential skills and practice them in using it. Management must ensure that employees are able to acquire more than just a normal work schedule. Organizing healthy competitions such as debates, social programs, open houses, outdoor recreational activities, etc. can boost the morale of employees in the workplace environment. These help employees to develop the professional skills necessary to enhance work life. These skills help employees to stay motivated with a positive attitude and have a stress free work environment.

Spiritual Well-Being: The organizational environment directly influences the spiritual aspect among employees that includes core values such as appreciation of diversity and unity among employees, compassion and respect among others, strong principles and organizational beliefs, bonding and mutual relationship among employees, and employee inner peace of mind. The spirituality of an employee has to do with the connection of oneself with the outside world in appreciating the fairness within the organizational boundaries.

Motivational Elements Impacting Employee Personality
There are certain elements that every organizations should focus on when dealing with individual and collective employees based on their personality type, to ensure greater productivity of work and creating an inclusive organizational work environment.
Figure 2: Motivational Elements Impacting Employee Personality

The above figure 2 indicates the different types of employee personality and elements to consider to motivate employees in the organizational environment. These elements are discussed below as follows:

**Passionate dependability:** Organizations, comprising of human resources have a major task of dealing with different types of people that differ from personality traits. The willingness of a person to get motivated wholly depends on the personality possessed within. As human beings are run by emotions, it becomes a challenge for the management to tailor suit the requirements of organizational goals to be achieved according to the employee's personality. The emotional stability isn’t the same among all employees as they differ from one person to another. Employees who are less emotional are easier to deal with as their response isn’t triggered by their emotions. (Jaeggi, 2014). These employees are more of a qualitative basis and select the kind of reward as per their preference.

**Rewards & recognition:** levels of motivation of an employee (Lee, 2016), are often influenced by certain factors such as talents, skills, work experiences, achievements, and capabilities. These employees expect an appreciation or an award to get them motivated to getting the job done. Parameters on employee performance should be included as a component of employee appraisal in their levels of contributions. In order to motivate environmental behavior, both monetary and non-monetary rewards play a key role in the motivational factors.

**Organizational Culture:** The personality of an employee or a person largely depends on the behavioral environment in the organization (Barrick, 2013) if the hierarchy is very rigid and formal in nature, there tends to be resistance to be moving with the other employees and conflicts and uneasiness often occur. The organization's internal policies, framework, rules, and regulations influence the atmosphere among working employees. When the organization adopts an informal behavioral environment, employees learn to mingle and work together in achieving targets together. Diversification among employees tends to be exposed and glow more (Woehr, 2013).
Extrovert and introvert: Motivation among Employees has total influence on their personality type. They basis among which they are categorized depends wholly on their responsive patterns towards getting motivated. Employees who are generally introverts often tend to listen and follow the management, and generally participate when things are being initiated by a group of employees. They usually are people that work behind the scene and are dim in the limelight (Avery, 2011) Extroverts, on the other hand, are usually very responsive, like to take on initiatives and usually argue with the management on opinions they don’t prefer. They openly show dissatisfaction in the workplace.

Personality and work ethics: Employees who have a positive attitude are more likely to be punctual to work, finish the assigned work, more productive, task-oriented on projects, loyal to the organization and are of great help to the others (Swider, 2010) when the management emphasis on maintaining an ethical principle of work, employees also tend to follow and maintain the levels of standards in the work environment.

Quality and Quantity: Employees that are like-minded often tend to work together in bringing out achieved results. Cooperation is the major key to success, as they work in total transparency (Sherman et al, 2015) hardly end up in conflicts as most of the issues are solved easily. When there are departments that are employed with a more aggressive and emotional personality type, there is more chaos and arguments that disturb the flow of networking and don’t help the management to achieve desired results.

Colleagues and supervisors: Employees tend to learn and adapt to the values and personality attitudes of their colleagues as they interact with them continuously during working hours. Many at times, co-workers tend to react similarly whether it is intentionally or unintentionally. Supervisors also impact the behavioral pattter of the employees. Generally, when the superior is more transparent and social, the employees tend to be more flexible and open to share their value on working together, which most employees look forward to in their work environment.

4. LIMITATIONS:
The existence of multiple identities among employees becomes a challenge to create overall employee satisfaction, An organizational environment cannot eradicate employee conflict and frustration; it can only reduce them, Constrains to meet increasing demand among employees on providing adequate resources, Infrastructural limitation and accessibility to assets and resources, Limited financial resources in fulfilling up with employee demand

5. CONCLUSION:
Interaction among employees and the provision of an inclusive type of employee engagement are impacting positively on the social outcomes of the organizational environment. Various training programs and incentives could boost the energy and learning of employees. Organizations should be able to identify employees that are more energy driven and goal-oriented, opportunity seekers ad delegate responsibilities in assigning them to various projects and work stations that would allow them to generate new innovative ideas by providing the necessary support and resource required to motivate them.

There must be organizational support in converting the employee energy and motivation into positive and social outcomes in the workplace, which has many implications as managers need to utilize employees to be creative and innovative the getting the work done effectively and efficiently

Managers in organizations have to come up with new strategies that are very vital in taking the organizational environment to the next level. Employees that are eager to grow individually must be motivated to promote innovative behavior to boost the organizational work environment.

6. REFERENCES:
1. Avery DR (2011) Support for diversity in organizations: A theoretical exploration of its origins


BEHAVIORAL BIAS AMONG FIREWORKS MANUFACTURERS IN SIVAKASI

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Abstract: The study titled “Behavioural Bias among fireworks manufacturers in Sivakasi” is an attempt to find out the various behavioural biases affecting the decision making in their business which in turn affect the profitability of the business. The samples are classified into four categories preservers, followers, independents and accumulators. The various biases and the positive and negative impact on their behaviours are discussed. The paper also provides suggestions to them so that they will not be influenced by the bias.

Key words: Behavioural bias, Swot analysis, preservers, followers, independents, accumulators.

1. INTRODUCTION:

Sivakasi popularly known as “Kutty Japan” is a town in Virudhunagar district of Tamilnadu, South India. It became popular nationally and internationally for its match industries. About 90% of the country’s demand is met by the industry. Currently there are nearly 900 factories providing employment to about six lakhs labours directly and indirectly.

This was not the case in 1920s. During that period Sivakasi was considered as a godforsaken place, due to dry weather and low rain fall. Those days, people of Sivakasi engaged in tobacco, cotton spinning using chards and pounding of rice by hand. When the government levied excise duty, the demand for Sivakasi tobacco decreased with the intense competition from Gundur tobacco. Also, the introduction of spinning mills reduced the employment in cotton spinning using charks. So, large number of people lost their employment and source of income.

The situation changed when P.Ayya Nadar and his brother Shunmuga Nadar went to Kolkata in 1923 to learn the art of making matches. They imported machines from Germany and taught their labors. They manufactured matches in the brand name of Anil and Ayyan. Later they mastered in fireworks also. In 1923, it was a tiny industry. After the II world war, the licensing system was introduced by the government for manufacturing, storing and selling fireworks. The number factories increased as many of the Nadar families entering the business. The demand for labours increased steadily. The high wages attracted women in and around Sivakasi to learn the art of making fireworks. People from nearby towns and villages migrated to Sivakasi. There are many families who have been working in the factories even for few generations.

Currently the annual turnover is more than 6000 cores with 10% growth rate every year. All fireworks industries either big or small come under SSI(Small Scale Industries) The government restricted the quantity of chemicals stored and used in each factory. Some industries in Sivakasi provide customized alternatives to the army’s Ammunition and Ordnance factories. Military Fuzee matches, storne proof matches, smoke screens and practice booms are delivered to army.

2. PURPOSE OF THE STUDY:

The purpose of the study is to identify the strength, weakness, opportunity and threats of fireworks industry in the study area and also to review their behavioural bias.

3. CONCEPTUAL FRAMEWORK:

SWOT ANALYSIS:

A SWOT analysis is a compilation of the company's strengths, weaknesses, opportunities and threats. The primary objective of a SWOT analysis is to help organizations develop a full awareness of all the factors involved in making a business decision.
BEHAVIOURAL BIAS:

Behavioral biases potentially affect the behaviors and decisions of financial market participants. By understanding behavioral biases, financial market participants may be able to moderate or adapt to the biases and as a result improve upon economic outcomes. These biases may be categorized as either cognitive errors or emotional biases. Classification of investors based on behavioural bias and their features are as follows.

I. PRESERVERS:

They prefer to avoid losses than gaining profit. They try to preserve their wealth and avoid taking risk as they are afraid of losing money. They are driven by emotions rather than cognitive aspects.

II. FOLLOWERS:

They are passive. They don’t have their own ideas. They tend to follow the advice of others. They don’t focus on long-term growth and benefits. They overestimate their risk tolerance and fail to understand the consequences. They tend to seek the advice of the professionals and try to show themselves financially literate.

III. INDEPENDENT:

They are both thinkers and doers. They have financial literacy. They just don’t follow herds. But they use the advice of others to strengthen their own ideas. They have original ideas and involve in the analysis before taking decisions. Critical thinkers and take decisions based on their logic and own instinct.

IV. ACCUMULATOR:

Interested and engaged in wealth accumulation. They are confident in their investing ability. They think whatever they choose is the right path. They believe this to the core and do not tend to seek advice from others. They dig for information and details. They just don’t jump into conclusion. They have personal values and affiliations.

When things go wrong, their discomfort is very high. They not only worry for monetary loss, but it will deflate their ego, when they realize that they can’t control the outcome. They are like first generation entrepreneurs who take more risk and have strong will power.

They are quick decision makers and try to take risks more than their friends. They want to enjoy the thrill of taking high risk. It is difficult to advice them because they don’t believe in principles.

4. SWOT ANALYSIS OF SIVAKASI FIREWORKS INDUSTRY

Strength

- Hardworking and committed management
- Good will in the local market
- No pure substitute
- Conducive weather and climate for the production
- Low initial investment
- High labour intensive industry. There is always demand for skilled, semi-skilled and unskilled labours.
- Factories situated away from populated areas.
- Variety of products to attract customers.
- Encourage employment in allied industries such as printing, ink, paper board, etc.
- Courses related to fire and safety offered by colleges in the town
- Lucrative salary
- Round the year production – the product is seasonal but the production is regular
- Can be produced even at home.
Weakness

- Lack of professionalism
- Shortage and High cost of labour
- Stiff competition among the domestic players
- Low reputation and quality control
- Illegally manufacturing the product
- Prone to fire and accidents
- Low R&D which leads to producing stereotype products
- Workers not serious about using safety measures
- Fewer budgets in creating brand image

Opportunities

- Highly regulated industry
- High potential for export market
- Smokeless and environmentally friendly products can be produced
- On line marketing to promote sales
- Easy to learn the technology of making crackers.
- Using advanced technology such as computer firing and laser beams the sound, visual effect can be improved to attract and retain the customers

Threat

- Illegal entry of Chinese fireworks
- Ban on firing crackers during festivals
- GST that increases the price of the product
- Increased concern over environment issues
- Believed as a sunset industry
- Seasonal sale
- Low technology
- Change in the people attitude i.e., they think firing crackers is a waste of money and polluting the environment.
- Laser beams and make believe fire crackers emerged as substitute.
- Under pricing due to high bargaining power of customers
- Unavailability of storage facilities
- Inadequate shipping facilities, if wants to export
- Unable to meet the standard of import countries due to government restriction.

Importance of studying behavioural bias in Sivakasi.

- The indefinite closure of fireworks factories in Sivakasi in 2017 affected the livelihood of eight lakhs employees. The units are unable to meet their working capital requirements as many of the dealers refuse to pay advance. They fear that the court may ban the fireworks in the country.
- In the conference held by ASSOCHAM, the fireworks traders registered 20% decline in the demand of fireworks year by year for the past 5 years. This resulted in closing down of about 100s of factories and about 30000 workers lost their jobs. Mr.D.S.Rawat, Secretary General, after interaction with the manufacturers, traders and middle men in ten cities of Ahmedabad, Bangalore, Bhopal, Chennai, Dehradun, Delhi, Hyderabad, Jaipur, Lucknow and Mumbai, revealed that the industry is not only facing the threat from China but suffering from many serious other problems such as,
• Rising the price of raw materials due to inflation
• The negative attitude of the people towards the products
• Negative publicity about the product ie it increases air and noise pollution.
• The environmental scanning through the SWOT analysis clearly depicts that both internal and external environmental factors are not favorable to the industry. Especially the social and political factors are highly unfavorable. The industry is facing problems from all the four directions. The growth and profit margin declines year by year which make this a sunset industry. This is the time to change from traditional way of running business to professionally run business.
• Though there are lot of bottlenecks in the domestic market the demand for fireworks in the international market grow steadily. The individual demand may decrease but the local governments purchase fireworks in bulk for national holidays and special celebrations. The international market is big enough to accommodate players from many countries. This is the time for Sivakasi industry to analyse their strength and enter the foreign market by following Blue Ocean Strategy and start a new business cycle.
• Understanding the behavioural bias will help them to be careful while entering the foreign market. These concepts can be applied to all aspects of business such as marketing, production, finance, etc. Moreover, the current generation entrepreneurs enter the business after completing their under graduation and post graduation who can understand the term behavioural bias and its impact on business. As there is no previous research done on behavioural bias, this research will definitely help the entrepreneurs.

SUGGESTIONS ON EACH CATEGORY:

I PRESERVERS:
Biases: cognitive, anchoring, status quo, loss aversion and endowment bias.
Positive:
They try to avoid loss and preserve capital. So they may survive in the long run. They carefully invest their profits in other forms like real estates, gold, fixed deposits etc.
Negative:
As they are afraid to take risk, they may miss golden opportunities. Mental accounting error may lead to opportunity cost. They hesitate to make changes even when the situation demands.
Suggestions:
As loss is more painful than the pleasure of gains, they need to be advised to realize loss at the early stage. Because even when there is no prospect for turnaround, they take too much time to realize the losses. This behavior is called wealth destructing behavior.

They may be persuaded to take up new initiatives without fear. As they always take a wait and see approach, they loss opportunities.

II FOLLOWERS
Biases: Regret aversion bias, Cognitive dissonance bias, regency bias, framing bias, hindsight bias
Positive side:
They don’t try to overtrade. Also, they get the advice of professionals which help them to avoid losses
Negative side:
Lack of discipline is the biggest problem. If not guided, they tend to make wrong decisions. If the decisions become successful luckily, they fool themselves telling they are talented. Actually it is a rising trade situation. So they will boldly take risky decisions which may affect them severely when go wrong.
Suggestions:
They may be encouraged to analyze and identify the reasons behind the past success and to make them understand that it is windy. They need to be taught steadily about finance education. Though it is a long process, it will bring change in their behavior.

III INDEPENDENT:
Biases: Confirmation bias, availability bias, self attribute bias, conservative and representative bias
Positive side:
They analyze and take risks. As they do analysis by themselves the cost is less.
Negative side:
They may act too quickly without taking time to learn. Sometimes they are not open to new ideas and focus on too much on one aspect and miss other things.
Suggestions:
They have firm belief and so they are not open to new ideas. Having regular education is needed so that they can be exposed to new ideas.

IV ACCUMULATOR
Biases: Over confidence bias, illusion of control, affinity bias, self control, outcome bias.
Positive side:
They put ideas into action. They are hard workers and have strong determination to succeed. They do understand that not every decision is going to work out well.
Negative side:
They are over confident, that they can control the outcome. They think they are over smart. They fail to control their spending and are too optimistic.

5. SUGGESTIONS:
Even if someone point out their mistake, they will take the role of a leader and dictate what to do and how to do. They may be advised the impact of loss in business, their families, lifestyle and family legacy. Examples of previous failures can be quoted.

6. CONCLUSION:
This is the right time for the fireworks manufacturers in Sivakasi to identify the biases that may affect their decisions and be rational. In this competitive business world, behavioural bias is gaining international attention. Advancement in the field will definitely help them to rectify their mistakes which in turn will improve their profitability.

7. REFERENCES:
The Changing Role of HR in Sustainable Business Development

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ABSTRACT: Human resource is considered as an important capital of any organisation. The changing business strategies, types of business and the legal status and sanctions pose a demand on the changing role of Human Resource (HR) Management. The traditional role of HR has far changed from its administrative role to the more recent one of becoming a contributor in the C-Suite as a strategic partner towards sustainable business development. The changing role demands HR professionals to be agile in leading the change in an organisation and at the same time being proactive in the HR functions with predictive skills. This paper examines the changing role of HR and its contribution towards sustainable business development.

KEY WORDS: HR as strategic partner, agility, sustainable business development, change management.

1. INTRODUCTION:

Human Resources are an important resource of any business and service industry. In the system approach of HR it is been taught that the input, process and output are all human beings and therefore a proactive approach to HR will yield the expected outcome. HR is an interesting role in an organisation as it deals with the dynamic element of the organisation. The dynamism is defined by many factors such as behaviour, attitude, personality and the uniqueness of every individual which has a major impact on the business / service of the organisation. Every human being comes into the world with a tag and the tag line changes with the quite often changing role he/she takes in her day to day life. In this context, the management of human resources is been a bit challenging over the years and it has transformed according to the changing time and trends. But nowhere, it has not lost its importance in the business environment.

2. Traditional Role of a HR:

Traditionally, the role of HR in an organisation is viewed more as the last defender of bureaucracy and perceived by many as the mouth piece of the management in executing what the management thinks right. Until recently, many IT firms have a negative connotation towards HR personnel as a staff function mostly confined to maintenance function. The role of HR is often perceived to be limited to hiring, maintaining, paying and disciplining. Many a times there persists lack of understanding among the employees on what a HR does or the department does.

Since HR involves in recruitment, staffing, paying and separation functions which cropped from the administration and finance functions, HR occupied the administration role than of a strategic role. The most crucial function HR has thus became a thankless job. Therefore, it calls for a changing role of HR in the changing trends of business where organisations are characterised more with features such as being adaptive and receptive to change, being resilient, customer centric and quality conscious.

3. Scope of HR as a Strategic Partner:

Businesses are now focused towards sustainable models. A business model is defined as the one that “describes the rationale of how an organisation creates, delivers and captures value” as told by Alex Osterwalder. We can show many products as examples for this quote, like one time usage pens, razors, tooth brush and many such brands. One company can have many business models and it would have started with one and ventured into other relative branches like the IBM. The sustainable business model has been seen as the one which is commercially successful, future ready and be a part of sustainable society. This demands the businesses to think of strategic ways to remain competitive.
This changing business model demands changing roles in its functions and no wonder, HR too have changed from its traditional role of contributing to the staff function to the new role of being a strategic partner, change agent, administrative expert and employee advocate. This change in role was advocated by David Ulrich, the greatest HR Management Scholar who influenced today’s HRM. His model of HR was called as Ulrich Model in which he describes the above roles as pertinent roles for a HR professional.

**As a strategic business partner,** the role of HR is envisaged to build strategic partnership with internal clients and serve as a brand ambassador in taking up the role of HR among the internal clients, the employees. The HR professional as a strategic partner is expected to influence positively the organisation design and relies on the feedback; he foresee the talent acquisition needs and employ skilled workforce with futuristic mindset.

**As a change agent,** the HR is expected to lead the change in the organisation and to communicate the change and its impact at a regular interval to internal and external clients. As a change champion, the role demands for receiving continuous feedback and working on the feedback. It also prepares the ground for building competencies demanded by the change.

**As an administrative expert,** the HR is expected to be updated with recent amendments in labour laws and HRIS. Playing the role of HR analyst and technology driven will enhance the role of HR as an administrative expert

**As an employee advocate,** the key role of planning employee engagement activities, engaging in frequent employee surveys, engaging in need based training and development activities, grievance handling and compliance are envisaged.

**4. THE AGILE HR LEADERSHIP:**

The changing role of HR from traditional day-to-day activities to an agile HR demands transformation by organisations. In the recently held FUTR Asia Conference 2019 in Singapore, the need for agility has been discussed at length and the potential benefits it brings to business agility. In this context, the evolving strategic role of HR has been deeply discussed and the panel recommended that the agile HR leader needs a shift from ‘knowing’ the business to ‘driving’ the business. Ulrich model of HR was discussed as the most relevant model and a self retrospection of how much the changing role has been perceived as a significant one has also been deliberated in the conference. Many organisations have started to realise the role of the changing HR role in steering and supporting sustainable business and its impact on the new agile organisational structures. The evolving demands in the upfront like diversity and inclusion, workforce diversity and aspirations, managing millenials, changing business status and types is thriving the HR to become more agile and responsive to the changing trends.

The recent student internship in HR settings in manufacturing and service sectors have also revealed the witnessing of expanded role of HR in the field. A shift from HR generalist role to more specific, expertise filled roles have emerged in the industries which is seamlessly supports the strategic business growth. Otherthan manufacturing sectors, the service sectors like higher education institutions have also comprehended the role of HR in the higher education institutes. A recent OD activity of a higher education institution has realised the importance of second line leadership and engaged in a two year journey of identifying next level leaders and transforming the knowledge and the cult to lead the institution in the future. This has also helped in revisiting the existing organisational structure and evolving a future responsive structure that caters to the needs of all stakeholders.

This exercises have been a proven process on the realisation of changing role of HR and how the changing HR specialist roles have been envisaged and contributed for sustainable business practices.
5. CONCLUSION:

The changing and evolving HR role is envisaged to bridge the growing demands between the digital and human power and suggest balanced approach to harness from both the resource to build sustainable businesses.

6. REFERENCES:


Profession Direction: A Human Resource Practice

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Abstract: Human Resource Direction practices enable employees to accomplish better through improved productivity. There are a number of practices that the industry observers in the modern day scenario in order to motivate, improve productivity and retain the talent of employees. This paper has examined one aspect of Human Resource Practices, i.e., Profession direction.

Key words: Profession direction.

1. INTRODUCTION: Operational Human Resources Management (HRM) incorporates Profession planning, Profession development and succession planning. An organization without Profession planning and Profession development advantages is expected to come across the highest rate of attrition, causing much injury to their plans and programmes.

Definition of Profession: Profession is a sequence of attitudes and behaviours associated with the series of job and work related activities over a person’s lifetime. It may also be defined as a succession of interrelated jobs, arranged in hierarchical order, through which a person travels in an organization. External Profession is the classification used by society and organizations to define the evolution of steps through a given occupation, while internal Profession refers to the phases which make up the individual’s concept of Profession progression within a profession.

2. NEED FOR PROFESSION PLANNING: Every employee has a wish to develop in his workplace continuously. If there are enough opportunities, he can pursue his Profession goals and exploit his potential fully. If employees do not get recognised at the right time; their morale will be low and they are always on their toes trying to find escape routes.

Profession Planning Process: The Profession planning process involves the following steps: Identifying individual needs and aspirations, Analyzing Profession opportunities, Aligning needs and opportunities, Action plans and periodic review.

3. Research Methodology: The following questions were asked to 54 employees, working in various sectors of Bangalore City. The sampling method was convenience sampling. The questions asked were:

Does your organization support you in the following Profession Direction schemes:
- Training on the job
- Project team work and Projects to stimulate learning
- Job rotation
- Informal coaching
- Formal networking programs
- Formal mentoring
- Special tasks
- Formal Profession plans
- International work assignments

The answers got from these employees have been tabulated and analysed as below:

4. Tabulation and Analysis:

Profile of the respondents:

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<tr>
<th>Gender of Respondents</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
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</table>
Female 24 44.4 44.4 100.0
Total 54 100.0 100.0

### Age of Respondents

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<th>Percent</th>
<th>Valid Percent</th>
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<td>9.3</td>
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<td>&gt; 50 years</td>
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<td>100.0</td>
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<tr>
<td>Total</td>
<td>54</td>
<td>100.0</td>
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### Educational background of Respondents

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<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; Degree</td>
<td>6</td>
<td>11.1</td>
<td>11.1</td>
</tr>
<tr>
<td>Degree</td>
<td>40</td>
<td>74.1</td>
<td>85.2</td>
</tr>
<tr>
<td>Post Graduation</td>
<td>8</td>
<td>14.8</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>54</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

### Work experience of Respondents

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 10 years</td>
<td>7</td>
<td>13.0</td>
<td>13.0</td>
</tr>
<tr>
<td>Between 10 and 20 Years</td>
<td>21</td>
<td>38.9</td>
<td>51.9</td>
</tr>
<tr>
<td>Between 20 and 30 Years</td>
<td>20</td>
<td>37.0</td>
<td>88.9</td>
</tr>
<tr>
<td>&gt; 30 years</td>
<td>6</td>
<td>11.1</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>54</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

### Section Respondents work in:

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information Technology Services</td>
<td>18</td>
<td>33.33</td>
<td>33.33</td>
</tr>
<tr>
<td>Software</td>
<td>12</td>
<td>22.22</td>
<td>55.55</td>
</tr>
<tr>
<td>ITES-BPO Services</td>
<td>9</td>
<td>16.67</td>
<td>72.22</td>
</tr>
<tr>
<td>Hardware</td>
<td>15</td>
<td>27.78</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>54</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

### Analysis: The Reliability Test:

The **Reliability Test** for the data collected was conducted through the calculation of the Cronbach’s Alpha.

### Reliability Statistics

<table>
<thead>
<tr>
<th>Cronbach's Alpha</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>.873</td>
<td>14</td>
</tr>
</tbody>
</table>

The **Reliability Test** for the data collected was conducted through the calculation of the Cronbach’s Alpha.
An Alpha value that is above 0.70 is considered to be highly reliable. The Alpha value obtained here is 0.873. Therefore the data collected through answers given by the respondents to the survey is considered as reliable and further analysis may be conducted.

The Descriptive analysis shows the different factors involved:

### Descriptive Statistics

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Training on the job</td>
<td>54</td>
<td>1</td>
<td>5</td>
<td>3.17</td>
<td>1.270</td>
</tr>
<tr>
<td>2. Project team work and Projects to stimulate learning</td>
<td>54</td>
<td>1</td>
<td>5</td>
<td>3.63</td>
<td>1.293</td>
</tr>
<tr>
<td>3. Job rotation</td>
<td>54</td>
<td>1</td>
<td>5</td>
<td>3.17</td>
<td>1.270</td>
</tr>
<tr>
<td>4. Informal coaching</td>
<td>54</td>
<td>1</td>
<td>5</td>
<td>3.17</td>
<td>1.270</td>
</tr>
<tr>
<td>5. Formal networking programs</td>
<td>54</td>
<td>1</td>
<td>5</td>
<td>3.63</td>
<td>1.293</td>
</tr>
<tr>
<td>6. Formal mentoring</td>
<td>54</td>
<td>1</td>
<td>5</td>
<td>3.41</td>
<td>1.190</td>
</tr>
<tr>
<td>7. Special tasks</td>
<td>54</td>
<td>1</td>
<td>5</td>
<td>3.17</td>
<td>1.270</td>
</tr>
<tr>
<td>8. Formal Profession plans</td>
<td>54</td>
<td>1</td>
<td>5</td>
<td>3.63</td>
<td>1.293</td>
</tr>
<tr>
<td>9. International work assignments</td>
<td>54</td>
<td>1</td>
<td>5</td>
<td>3.78</td>
<td>1.574</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>54</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

The Factor Analysis was conducted to select the more prominent components among the others. Factor Analysis has extracted four components, which are; 1. Job Rotation, 2. Project team work and Projects to stimulate learning, 3. Training on the job, and 4. International work.

5. FINDINGS: Of the nine parameters examined, the respondents have identified four parameters as more prominent through the Factor Analysis. Therefore, it may be said that Job Rotation, Project team work and Projects to stimulate learning, Training on the job and International work are the human resource practices that exist in industry of Bangalore City to support professional planning and development of employees.

6. CONCLUDING REMARKS:

Substantial amount of past studies have shown that HR practices are related to a variety of work-related attitudes and behaviours, including organizational commitment (Agarwala, 2003; Fiorito, Bozeman, Young, & Meurs, 2007; Kooij, Jansen, Dikkers, & De Lange, 2010; Şendoğdu, Koçabacak, & Güven, 2013), job satisfaction (Chow, Haddad, & Singh, 2007; Petrescu, & Simmons, 2008; Saridakis, Muñoz Torres, & Johnstone, 2013), organizational citizenship behaviour (Keohoe, & Wright, 2013; Morrison, 1996; Sun, Aryee, & Law, 2007; Wei, Han, & Hsu, 2010), and deviant workplace behaviour (Arthur, 2011; Shamsudin, Subramaniam, & Alshuaibi, 2012). According to McCormick and Tifflin (1979), motivation can be either intrinsic or extrinsic. Intrinsic motivation originate from motivations inherent in the job itself and which the individual appreciates for successfully completing the task or attaining his goals. Extrinsic motivation is not related to the job, such as pay, working conditions, fringe benefits, security, promotion, contract of service, the work environment and conditions of work. (Rathore and Chadha, 2013)

7. REFERENCES:

1. [https://corehr.wordpress.com/hr-planning/70-2/](https://corehr.wordpress.com/hr-planning/70-2/)
2. Ramatu Abdulkareem Abubakar, Ajay Chauhan and Kabiru Maitama Kura, Othman Yeop Abdullah; Relationship between perceived organizational politics, organizational trust, human resource management practices and turnover intention among Nigerian nurses, Graduate School of Business Universiti Utara Malaysia, Sintok, Malaysia, Department of Business Direction and Management, Federal Polytechnic Kaura-Namoda, Zamfara State, Nigeria
Ethics in Business (A Key Factor) Leads to Sustainable Business Development

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1IKG Punjab Technical University, Kapurthala (Punjab) India
2Global Group of Institutes, Amritsar (Punjab) India

Abstract: In the past several years the managements have become a vital concern to society. If we talk about maximum population we view that the general people don’t bother about the business ethics and they even don’t care about it. To turn the attitude of people toward the business ethics tremendous significant efforts are required. First major effort to be made is to make the public understand the actual meaning of ethics, business ethics, its importance and how it can be achieved. Even there are Principles of ethics available that are from moral philosophy and management theory that can help in a right manner to make the interested managers understand the ethics in proper way. Another challenge that we all are facing now in this fast moving innovative business world is to cure immoral business management, converting immoral leaderships to moral leadership, change the ill behavior of business people, and modify the immoral decision making policies and practices to purely ethical policies and practices. Here moral business management means ethical business management. Business management people, managers and all the partners need to understand the meanings of ethics and further business ethic and ethical policies to curb the unethical practices and policies. Next point to be considered is that the business people especially must understand and should be sensitive to all the partners and stakeholder along with their stakes. Further after achieving morality or 100% business ethics, the concerned managers should concentrate on ethical wisdom with their managerial wisdom and should integrate on taking actions so as to create ethical environment in the business organization that furthers surely helps in sustainable business. When every task is done in proper ethical way all the desirable goals of the business management will be achieved and will definitely lead to sustain business for a long time. This paper is mainly based on primary data and secondary data. Secondary data has been collected from various articles, research papers, journals and magazines. Primary data discussed in this paper has been collected with the help of questionnaire, personal interview and interactions done with business owners (entrepreneurs) and business managers of Amritsar and Jalandhar cities of Punjab State.

Keywords: Business Ethics, Ethics, Immoral practices, Ethical Management, Sustainable Business Development.

1. INTRODUCTION:

As per the survey done in 2013 (National Business Ethics Survey of 2013), managers of the business organizations are the only people to be blamed for the misconduct and unethical/immoral activities being practiced mostly (in 60% of the chances). And moreover the senior managers are the persons who break the ethical rules. Social and economic aspects should be taken into consideration when addressing the sustainability of the business. Business Sustainability can be defined as: “the long-term maintenance of business operations and systems according to social and economic considerations”. In today’s business world, the primary focus of corporates is to sustain business development and thereby sustainability factor becomes business success strategy of the future. In the past era, business traditionally focuses on providing goods and services that meet customer demands can be sold at competitive prices, in a profitable way but now a day the goal of business sustainability is to keep the quality of business at all. The achievement of such a goal asks for business ethics. All efforts for a sustainable business should be directed towards the implementation of these business ethics in order to achieve sustainable business development. At business level, the sustainability is about managing a company in such a way as to ensure it stays around for future generations with social and environmental programs. Broadly speaking, the sustainable business development involves the application of the sustainability principles towards business operations. In the business operations, the sustainability calls for using the resources (Human and Non-Human) so that the business continues to function over a number of years while consistently returning profits. The sustainability encourages the responsible use of both human and non-human resources. This involves not only making sure that the business is making profit but that the business operation is not creating such concerns that could be unethical. Here we can also
What do you mean by Ethics & Business Ethics: Ethics are a set of core principles and practices (right, just and legal) that a person should follow in every walk of his/her life to run it smoothly and successfully. Ethics may include the honest, loyalty, truthfulness, free of frauds, no misleading and other core values that makes one a good citizen. Like we come to the main point that the main motto of every business person is to do the business (no matter any way he adopts) and to earn maximum profits by using minimum resources (financial as well as human resources/employees). While earning maximum profit can be the main objective of the business organization but it is very much important and even mandatory to understand that the business organization should adopt only those practices and ways to earn profit that may not harm any other person, property, natural resources, health or any other thing that may not help to sustain the development of the business. Business origination means a professional practice (that may be big or small, multinational or national or even at local level, individual or partnership based) that work for the convenience and service of the society and general public by providing healthy environment, produce quality services and products and even healthy and progressive society. The public or society pays the business organization in revert for using the quality services and products provided by that organization. But the main problem that every entrepreneur or business person is facing is competition. Everyone is trying to run faster and faster in this race and willing to be the fastest race winner, no matter by suing ethical or unethical practices. We cannot blame the business world for the unethical practices and policies; rather every business organization and managers should be whole heartedly ethical and work as per ethical policies to win the race. Only by this everybody can survive in business world for long time and help in business sustainability. Business ethics means a set of contemporary organizational standards, principles, values and norms that govern the actions and behavior of an individual in the business organization.

2. NEED OF THE STUDY:

We all are swimming in the same pool of immoral value and unethical practices and policies. There has been a tough competition that has forced the business organizations and managers to trespass the ethical policies and procedures. To gain more and more profit in less span of time than their competitor brand the business owner do not mind in following immoral policies and procedures (no matter how it effects the market, the society, the health of the customers and society and even the nation). Even the unachievable high sales target of the field staff and the managers force them to follow unethical ways to achieve their targets in the specified periods of time. The only motto is go ahead with a lot of money. But this game cannot be played log time. We all have noticed that some brands or organization come and rise very high in a very short span of time. The only motto is go ahead with a lot of money. But this game cannot be played log time. We all have noticed that some brands or organization come and rise very high in a very short span of time. The only motto is go ahead with a lot of money. But this game cannot be played log time. We all have noticed that some brands or organization come and rise very high in a very short span of time. The only motto is go ahead with a lot of money. But this game cannot be played log time. We all have noticed that some brands or organization come and rise very high in a very short span of time. The only motto is go ahead with a lot of money. But this game cannot be played log time. We all have noticed that some brands or organization come and rise very high in a very short span of time. The only motto is go ahead with a lot of money. But this game cannot be played log time. We all have noticed that some brands or organization come and rise very high in a very short span of time. The only motto is go ahead with a lot of money. But this game cannot be played log time. 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We all have noticed that some brands or organization come and rise very high in a very short span of time. The only motto is go ahead with a lot of money. But this game cannot be playedobjectives and challenges related towards the implementation of business ethics.

3. OBJECTIVES OF STUDY:

- To understand the meaning of ethics and business ethics.
- To make the readers understand the real meaning of sustainable business development.
- To highlight the need and importance of ethics in the business.
- To study the various issues and challenges related towards the implementation of business ethics.
- To correlate sustainability in business development with the business ethics.

4. RESEARCH METHODOLOGY:

This paper is mainly based on primary and secondary data. Secondary data has been collected from various articles, research papers, websites, and write-ups of authors, blogs, journals and magazines. Primary data has been discussed in this paper has come out of personal interview and interactions done with the...
business managers, business owners and learned persons. To do the interaction with the business owners and business managers a questionnaire was framed. The questionnaire contained total 26 questions. The questionnaire was filled by 50 respondents.

**Sampling Procedure** In first stage, purposive random sampling method has been adopted to select the business owners or business managers for studying the impact business ethics on sustainability of business development. A sample of 50 respondent working with different business organizations of Amritsar/Jalandhar city of Punjab was selected. The data was collected by filling the questionnaires by the business owners or business managers of Amritsar/Jalandhar City. The questionnaire consists of the information/detail about the business ethics, sustainable business development, its positive effects etc.

**Challenges for Business Ethics** Challenge is a difficult job (or the situation that is faced). It needs great mental or physical effort to be done successfully and therefore tests a person's ability. Finding solution for the problem/situation is again another greatest challenge faced in the heavy race of competition today. In this fast moving business world there are some challenges and issues related to business ethics and sustainable development mentioned as follows:

- Facing unfair and unscrupulous licensing practices
- Non-adherence to the legal specifications in establishments
- Subverting the specifications of Standard operating procedures
- Non-delivery of the commitments made in and during the start of the enterprise
- Ignoring natural resources and green environment
- Low income of the customers and consumers

Apart from this the business organization and business managers use unfair or unethical means to beat the competition and earn maximum profit. Even the greed of money makes them so unethical that they do not care for the health, benefit, security of the customers and consumers. They also forget the benefit and need of natural resources and greenery. Their only objective is to earn high profits.

- Acquisition and use of standard specified resources
- Compromises on production standards
- Dubious quality delivery practices causing trust deficit
- Mismatch between consumer assurances and consumer deliveries
- Declining quality and standards of the products after branding
- Unethical market practices causing financial burden on consumers

5. **CASE STUDIES:**

**CASE STUDY I – (AMERICAN ENERGY COMPANY – ENRON AND ACCOUNTING FIRM – BIG FIVE)** When we talk about scandals of business ethics we can talk about the 2001 scandal of American energy company Enron. This company used to report inaccurate financial statements. On the same time the auditor (‘Big Five’ accounting firm) of this company named as Arthur Andersen signed off on these inaccurate financial statements. Even that person did not bother that the statements are not correct. When the fact came in to the light and everybody came to know about this unethical practice, both the companies (accounting firm ‘Big Five’ as well as American energy company Enron) came to an end. Enron’s shareholders lost $25 billion. Due to the closure of the companies 85, 000 employees lost their jobs. Sarbanes-Oxley Act was made in 2002 by the Federal Government. New financial reporting requirement were made compulsory so as to protect the consumers. But the “Occupy Wall Street” movement of 2011 shows that the consumers and general public still does not trust on corporate financial accountability. This is again unethical practice as it caused a great loss to 85, 0000 families. So the main aim of this company was to make business. They didn’t care about their customers, consumers and even the human resources.

**CASE STUDY II – (YELP)** A female employee of Yelp wrote an article on social media (MEDIUM), a popular blogging website. This article was about the unfavorable working conditions at the influential online review company. That company fired her because of her blog post. According to her the company claimed that she had violated the terms and conditions of the company. Were her blog posts libelous, or disloyal conduct, and therefore a legitimate cause for termination? So as to avoid such unethical practices with the human resources the organization should make some policies and rules regulations regarding social media to
make the employee aware about all this. This law or policy will also make a red line to punish and terminate the employee who uses that social media. When companies or business organization are following business ethics in proper manner they are generating their good will and reputation in the minds of the employees and that further leads to good will for consumers and customers. This good will and ethical practices help the business to grow sustainably.

CASE STUDY III – (TECHNOLOGY/PRIVACY BUSINESS ETHICS) As the technology has grown very fast, the new technologies like cyber security, artificial intelligence and other security applications now the employers can view all the activities of their employees on their personal computers and other digital electronic devices. Ethically this practice should be used to check the efficiency and productivity of the employee and when it turns into unethical practice it becomes spying. It is legally used to monitor the emails and internet browser history. As per data provided by the America Management Association (AMA) in 2014 about 66% of the business organizations or companies use this practice ethically to view internet connections, 45% use it to know the track content, keystrokes and time spent on the keyboard, while 43% store and review computer files as well as monitor email. When it comes to ethical practice 84% of the business organizations or companies agreed that their employees know that they are viewing their computer activities. As per the Pew Research Study done in 2015 the majority of respondents (54%) found installing surveillance cameras that have facial recognition technology acceptable, with one participant stating, “It would keep the workplace safe and may also get the employees to perform their best.”

6. DATA ANALYSIS

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Questions</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q. 1</td>
<td>Does your organization have a written ethics policy?</td>
<td>2.5</td>
</tr>
<tr>
<td>Q. 2</td>
<td>Does your company require the business managers/employees to sign a code of conduct statement?</td>
<td>1.8</td>
</tr>
<tr>
<td>Q. 3</td>
<td>Are ethical behaviors expected out of your leaders/managers?</td>
<td>3.0</td>
</tr>
<tr>
<td>Q. 4</td>
<td>Are ethical behaviors rewarded?</td>
<td>2.0</td>
</tr>
<tr>
<td>Q. 5</td>
<td>Do the leaders/business managers in your organization act ethically?</td>
<td>4.0</td>
</tr>
<tr>
<td>Q. 6</td>
<td>Are the leaders/business managers in your organization honest?</td>
<td>4.2</td>
</tr>
<tr>
<td>Q. 7</td>
<td>Is the behavior of your leaders/business managers consistent with the stated ethics and values of the organization?</td>
<td>3.9</td>
</tr>
<tr>
<td>Q. 8</td>
<td>Do the leaders/ business managers in your organization employ favoritism?</td>
<td>3.6</td>
</tr>
<tr>
<td>Q. 9</td>
<td>Does your organization offer training in business ethics?</td>
<td>1.8</td>
</tr>
<tr>
<td>Q. 10</td>
<td>Do the leaders/business managers in your organization balance the needs of the business with ethical issues appropriately?</td>
<td>2.0</td>
</tr>
<tr>
<td>Q. 11</td>
<td>Does your organization balance its short term business goals with its long term need for success?</td>
<td>2.5</td>
</tr>
<tr>
<td>Q. 12</td>
<td>Do the business managers/executives in your organization lead by example?</td>
<td>1.5</td>
</tr>
<tr>
<td>Q. 13</td>
<td>Do you believe in Sustainable Business?</td>
<td>5.0</td>
</tr>
<tr>
<td>Q. 14</td>
<td>Do you believe in Sustainable Development of Business?</td>
<td>5.0</td>
</tr>
<tr>
<td>Q. 15</td>
<td>Do you believe in customer loyalty?</td>
<td>5.0</td>
</tr>
<tr>
<td>Q. 16</td>
<td>Do you have loyal customers?</td>
<td>3.6</td>
</tr>
<tr>
<td>Q. 17</td>
<td>Do you pressurize your sales staff and business managers to achieve targets by hook or crook?</td>
<td>4.0</td>
</tr>
<tr>
<td>Q. 18</td>
<td>Do you give importance to customer values?</td>
<td>3.0</td>
</tr>
<tr>
<td>Q. 19</td>
<td>Do you take care of natural resources while in business?</td>
<td>2.5</td>
</tr>
<tr>
<td>Q. 20</td>
<td>Do you believe in green business management?</td>
<td>2.0</td>
</tr>
<tr>
<td>Q. 21</td>
<td>Do you follow orders regardless if they appear unethical?</td>
<td>4.0</td>
</tr>
<tr>
<td>Q. 22</td>
<td>Are you honest when sharing information with others?</td>
<td>5.0</td>
</tr>
<tr>
<td>Q. 23</td>
<td>Do you say “no” to inappropriate requests?</td>
<td>4.0</td>
</tr>
<tr>
<td>Q. 24</td>
<td>For you profit/money is more important or customer?</td>
<td>Money</td>
</tr>
<tr>
<td>Q. 25</td>
<td>For you achieved targets have more value or loyal business managers/employees?</td>
<td>Targets</td>
</tr>
<tr>
<td>Q. 26</td>
<td>For you money matters more or loyalty of customers?</td>
<td>Money</td>
</tr>
</tbody>
</table>

7. RESULTS & FINDINGS OF THE STUDY:

- Does your organization have a written ethics policy? (Mean Value: 2.5). This shows that mostly the business organizations don’t have any ethics policy. Even mostly the respondents were not aware about the real meaning of ethics especially business ethics.

- Does your company require the business managers/employees to sign a code of conduct statement? (Mean Value: 1.8). Mostly the respondents claimed that they don’t have any code of conduct for business ethics.

- Are ethical behaviors expected out of your leaders/business managers? (Mean Value: 3.0). The business owners who responded yes only expect ethical behavior for the company and the business owner themselves and not toward the customers. The others responded they are only concerned with the business profit only.

- Are ethical behaviors rewarded? (Mean Value: 2.0). To maintain or to motivate the employees the rewards are compulsory. The rewards may be financial or may be non financial recognitions or promotions. So to make the development sustainable in business the ethical behaviors of the managers should be rewarded.

- Do the leaders/business managers in your organization act ethically? (Mean Value: 4.0). Mostly the respondents claimed that their managers believed in business ethics.

- Are the leaders/business managers in your organization honest? (Mean Value: 4.2). Mostly the business owners claimed their managers as honest.

- Is the behavior of your leaders/business managers consistent with the stated ethics and values of the organization? (Mean Value: 3.9).

- Do the leaders/business managers in your organization employ favoritism? (Mean Value: 3.6).

- Does your organization offer training in business ethics? (Mean Value: 1.8). Mostly the respondent agreed with the point that they don’t provide any business ethics training to their managers. There is need to create awareness about the need and importance of business ethics.
Do the leaders/business managers in your organization balance the needs of the business with ethical issues appropriately? (Mean Value: 2.0). In most of the cases it has been noticed that the managers are not completely aware about the business ethics.  

Does your organization balance its short term business goals with its long term need for success? (Mean Value: 2.5). Mostly the business owners were worried about their present profit and sale. So the sustainability does not work.  

Do the business managers/executives in your organization lead by example? (Mean Value: 1.5). The response shows that the business owners don’t have any ideal managers. They just need sales nothing else. They don’t provide any training to the managers. Some of them provide brief product knowledge training to the managers.  

Do you believe in Sustainable Business? (Mean Value: 5.0). The business owners or the business managers are interested in sustainability of the business but the above responses show they are not doing any efforts for this.  

Do you believe in Sustainable Development of Business? (Mean Value: 5.0). The business owners or the business managers are interested in sustainability of the business but the above responses show they are not doing any efforts for this.  

Do you believe in customer loyalty? (Mean Value: 5.0). Every business owner or business manager is interested in loyal customers but they are not following any policy or ethical practices for that. Every business owner is worried about the profits.  

Do you have loyal customers? (Mean Value: 3.6). Due to lack of business ethics in their business organization the other business owners are lacking the loyal customers.  

Do you pressurize your sales staff and business mangers to achieve targets by hook or crook? (Mean Value: 4.0). Most of the respondents agreed that they ask their managers to work on the sales targets. Nothing is required apart from 100% sales targets achieved.  

Do you give importance to customer values? (Mean Value: 3.0). The business owners who give due importance to customer values and follow business ethics will lead to sustainable development of the business.  

Do you take care of natural resources while in business? (Mean Value: 2.5). The respondents or business owners or business managers should take care of natural resources that also create a good will among the customers and sustainable business development.  

Do you believe in green business management? (Mean Value: 2.0.) Mostly the business owners or business managers did not show any interest in green management. But in the coming time green management is growing high. There is a great need of green management to save trees, wood, paper and other natural resources. In the coming years every educated customer will give due importance to green management companies.  

Do you follow orders regardless if they appear unethical? (Mean Value: 4.0). Some of the respondents who believe in money or profit only they agreed even they serve the order unethically also. But the business owners who earn profit using unethical practice will be short time players while the others will enjoy sustainability of business.  

Are you honest when sharing information with others? (Mean Value: 5.0). All the respondents showed that they are honest while sharing information. But it is the fact mostly the business owner or business manager don’t work accordingly.  

Do you say “no” to inappropriate requests? (Mean Value: 4.0). Some of the respondents who believe in money only or profit only they agreed even they serve the order unethically also. Unethical business does not survive for long time and also loose the customers who believe in business ethics of a business organization.  

For you profit/money is more important or customer? Mostly the respondents showed more importance to money or profit rather than customer values.  

For you achieved targets have more value or loyal employees? Mostly the respondents showed more importance to the achievement of sales targets (money or profit) rather than employee values.  

For you money matters more or loyalty of customers? Mostly the respondents showed more importance to the achievement of sales targets (money or profit) rather than loyal customer values.  

8. SOLUTIONS/SUGGESTIONS:  

Management must provide the business managers or the employees with current and true information in order for them to accomplish their job in an effective manner.
• Every business manager and the employee in a business organization should be given suitable treatment and importance so that he may perform better and create a better environment for the consumers in terms of consumer satisfaction.
• Business Organizations should introduce certain types of formal ethical training programs so as to keep a check on business to be carried out ethically.
• During the time of business failure, there should be no time to begin a debate to resolve the problem; there should be a policy which avoids such discussions in stressful situations.
• Business organizations should formulate straightforward rules that describe to the employees accurately what they are supposed to do and what they should avoid doing.
• Service recovery process must be designed properly and implemented to identify customers with issues and then to address those issues to the customer satisfaction to promote customer retention.
• The business owners and business managers should be made aware about business ethics, customer values, green management and ethical practices and policies regarding natural resources.

9. CONCLUSION:
We conclude in this paper that business ethics play a major role in the sustainable development of the business. The survey shows that mostly the business owners or business managers are not aware about the business ethics and the others who are aware don’t work accordingly. They only work upon the maximum profile and sales. In order to achieve sustainability in business development, business practice must be set within a framework of business ethics. Business actions should be examined to the extent that they are good or bad, legal or illegal, ethical or unethical.

10. REFERENCES:


Negligence in Understanding the Seriousness of practicing Green Marketing will cost us dearer than we expect

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1. INTRODUCTION:

Green marketing refers to the process of delivering the higher standards of living through the marketing of the products that are presumed to be environmentally safe. Green marketing is also known as environmental marketing and ecological marketing. Adoption of green marketing may not be easy in short run but it will give long run benefit to society. Green marketing includes a broad range of activities such as product modification, changes to the production processes, packaging changes as well as modifying advertising. McCarthy classified the 4 P’s of marketing as Product, Price, Place and Promotion. But in the era of Green marketing, there are three more P’s like People, Profits and Planet. As resources are limited and human wants are unlimited, it is important for the marketers to utilize the resources efficiently without waste as well as to achieve the organization's objective.

As per J. Polonsky, green marketing can be defined as, “All the activities designed to generate and facilitate any exchange intended to satisfy human needs or wants with minimal detrimental input on our environment.”

GREEN MARKETING: Green marketing is the marketing of products that are presumed to be environmentally preferable to others. Thus, green marketing incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising.

EVOLUTION OF GREEN MARKETING: Green marketing is the term that was first discussed in a seminar on “Ecological Marketing” organized by American Marketing Association (AMA) in 1975 and took its place in marketing terminology. Acc. to Peattie (2001), the evolution of green marketing has three phases. First Phase was termed as “Ecological” Green Marketing. During this period all the marketing activities were concerned to help environmental problems and to provide remedies to those problems. Second Phase was “Environmental” Green Marketing. The focus was shifted to clean technology that involves the designing of innovative products that take care of pollution and waste issues. Third phase was “Sustainable” Green Marketing. It came into existence in late 1990 and early 2000. It was concerned with developing the products that meet the criteria of quality, performance, pricing and convenience in an eco-friendly way.

GREEN PRODUCTS: Green products can be defined as “Products which have minimal impact on the environment”

CHARACTERISTICS OF GREEN PRODUCTS Green products can be characterized by following measures: Products with natural ingredients, Eco-friendly products, Organic products, Recycled, reusable and biodegradable products, Not tested on animals, Only approved chemicals contents.

GREEN PRODUCTS EXAMPLES: Power from wind and solar energy, Solar heater, Solar kitchen appliances, Gas fitted vehicles, Philips CFL bulbs, LED Lights, Green data centers, Electricity powered vehicles, Electric kitchen appliances, Nokia take back campaign, McDonald’s’ napkins and bags, Lewis jeans @ ECO, Nike Green shoes (Air Jordan), Apple green technologies, Motorola Green phone Moto W233

REQUIREMENTS FOR GREEN PRODUCTS Production process compatible with the environment, Compatible with the company’s goals, Satisfy the customer’s need.

There is need to find the BALANCE between these requirements.

2. OBJECTIVES OF THE STUDY This paper is aimed to cover the following objectives.

- To understand the concept of green marketing.
- To identify the importance and need of marketing.
- To study the challenges and prospects of green marketing.

3. RESEARCH METHODOLOGY: The research is exploratory in nature. It focuses on review of various researchers’ literature, books, journals, websites and other reliable sources.
4. REVIEW OF LITERATURE:

Sachdev (2011) studied that customers were not clear about the benefits that eco-friendly products are providing to the society. There is no legal authority that can certify environmental claims that are made by manufacturers. The author suggested that companies should focus on two objectives: improved environmental quality and customer satisfaction. Companies should strike a balance between visibility and transparency i.e. what they are promoting should convey trust.

Mohanasundaram (2012) examined the reasons that organizations adopted for green marketing philosophy were social responsibility, govt pressure, competitive pressure and cost reduction. The author supported the 7 P’s green marketing such as product price, place, promotion, people, planet and profits. Cherian & Jacob (2012) determined the relationship between the consumer attitudes and green marketing. The author studied the relationship between a dependent variable (consumer perception of green marketing) and its impact on independent variable (attitude and purchase behaviour towards green marketing). The researcher suggested that there is need to explain the inconsistencies in attitudes of consumers through individual factors by using reference group theory. Singh (2013) analysed the ethical measures taken by various companies in marketing area. The researcher studied the effectiveness as well as awareness among consumers about the green marketing. The researcher studied the demographic factors and green marketing practices. The author suggested that consumer awareness can only be increased with the association of NGO’s and govt. The researcher suggested that companies should develop appropriate and affordable technologies to achieve wider acceptance of green products that will make a significant impact on the environment protection. Nagaraju (2014) examines the market awareness of eco-friendly FMCG products and consumer perception and willingness to pay more for green products. The researcher studied the demographic factors and green marketing practices. The author suggested that government and marketing organizations should join hands together in creating awareness of eco-friendly products through eco labelling.

10 WAYS TO GO GREEN: - Unplug when not in use, Use less water, every drop counts, Use CFLs, Buy organic food, Walk more, Drive Less/ Car pooling, Recycle more, Switch to green power e.g. Solar power, Aware the world about Go Green, Live Green, Say no to plastics.

BENEFITS OF GREEN MARKETING:
• **Opportunity In India:** around 25% of consumers prefer eco-friendly products. So marketers have diverse segments to cater to.
• **Social Responsibility:** Many companies have started realizing that they must behave in an environmental friendly manner. They believe that they should fulfil social responsibility by achieving both environmental objectives and organization profits objectives.
• **Govt. Support:** Various regulations are framed by governments to protect consumers and society. The Govt of India has developed a framework of legislations to reduce the production of harmful products e.g. ban of plastic bags in Punjab.
• **Competitive Edge** Many companies take up green marketing to maintain their competitive edge. Initiatives by small companies have prompted the many others companies to follow suit.
• **Cost Reduction:** Reduction of harmful waste may lead to saving in cost. It is possible to use waste generated by one company in another company as cost effective raw material.

CHALLENGES IN GREEN MARKETING: However, green marketing poses huge dangers for marketers if they get it wrong:
• Most customers choose to satisfy their personal needs before caring for the environment.
• Overemphasizing greenness rather than customer needs can prove devastating for a product.
• Many customers keep away from products labelled “green” because they see such labelling as a marketing gimmick, and they may lose trust in an organization that suddenly claims to be green.
• Green products require renewable and recyclable material, which is costly. At first the profits will be very low.
• Majority of the people are not aware of green products and their uses. Majority of the consumers are not willing to pay a premium for green products.
• Requires technology which further requires huge investment in R&D. Green marketing support green products/services, green technology, green power/energy; a lot of money has to be used up on R&D programmes. Water treatment technology which is too costly
ECO LABELLING: The customers may not believe in the firm’s strategy of Green marketing, the firm therefore should make sure that they encourage the customer about their green product, this can be done by implementing Eco-labelling schemes. This schemes offer its —approval to —environmentally less harmless products has been very popular in Japan and Europe. In fact the first eco-label programme was initiated by Germany in 1978.

- Improvement in image and sale of products.
- Manufacturer’s being more accountable to environmental impacts.
- Consumer’s awareness that their choice product do affect the environment as some products are less harmful to environment that others.

DANGERS OF IGNORING GREEN MARKETING: To depict the seriousness, India generates close to 26,000 tonnes of plastic a day, according to a CPCB estimate. Of this, 43 percent is plastic manufactured for single-use packaging material that will mostly find its way into garbage bins. In all, 80 percent of total plastic produced in India is discarded. In India, plastic debris like single-use straws, cutlery, food containers and other plastic items is clogging up landfills, blocking drains and polluting waterways. In order for such packaging products or materials to qualify as biodegradable, they must completely break down and decompose into natural elements within a short time after disposal – typically a year or less.

5. SUGGESTIONS:

Though majority respondents claim to be aware of green products, but the awareness seems superficial and over-claimed. The deeper analysis reveals clearly that majority respondents, who claimed to be aware of green products, actually did not know as to what green products constitutes, exactly. The respondents did not understand that buying green products also contributes towards environment protection. The study also shows that people in general have lot of concern and strong desire to do something towards environment but they did not know how they can contribute. Hence marketers and Government cannot be individually held responsible but environmental protection agencies, media, must create awareness about green products as a mean to save the environment.

Marketer should take initiative keeping in the mind that consumer are concerned and willing to do their bit towards environment protection. Marketers should plan effective promotional strategies to educate them about green products, their usage and resultant impact on the environment protection that will help in long run and will enhance their goodwill and building strong brand image in the eyes of consumers.

Similarly the study points towards the need for an active role on the part of government and various stakeholders in educating the consumers towards being a green consumer. Marketers should make use of environmental product and consumer benefit claims that are specific and meaningful. Marketers should acquire product endorsements or eco-certifications from reliable third parties and educate consumers about the meaning behind those endorsements and eco-certifications.

6. CONCLUSION:

The Environmental problems in India are growing rapidly. Going green has become the new success mantra and is being discussed by people from all the walks of life. Eco-label will be considered as a major tool for Environmental marketing. The government, the organization and the customers has to put hands together in creating awareness of eco-friendly products. It will be a costly affair but it will help in long run to business as well as to our environment. Green marketing is the tool for protecting the environment for the future generation. Firms have to carry out research to find out how it is going to be feasible. With the threat of Global warming, it is very important that green marketing should become the norm. Recycling of paper, plastics in a safe and eco-friendly way should become more systematized and universal. Nowadays people started to realize their role and responsibilities. Even the company which focused on the profit now turned towards Green Marketing Companies and producing eco-friendly products. Nowadays companies with the help of advertising started to educate the consumer about the benefits of Green Products. Thus, green marketing involves huge investment & it is not at all possible for a few entities to bear it. The possible solution can be the involvement of public, government, businesses, environmental activists and all others concerned. We can eliminate the concept of waste and make Environmentalism profitable, if all join hands. Green marketing should not neglect the economic aspect of marketing. Green marketing is still in its infancy and a lot of research is to be done on green marketing to fully explore its potential.

Marketing was to think how to make more consumption and green marketing is when we think how to consume less.
7. REFERENCES:

SIGNIFICANCE OF TIIC IN BUSINESS ENTERPRISES FROM MICRO TO LARGE

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Abstract: Developing country like India has huge population in the age group of 15 to 45. The age group of 45 is responsible to take care of their children as well as their parents. So in this current trend they have to earn more money to survive. But we are facing unemployment problems nowadays. To avoid this, we should not be a job seeker, we must be a job giver. New startups is very essential now. So government has given many schemes for the growth of new startups in India. TIIC is one of the major part of creating and supporting financial assistance to new startups. This article explain what are the schemes are provided to the people who are going to new startups business and guiding existing business enterprises by TIIC.

1. INTRODUCTION:

In India the age group of people from `15 to 45 is high comparing with other country. Based on today’s cost of living, all those person has to earn more money to survive with their children and to take care of their parents.. In 1980’s lot of job givers was there, and people move towards engineering, automobiles, business, manufacturing industries etc. and got many jobs. But nowadays educated and qualified are also unemployed due to jobs givers are not available for those who are qualified, so today’s generation must be a job giver not be a job seeker. For that many entrepreneurs are needed to grow now. Government has given many subsidies and grants and tax relaxation to new startups. We have to utilize that opportunity and to give moral support for the development of our country.

The Tamil Nadu Industrial Investment Corporation Limited(TIIC) playing major role for development of business industries through financial support to the people who starts new business enterprises from micro level to large level. In this article contents what are the schemes provided by TIIC is going to discuss.

2. TIIC (Tamil Nadu Industrial Investment Corporation Limited):

TIIC has over 69 years of experience in financing industries in the State of Tamil Nadu. It is premier financial institution incorporated in 1949 to foster industrial development of Tamilnadu. It provides financial assistance to Micro/Small/Medium/Large scale industrial units, and also to the service sector. TIIC, the State Financial Corporation (SFC) for the State of Tamilnadu is extending financial assistance towards setting up new industrial units as well as for expansion, modernization and diversification of existing units. With vast experience in industrial finance, it remains the prime mover in industrial development, and is a trusted partner of entrepreneurs sharing the risk in the journey towards growth to pave the way for a brighter tomorrow.

3. TYPES OF ASSISTANCE:

TIIC offers long and medium term financial assistance in the following forms.

- Term Loans
- Working Capital Term Loan

TIIC also offers short term assistance by way of Bill Finance Scheme to TANGEDCO suppliers/TANTRANSCO contractors/TWAD contractors/TNPL vendors.

SALIENT FEATURES OF LOAN SCHEMES

<table>
<thead>
<tr>
<th>SCHEME</th>
<th>GENERAL TERM LOAN</th>
<th>EQUIPMENT FINANCE</th>
<th>FLEXI WORKING CAPITAL TERM LOAN</th>
<th>MICRO/SMALL ENTERPRISES FUNDING SCHEME</th>
<th>NEEDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eligibility</td>
<td>Any new or existing unit</td>
<td>Existing unit*</td>
<td>Existing unit**</td>
<td>Any new or existing Micro/ Small unit</td>
<td>Entrepreneur’s age above 21 &amp; Below 35 &amp; Relaxable upto 35</td>
</tr>
<tr>
<td>Quantum</td>
<td>Proprietary/partnership firm Rs.15 crores private/Limited company Rs.30 crore</td>
<td>Rs. 10 crores</td>
<td>Rs. 2 crore</td>
<td>New unit-Rs.40 Lakhs Existing Unit Rs.37.5 lakhs</td>
<td>Maximum Eligible Loan pro project cost upto ceiling of Rs.5 Crore.</td>
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<tr>
<td>Promoter’s contribution</td>
<td>Minimum-33.3% (For new unit) 25% (for existing unit) 15% (minimum)</td>
<td>25% of the working capital assessment</td>
<td>20% (minimum)</td>
<td>Minimum 10% Relaxable up to 5% for certain category</td>
<td></td>
</tr>
<tr>
<td>Debt Equity Ratio (overall)</td>
<td>2:1</td>
<td>2:1</td>
<td>2:1</td>
<td>New Unit-4:1 Existing Unit 3:1</td>
<td>-</td>
</tr>
<tr>
<td>Repayment period</td>
<td>7 to 9 years (maximum)</td>
<td>5 years (maximum)</td>
<td>31/2 years (maximum)</td>
<td>6 years</td>
<td>6 to 7 years</td>
</tr>
<tr>
<td>Moratorium period</td>
<td>2 years</td>
<td>6 months</td>
<td>6 months</td>
<td>Up to 2 year</td>
<td>Up to 1 year</td>
</tr>
<tr>
<td>Collateral Security</td>
<td>Flexible approach on a case to case basis</td>
<td>25% of loan amount</td>
<td>Without bank finance TIIC assisted Unit-100%of the loan Non assisted Unit-125%of the loan</td>
<td>Minimum 50% of loan amount</td>
<td>Minimum 50% of loan amount</td>
</tr>
</tbody>
</table>

4. OTHER SCHEMES OF TIIC:
- THULIR- START UP SCHME
- EFS-FAST TRACK
- MEDICAL PRACTITIONER SCHEME
- PRIVILEGED CUSTOMER SCHEME
- BILL FINANCE SCHEME
- RENEWABLE ENERGY

5. SCHEME FOR SERVICE SECTOR:
- Hotel Scheme ,Transport Operator Scheme, Commercial Complex, Convention Centre and Community and Marriage Halls
- Warehousing and cold storage scheme

6. BENEFICIARIES IN MADURAI DISTRICT IN THE YEAR 2019-2020:
  - M/s Royal Enterprises, Madurai
  - M/S Dinesh Digital Color Lab, Madurai
  - M/S Hill top enterprises, Dindigul
  - M/s Ruby food products pvt ltd
  - M/s Karukuvel ayyanan modern rice mill
  - Madurai
  - M/S Meenakshi Industries, Madurai etc.

7. CONCLUSION:
The Tamilnadu Industrial Investment Corporation Limited provide lot of financial support to people who wish to start new business and also supporting to existing business concern for their growth and expansion. This article will give information about TIIC to unreached people.

8. REFERENCES:
- Information collected from TIIC office
- www.tiic.in
A Study on Microfinance Schemes for Development of Women Entrepreneurs

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ABSTRACT: Our Country, India is a land of many opportunities, a clear reflection of which lies in the startup boom the country has witnessed in the recent years. From innovation, travel, food, sanitation, IT, entertainment, a new generation of prominent entrepreneurs has successfully tapped into lesser explored sectors, managed to provide solutions and build the groundwork for successful businesses. Microfinance is growing as a powerful instrument to alleviate the poverty in Indian economy. A majority of Microfinance schemes has come up with the clear goal of reducing poverty and empowerment of women. Accordingly, a woman runs an enterprise is defined as "an enterprise owned and controlled by a women having financial interest of 51% of the capital who is having 51% of the capital. Women entrepreneur constitute 14 % of the number of the number of entrepreneur in the country. This has been a significant growth in self-employment of women with women now starting new ventures at three times the rate of men. Normally, women entrepreneurship is found in the extension of their kitchen activities, mainly in preparing commercially the 3 P's namely, Pickles, Papads and Powder. Few of them venture into services industry relating to hospitality, catering, educational services, consultation or public relations, beauty clinics, etc. Women enter entrepreneurship due to economic factors which pushed them to be on their own and urge them to do something independently. Women prefer to work from their own work residence, difficulty in getting suitable jobs and desire for social recognition motivate them towards self-employment. We see a lot of women professionals in engineering, medicine, law etc. The present study covers Microfinance Schemes in promoting Women entrepreneurship.

KEYWORDS: Women Entrepreneur, Awareness, Schemes and Social Service.

1. INTRODUCTION:
Today in the start-up India, we can see Women Entrepreneurs everywhere. Microfinance act as an important tool to empower women from poor household. Women too are seen leaving their high-profile jobs as well as some stepping out of the four walls of their homes and joining the pool of Entrepreneurship in India. Now, they are increasingly participating in all spheres of activities. The fact remains that the citadels of excellence in academic, politics, administration, business and Industry are no longer the prerogatives of men in India. The general consensus that is emerging in all discussions relating to the development of women entrepreneurs should form an integral part of all development efforts. Microfinance schemes that can help women entrepreneurs in India grow their small business. The major factor to jumpstart the entrepreneurial journey is capital and various banks offer specialized loans for women entrepreneurs that have slightly different and more flexible set of terms and conditions pertaining to collateral security, interest rates, etc.

2. LITERATURE REVIEW:
Reynolds (2005) explained the entrepreneurship is always conceptualized it is a discovery of opportunities and new innovations by which a new organization is formed. Professor. Shabana A. Menon (2012) explained, Entrepreneurship is a key element of growth and development. It develops the country in all means by the innovativeness and by different ideas.

Hughes et al (2012), explained, women entrepreneurship as need to be diverse voices and apply a constructionist approach’s to consumer traditional and non traditional questions. Research collaboration in the women entrepreneurship area still restricted within national boundaries and future needs. Ahl and marlow (2012) explained, There exists gender biases within the entrepreneurial disclose. Gender assumptions limit episternological scope of research in this area and position of women entrepreneurs.
Luisa De Vita(2014) defined Entrepreneurship has a leading role in economic development. The role of the gender factor emerged the entrepreneurship. Role of female entrepreneurship in emerging economies and relevance of immigrant female entrepreneurs in developed.

3. OBJECTIVES OF THE STUDY To scrutinize the various microfinance schemes for the uplift of the Women entrepreneurs and to create an awareness of the various job opportunities and how to be independent individuals.

4. METHODOLOGY This study uses secondary data from various journals, Wikipedia, Text books and websites.

5. MICROFINANCE SCHEMES FOR WOMEN ENTREPRENEURS IN INDIA:

5.1. ANNAPURNA SCHEME- Under this scheme, the Government of India offers women entrepreneurs in food catering business, loans up to ₹50,000. The loaned amount could be used for working capital requirements such as buying utensils, cutlery, gas connection, refrigerator, mixer cum grinder, hot case, utensil stand, Tiffin boxes, working table, water filter etc. A guarantor is required to avail the loan and the assets of the business have to be pledged as collateral. Once sanctioned, it has to be repaid in 36 monthly installments (which equals to a period of three years). After the loan is sanctioned, the lender doesn’t have to pay the EMI for the first month. The interest rate is determined depending upon the market rate and the bank concerned. The State Bank of Mysore and Bharatiya Mahila Bank currently offers this scheme.

5.2. STREE SHAKTI PACKAGE FOR WOMEN ENTREPRENEURS - The Stree Shakti Package is a unique SBI-run scheme to support entrepreneurship among women by providing certain concessions. This scheme is eligible for women who have majority ownership (over 50 percent) in a small business. Another requirement is that these entrepreneurs have to be enrolled in the Entrepreneurship Development Programmes (EDP) organized by their respective state agency. This scheme allows women to avail an interest concession of 0.05 percent on loans exceeding ₹2 lakhs. No security is required for loans up to ₹5 lakhs in case of tiny sector units.

5.3. CENT KALYANI SCHEME - This scheme under the Central Bank of India can be availed by both existing and new entrepreneurs and self-employed women for micro/small enterprises like farming, handicrafts, food-processing, garment making, beauty, canteen, mobile restaurants, circulating libraries, day creches, STD/Xerox booths, tailoring etc. (in other words, agriculture, cottage industries, small and medium enterprises, government sponsored programs and retail trade.) Under this scheme, loans up to ₹1 crore are sanctioned with a margin rate of 20 per cent. You do not require any collateral security or guarantors for this loan. Interest on loans depends on market rates. The loan tenure will be a maximum of seven years including a moratorium period of 6 months to 1 year.

5.4. MUDRA YOJANA SCHEME - This is a general scheme for small units that women entrepreneurs can avail of too. Offered by nationalized banks under the Pradhan Mantri Mudra Yojana, this can be used to set up beauty parlour, tuition center, tailoring unit, etc. Loans between ₹50,000 to ₹50 lakh are sanctioned under this scheme. No collateral and guarantors are required for loans below ₹10 lakhs.

The scheme has three plans:
Shishu – Grants you loans up to a maximum limit of ₹50,000 for a new business with rate of interest being 1 per cent per month or 12 per annum. The repayment period up to 5 years.
Kishore – Grants loans from ₹50,000 up to ₹5 lakhs for well-established businesses. The rate of interest varies with banks as it depends on the scheme guidelines and credit history of the applicant. Repayment period also depends on the discretion of the bank.
Tarun – Grants loans from ₹5 lakhs up to ₹10 lakhs for business expansion. The rate of interest is dependent on the bank as per the scheme guidelines and credit history of the applicant. Repayment period depends on the discretion of the bank.
5.5 MAHILA UDYAM NIDHI SCHEME - Offered by Punjab National Bank and Small Industries Development Bank of India (SIDBI), this scheme supports women entrepreneurs to set up a new small-scale venture by extending loans up to ₹10 lakhs to be repaid in 10 years. SIDBI also includes a five-year moratorium period. The interest depends upon the market rates. Under this scheme, SIDBI offers different plans for beauty parlours, day care centres, purchase of auto rickshaws, two-wheelers, cars, etc. It also assists with upgrading and modernization of existing projects.

5.6 DENA SHAHTI SCHEME - It provides loans up to ₹20 lakhs for women entrepreneurs in agriculture, manufacturing, micro-credit, retail stores, or small enterprises. It also provides a concession of 0.25 percent on rate of interest. Loans up to ₹50,000 are offered under the microcredit category.

5.7 ORIENT MAHILA VIKAS YOJANA SCHEME - Launched by Oriental Bank of Commerce, women, who hold a 51 per cent share capital individually or jointly in a proprietary concern, are eligible for the loan. No collateral security is required for loans between ₹10 lakhs to ₹25 lakhs for small-scale industries. The repayment period is seven years. It also provides a concession on the interest rate of up to 2 per cent.

5.8 Bhartiya Mahila Bank Business Loan - The scheme was implemented by Bhartiya Mahila Bank (BMB) which was later merged with State Bank of India in 2017. A public sector banking company established in 2013, it offered women entrepreneurs business loans up to ₹20 Crores for meeting working capital requirement, business expansion, or manufacturing enterprises. It also offers special business loans with a lucrative rate of interest and grants collateral-free loan up to ₹1 crore under CGTMSE (Credit Guarantee Fund Trust for Micro and Small Enterprises) scheme. Women entrepreneurs are also offered 0.25 per cent concession in interest rate. It includes a combo of working capital and term loan. The repayment tenure is flexible and has to be repaid within seven years.

Some of the different plans under the scheme include:
SHRINGAAR- The BMB Shringaar loan is applicable to self-employed women or homemakers who want to set up a parlour, purchase equipment, or meet daily business expenses. The loan doesn’t require you to provide any collateral security.
PARVARISH- Similarly, BMB Parvarish loan is for self-employed women or homemakers to set up day-care creches. The upper limit of this loan can be ₹1 Crore without any collateral security under the Credit Guarantee Fund Trust for Micro and Small Enterprises (CGSTSM) scheme.
ANnapurna- Food entrepreneurs, between 18 to 60 years, wanting to start or expand their small business can avail this loan. Its features are similar to that of State Bank of Mysore’s Annapurna scheme, minus the fact that it does not require collateral security. Trade Related Entrepreneurship Assistance and Development (TREAD) provides women with trade related training, information and counselling & grant of up to 30% of the total project cost.

5.9 LOANS OFFERED BY BANKS FOR WOMEN -

There are various banks offering loans exclusively meant for women entrepreneurs. However, it is important to make a well-informed decision by understanding all calculations and clauses of lending schemes being offered by different banks. Some of the online business loans for women in the country are:

<table>
<thead>
<tr>
<th>Bank Name</th>
<th>Interest Rate</th>
<th>Loan Amount</th>
<th>Repayment Tenure</th>
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| Central Bank of India | • 8.75% p.a. for loans up to Rs.10 lakh  
• 9% p.a. + tenure premium for loans above Rs.10 lakh and up to Rs.1 crore | Up to Rs.1 crore | Up to 7 years |
| State Bank of India | Lower than base rate – will be set as per the terms and conditions set by SBI | Up to Rs.5 lakh (Unsecured) | As per the terms and conditions set by SBI |
| Bharatiya Mahila Bank | As per the terms and conditions set by Bharatiya Mahila Bank | Up to 1 crore | Up to 7 years |
Central Bank of India Business Loan for Women Entrepreneurs:
Listed below are the key highlights of the business loan for women offered by Central Bank of India:
- Loans up to Rs.1 crore, No requirement for collateral, Flexible repayment tenures, No minimum income requirement, 0% processing fee

State Bank of India Business Loan for Women Entrepreneurs:
Listed below are the key highlights of the business loan offered by State Bank of India:
- More than 50% of the capital should be owned by women, 0.5% lesser interest for loan above Rs.2 lakh, No security for loan up to Rs.5 lakh, Margin will be reduced by 5%, Hassle-free documentation process,

Bharatiya Mahila Bank Business Loan for Women Entrepreneurs:
Listed below are the key highlights of the business loan for women:
- Flexible repayment tenure, Concessions for women entrepreneurs, Financial capital to set up business ideas, No collateral required, Hassle-free loan process.

Bank of Baroda Business Loan for Women Entrepreneurs:
Listed below are the key highlights of the business loan for women offered by Bank of Baroda:
- Attractive interest rates, Flexible repayment tenures, Hassle-free loan application process, Loans up to Rs.20 lakhs, Minimum documentation required.

Lending Kart Business Loan for Women Entrepreneurs:
Listed below are the key highlights of the business loans offered for women by Lending Kart:
- Online business loan application, No requirement for collateral, Attractive interest rates, Business loan disbursal within 3 days from approval, Processing fee up to 2% of the loan amount availed.

6. FINDING AND SUGGESTIONS:
Women entrepreneurs have to be given sufficient training to survive in the market. This training should be made compulsory for women entrepreneurs. Regular attempts should be made to inspire, motivate women entrepreneurs. The government should provide interest free loans to encourage women entrepreneurs. Women entrepreneurs should be encouraged to start their business in large scale operations. Special attention should be given to those women entrepreneurs who are in rural areas.

7. CONCLUSION:
Now-a-days, Women’s participation in the field of entrepreneurship is considerably increasing. It can also be seen that through Government sponsored schemes most of the women are benefitted in the entrepreneurial areas. The society also cordially welcomes the success of women entrepreneurs. Even though Women entrepreneurs faced lots of problems like lack of education, social barriers, legal formalities, high cost of production, male dominated society, limited managerial ability, lack of self-confidence etc. Women have the potential and determination to setup, uphold and supervise their own enterprise in a very systematic manner, appropriate support and encouragement from the society, family, government can make these women entrepreneur a part of mainstream of national economy and they can contribute to the economy progress of India.
8. REFERENCES:

BOOKS

WEBSITES
1. https://www.google.com/search?source=(Government schemes available for women entrepruners)

JOURNALS
THE ROLE OF COMMUNITY RADIO IN GRASSROOTS DEVELOPMENT - OPPORTUNITIES AND CHALLENGES

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ABSTRACT: Community radio is truly a people’s radio that perceives listeners not only as receivers and consumers, but also as active participants and creative producers of content. Community radio covers all developmental and rights based issues and updates listeners on the latest developments in environmental, policy related and other issues. Education and communication services are probably some of the key strategies for strengthening livelihood and combating hunger and malnutrition. However, diverse socio-cultural backgrounds, linguistic barriers, geographical remoteness and differential incentives make the task of information dissemination challenging. Among the three main categories of mass communication tools such as radio, television and print media, the importance of radio cannot be denied. The purpose of this Research is to identify the role of community radio in sustainable development and thereby to, understand the affect of community radio in bringing the change in present scenario of globalized world. In this research, the focus is on understanding requirement of rural community and tracing the ways in which they benefit from the community radio. As the Community radio has the power to help sustain the diversity of the local cultures and languages to examine the opportunities and challenges of the medium.

Keywords: Community Radio, Grassroots Development, Sustainable Development, radio Program.

1. INTRODUCTION:
Community radio is a process and cannot exit on social isolation. It is not simply about producing programmes to put on air, it involves local community in entirety of process. It is about developing a community by using radio. Which are locally focused, using indigenous knowledge to build on local cultural and ecological diversity, blending with technology and scientific innovation.

In many foreign countries including US community radio plays a pivotal role in making the masses aware about their basic rights and duties. Not only limited to solving problems which a common man faces in his day-to-day life, community radio provides him a strong platform from where he/she can freely disseminate his ideas among his community members in the best possible manner. Besides solving social problems as well as entertaining local people, community radio also acts as an intermediary between the Government and the local masses. This is the place from where local people can air their grievances to the Government as well as get the solutions to their problems too. Needless to say, community radio has played a major role in bridging the communication gap between the Government and the local people. The community radio has proved to be one of the best medium of communication at the grass-root level in many countries including India.

This form of participatory communication has substantiated to be very successful as a tool for social and economic development at grassroots level. The local community needs which are often neglected by the mainstream media could be adequately addressed by community radio. With community radio empowerment of community can be made possible through adequate capacity building as the Kalanjiam Samuga Vanoli and Kalpakkam CR radio experience in Tamil Nadu.

Kalanjiam Samuga Vanoli – 98.8 MHz
The Station for Kalanjiam Samuga Vanoli (90.8 MHz) has been set up at Vizhunthamavadi village of Keelaiyur Block in Nagapattinam District, Tamil Nadu. Nagapattinam district is a coastal district of Tamil Nadu; The Keelatryur block is surrounded by sea in its east. Four hamlets located around Vizhunthamavadi villageis taken for study are PR Puram, Kameswaram, Pudupalli and Vettaikaraniruppu.

Kalpakkam CRS - 90.8MHz
Kalpakkam CRS - 90.8MHz, operational from 26th January 2011 in DAE Township Kalpakkam. The programme has a 15 kilometres reach and 300 villages in the area but the facility is implemented in 50 villages.
2. REVIEW OF LITERATURE:

Community Radio is not-for profit and provides a mechanism for facilitating individuals, groups, and communities to tell their own diverse stories, to share experiences, and in a media rich world to become active creators and contributors of media. In many parts of the world today, community radio acts as a vehicle for the community and voluntary sector, civil society, agencies, NGOs and citizens to work in partnership to promote community development. By the core aims and objectives of this model of broadcasting, community radio stations often serve their listeners by offering a variety of content that is not necessarily provided by the larger commercial radio stations (Al-hassan, 2011).

Community radio can play a significant role at the grass roots level for rural development. For instance, issues of poverty, agriculture, gender inequality, education, social problems among others could be the focus for programming. In exploring the importance of sharing information locally and the opening up of wider information networks for farmers in Northern Ghana with reference to vernacular radio programmes, Chapman et al. (2003) found that rural radio is effective in improving the sharing of agricultural information by remote rural farming communities. Radio in this regard provides a set of participatory communication techniques that support agricultural extension efforts by using local languages to communicate directly with farmers and listeners’ groups. Using the Most Significant Change (MSC) process, Walters et al. (2011) assessed the impact of community radio in Indonesia and concluded that effective radio activities can make a significant change in a community’s life. The MSC methodology has its origins in community health development debates. It has recently been applied to community radio impact evaluation. By the MSC process, community members provide feedback in the form of stories describing the desirable change in their life as a result of the activities of the radio.

Sterling et al. (2007) provided evidence that female community radio listeners are given a voice with which to respond to programming and to create programming content. The authors estimated the cost of excluding women from ICT for development and explored how community radio represents an opportunity for inclusion. By employing the principles of Participatory Action Research (PAR), the authors found that women will be more likely to benefit from technology-mediated opportunities for development if they themselves produce information that contributes to their advancement, rather than simply consuming information provided by others (Sterling et al. 2007).

3. METHODOLOGY:

In-depth Interviews: In-depth Interviews was conducted with station coordinators, RJs, program producers, and among the people from different age groups and income levels. Focus Group Discussions: The focus group discussions were conducted with a group of 10 to 12 members in both the study areas. The group consisted of female representatives of different age (15-45), income and social status, volunteers and programme producers of the community radio.

3.1 Objective: Assess the level of various programs content required for the empowerment of community, awareness and understanding of the concept conveyed in the programme.

4. ANALYSIS AND INTERPRETATION:

4.1 Community Radio Opportunities The data collected from the participants of the Kalanjiam Samuga Vanoli and Kalpakkam CRS illustrate how important Community Radio have become to connect with the community, and empower them in terms of Quality of Life, Self Esteem and Freedom of the community members. The survey highlighted that the people of DAE Township Kalpakkam were better enlightened on Environment issues, Career counseling, Education opportunities, Social Issues, Gender awareness. Interestingly, women in Kalanjiam Samuga Vanoli and Kalpakkam CRS listened to Community radio quite often. The programs had also instilled confidence in them to participate in meetings and also stay informed of key governmental schemes and policies that could help them. As a result, community radio brings power and a plethora of possibilities to the people in Fisher community. It provides a framework to engage communities, opportunities to work towards capacity building, empower them to become entrepreneurs and freethinkers in their own community. Participating in group discussion women observed that “what makes Kalanjiam CRS unique is that it has made life better and meaningful than before. Everybody likes it and becomes worried whenever the station is not operating”.

Tamil Nadu coastal region is a disaster-prone area but the schools don’t teach or implement proper disaster management techniques. Kalanjiam CRS focuses their vision is to be able to reflect the perspectives of the people in policy changes, in a transparent way. When the community radio started and went out asking the people for their perspective on issues, the people were hesitant as they felt that the media wouldn’t be
able to make a change. But now, that they’ve seen the importance and effects that the community media has, they’ve been more open and engaging with the people from the community radio. The community radio also hosts public speaking workshops for their women participants. They also held “The Voice of the Vulnerable” media camp, to teach the fisherwomen audio and video recording, and editing, and also the opportunities they will have outside and within the community. They use Adobe Audition for audio editing and Premier Pro for video editing. The community radio station wants to expand its workshops to be more inclusive of the members of the community who are interested in the media. One of the other successful broadcast was 17 episodes for pregnant women, after consulting with doctors. People in rural areas are believed to be healthy but they suffer from various diseases like anemia and series worked to create awareness towards educating people about this. They also conducted a workshop for entrepreneurship.

The activities of Kalpakkam CR have promoted the economic activities of its clients in and around the DAE Township Kalpakkam. It has promoted Small and Medium Enterprise (SMEs) development.

4.2 PROGRAMMING STRATEGIES USED BY THE COMMUNITY RADIO

Kalpakkam CRS

Kalpakkam CR include content that panders to Tamil culture and of Tamil interest, such as Thirukkural, Thought of the Day, Agriculture, Health, Melody Songs, Birthday Wishes (especially for fisher folk) etc. Programs also pander to different people across the rural community, excluding the fisherman community, such as farmers, school children, women, elderly, etc. They receive information every day from the Indian National Centre for Ocean Information Services (INCOIS) regarding the official information about the sea, and their broadcasts are based on these official reports. INOCIS provides all information relevant to the fisher folk, such as oceanographic data in real time (sea state, wave intervals) and Potential Fishing Zones (PFZ). This encourages fishing efficiency and minimizes water pollution due to fuel usage. In Kalpakkam CR Programme doesn’t talk about messages that instigate communal riots or political tension as they prefer to maintain an objective standpoint. They prefer to provide entertainment, advice, scientific awareness, community engagement programs, etc. as opposed to sensationalistic journalism. Kalpakkam Community Radio station employees sometimes attend NGO workshops to gain information useful to local fisherman, such as engine repairmen, food procurement etc and these workshops prove to be helpful in creating programme content. The radio station also helps the fisher folk promote their talents (by taking place in state level and national level competitions). It provides a platform for educated people amongst the community to promote their academic and other extracurricular talents. An Interactive Programme Gramam Povom is a village visits format, featuring interaction with the rural people and interviewing the local people about their lifestyle, occupation and personal insights on issues. It also helps to promote community welfare and awareness amongst the rural people. Nalanthaana is a programme by the station providing health and medical information from certified doctors for the audience. Mr Soundarajan, Station Incharge says “Their content doesn’t include cinema songs. However they offer free radio jockey training to the people in the community. And Radio station ensures authenticity by employing professionals.” Radio jockey training involves teaching the trainees Tamil fluency (pronunciation, enunciation) confidence while talking and proper radio jockey etiquette, including what NOT to say while hosting. NIVH Programs National Institute for Visually Handicapped is another celebrated program in Kalpakkam CR gives content transcribed from books, for the visually impaired.

KALANJIAM SAMUGA VANOLI

Kalanjiam Samuga Vanoli is forced to use varied programming strategies due the Severe Cyclonic Storm Gaja in the year 2018. At the time of landfall of the cyclone, Regions of Karaikal and Nagapattinam experienced 100 km/h winds heavy winds. About 100,000 electric poles, 1,000 transformers, 201 electricity substations and 5,000的数量 were destroyed by the cyclone. Thousands of cattle and birds died, hectares of Coconut trees were damaged, mostly uprooted due to the cyclone. Since cyclonic and post cyclonic period the research was undertaken lot of modification in the programming strategy was incorporated in the Kalanjiam Samuga Vanoli. Kalanjiam CRS used different medium to research listeners apart from radio broadcasting such as sending voice messages, programmes through their Mobile application and WhatsApp groups which is still in its initial phase.

Online campaign were started, where they showcase one-minute programs of the fisherwomen who were most affected by Vardah and Gaja Cyclone to mobilize funds to restore the in normalcy in the affected community. The funds were used to revive the green cover that was lost due to the cyclone by distributing 5000 saplings to the community. These plants were not cash crops but hardwood trees that can withstand calamities. This initiative served two purposes one when people need money, they can chop down these trees
to earn revenue to survive. Secondly, people looked up to the community radio for a monetary benefit to develop a relationship with CRS. This helped the people understand the important role that media can play in building funds and helping communities. About the programing strategy of the Kalanjiam CRS, Ms Abarna, Station Head says “No specific people create the content, the citizens of the community who also work at the community radio brainstorm and create the content from personal experiences and individual perspectives”.

The Kalanjiam CRS works with a CRC (Community Resource Center) structure. The NGO Dhan has opened several mobile CRCs, which helps get community volunteers called “CRC member”. Currently there are three people and four CRC members who work at the community radio. CRC members receive a stipend from the NGO Dhan. The Programs create exposure about current issues that prevail in the community for example, How fisher-community can connect with the government, to access the government schemes? They interview the collector and other government officials about various policies and schemes. The station engages experts/resource persons as guests on these programmes and they (resource persons) are able to explain and make clear issues in their areas of expertise. Major areas include family life, Social issues, gender and social inclusion, domestic violence, etc. Along with on air activities, off air activities also play an important role in clarifying doubts, answering queries and in helping in the absorption of the information disseminated.

After cyclone GAJA, they came up with 6-7 episodes focusing on how the cyclone affected the fisherwomen of the community, how people were coping, and their livelihoods. Through which they received help from the government. Their social media page has around 3000 people through which issues regarding Gaja were shared thousands of times, reaching a magnitude of people including NGOs and Government officials and parties which got them help. They are also working on a video about the fishing community about the same. The boats that they use were given by the Government that are currently in use, have been under constant repair but they should be replaced. Because it’s dangerous to use those boats, as a small fault can cost them their lives. The fisherwomen can't afford to buy new ones because they don’t have proper homes and are already in debt. The fisherwomen’s catch has reduced from 100 fish to 30 (no. of fishes they catch) Hence they don’t earn enough money to survive and they have a saline water issue. And after Gaja, the cyclone increased the area of saline water that has seeped into the groundwater which makes it harder to cultivate and remove the saline water (only in the coastal region) because its removal is expensive. Hence they resort to taking loans from family and friends. To give hand to the fisher community the Kalanjiam CRS don't just have an online campaign, they are trying to start a website called “The Voice of The Women” which will feature the videos and audios, the content of their broadcast as posts on the website for archival purposes to get possible help from organizations like UNICEF and UNESCO. They are planning to move to have commercial advertisements in the radio in order to increase their reach and get other monetary benefits. What are the people interested in? The people are interested in performing but not to watch people perform. They also organize an open platform where members of the community can showcase their talents. So with this platform, they try to find a balance between the two. Local Hero Stories is an innovative content added recently because most families push their daughters to study so that they can get married into well off families. Through these stories they understand and believe that women can handle both a professional life as well as a family life.

4.3 CHALLENGES FACED BY THE COMMUNITY RADIO AND THE FISHERWOMEN

Women would start with the active participation in initial stages and abandon their training and involvement due to their personal and family circumstances. Setbacks in capturing the audience include failure to grab their attention due to the vast availability of different FM stations, and unavailability of radio sets due to a preference for television and varying preferences for content.

Saranya, Trainee RJ, Kalpakkam CRS has learned to operate some of the equipment and has a minimal experience in being a radio jockey in her few days of training said “I was shy initially but practice gives confidence”. Ms Abarna, Station Head, Kalanjiam CRS says the main constrain faced by the station is, it would get interrupted because of bad weather and cyclones where they would lose data and tapes. The entire community radio station was also destroyed when cyclone Gaja hit. The radio station is working on making an archive so that it will be of use in the future.

Initially, When the members of the radio tried to tell the fisherwomen to listen to their radio they responded that they’re too busy with their work and have no time to listen to the radio because they start to work as early as 3 am and come back post lunch, then mostly occupied with other fishing related activities to help the family men. The community, including the fisherwomen are willing to involve themselves in a program only if they get some sort of a financial benefit out of it. The Kalanjiam CRS is trying to implement
a system where the listeners can call a number and listen to the radio broadcasts, replication a system followed in UP called KalKhajura but they issue is minimal infra-structure and inadequate resources for it.

Also the station head says “The CRS don’t go through the community hierarchy to pass information, but they reach the members in the community directly. Since, the leaders may not be in agreement with the programs, which talk about superstitions, unhealthy practices etc. The leaders aren’t consistent with their position on content especially in case of women empowerment and health. The CRS consult professionals like doctors, teachers, etc for opinions and interview regarding issues that they air”. “Being a rural area itself is a main constrain in researching resources. When natural disasters like Varda affect major cities like Chennai and other parts of the state, the whole country contributes towards helping them with monetary aid, etc. But when it hits rural areas, no one knows enough to help. And the mainstream media doesn’t alert rural areas about disasters on time as compared to in metropolitan cities” said the Station Head.

5. CONCLUSION :
A sustained well funded CRS will prove to benefit a community in various facet by bringing in better Quality of Life, Self Esteem and Freedom of the community members.

The Community radio will be a great platform for the grassroots development by bringing out their talents and to empower them with quality programmes. These mediums also create awareness and educate the target group. On the whole, it gives a splendid feeling for an individual to be on air and voicing out the views and experiences with their close ones and community at large.

6. RECOMMENDATIONS:

- Local advertisements can be aired to have financial independence and local touch.
- Regular feedback from the listening public is essential in order to identify listeners’ preferences.
- The taste of various listeners (youth, women, men, aged, etc) should be taken into consideration.
- Successful programs that are discontinued for various reasons should be brought back.
- Listeners do not like interruptions in programmes when the program is very entertaining and educative. There should be less interruption by radio presenters so as to improve upon programme quality.
- The CRS can organize listeners clubs and strengthen radio listenership.

7. RESULT:
The Community Radios have social, economic, political and cultural impact in the coverage area. The station has largely been used as a tool for integrated rural development. The stations has operated within its mandate as a community radio with a social responsibility of providing community awareness on social and health issues, current affairs, career development, culture and health programmes. There is a very high degree of listener participation in the programmes, and the rural audience likes to hear themselves and their neighbours. The scheduled structure and longevity of the program attracts and makes listener dependable. Youngsters participate in the programmes by way of making announcements and Programme Production and earn small financial benefits.

8. REFERENCES: