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4TH MARCH 2017

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This special issue of Shanlax International Journal of Commerce comprises the selected peer-reviewed papers sent to the International Conference on Contemporary Issues in Commerce, Management & Information Technology organized by the Department of Commerce with Computer Application. 57 out of 83 articles received are published in this journal.

The present education system many times alienates us from our roots, in the present era of globalization we have to educate our students about the importance of relationship between Commerce, Management and Information Technology.

We have a great challenge in preparing our society and Government for globalization and the information and communication revolution. This Conference brings in Scholars and Intellectual Professors of Commerce Management and Information Technology of various colleges and universities to join hands in presenting Contemporary Issues in Commerce, Management and Information Technology.

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We, the editors take this opportunity to gratefully acknowledge the Assistance and Contributions of all our eminent and prestigious members who have helped for the grand success of the conference.

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<table>
<thead>
<tr>
<th>S. No</th>
<th>Title</th>
<th>Page No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Impact of Demonetisation Issue</td>
<td>01</td>
</tr>
<tr>
<td></td>
<td><strong>Riffayu Deen Shaik</strong></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>A Study on Impact of Loyalty Programs on Consumer Purchase Behavior:</td>
<td>06</td>
</tr>
<tr>
<td></td>
<td>with Special Reference to Organized Retail Stores in Coimbatore</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Mr. G. Shiva</strong></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Goods and Service Tax</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td><strong>Dr. M. Uma Maheswari</strong></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>A Study on Customer Awareness of E-Banking in Madurai City</td>
<td>18</td>
</tr>
<tr>
<td></td>
<td><strong>T. Suguna &amp; Dr. S. Sekar Subramanian</strong></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Attitude of E-Banking users in Indian Bank – with Special Reference to</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>Madurai City</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Dr. Mrs. M. Arasammal</strong></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Impact of Demonetization on Tourism</td>
<td>29</td>
</tr>
<tr>
<td></td>
<td><strong>Dr. K. Bala Sathya</strong></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Turning towards Green Marketing</td>
<td>33</td>
</tr>
<tr>
<td></td>
<td><strong>R. T. Abinaya</strong></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>An Incremental Graph-Based Clustering Algorithm to Generate a Set of</td>
<td>39</td>
</tr>
<tr>
<td></td>
<td>Pattern in the Forms of Clusters</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>U. Jeyarani</strong></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>A Study on Contemporary issues In M-Commerce Marketing System</td>
<td>45</td>
</tr>
<tr>
<td></td>
<td><strong>S. Sathya</strong></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Marketing Plan for Eco Tourism</td>
<td>49</td>
</tr>
<tr>
<td></td>
<td><strong>S. Kaleeswari</strong></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>The Impact of Green Marketing</td>
<td>55</td>
</tr>
<tr>
<td></td>
<td><strong>V. Shanthi Rani</strong></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Emotional Intelligence</td>
<td>60</td>
</tr>
<tr>
<td></td>
<td><strong>V. Vasuki</strong></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>“Consumer Attitude towards Briquette Cooking Stove”- An Analytical</td>
<td>65</td>
</tr>
<tr>
<td></td>
<td>Approach</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>T. Andichii</strong></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Impact of Bank Notes Demonetisation 2016 – An Over View</td>
<td>70</td>
</tr>
<tr>
<td></td>
<td><strong>Dr. C. Manokaran, Dr. L. Rengarajan &amp; Dr. V. Balamurugan</strong></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>A Study on Effectiveness of E-Banking Services in Private Sector Banks</td>
<td>75</td>
</tr>
<tr>
<td></td>
<td><strong>Dr. L. RengaRajan &amp; Ms. R. Gowri</strong></td>
<td></td>
</tr>
<tr>
<td>No.</td>
<td>Title</td>
<td>Authors</td>
</tr>
<tr>
<td>-----</td>
<td>----------------------------------------------------------------------</td>
<td>----------------------------------------------</td>
</tr>
<tr>
<td>16</td>
<td>A Study on Customer Satisfaction towards E-Banking Services in Union Bank Of India, Madurai</td>
<td>Dr. S. Shamiul Shabariya</td>
</tr>
<tr>
<td>17</td>
<td>A Study on Customer Satisfaction towards E-Banking Services of ICICI Bank in Madurai City</td>
<td>Dr. M. Neelavathy</td>
</tr>
<tr>
<td>18</td>
<td>A Study on Job Satisfaction of School Teachers in Madurai</td>
<td>Dr. K. Padmavathy &amp; M. Priyanga</td>
</tr>
<tr>
<td>19</td>
<td>A Study on Sociological Perspective of Organic Food Producers in Coimbatore District</td>
<td>K. Myilswamy</td>
</tr>
<tr>
<td>20</td>
<td>Service Quality of Kisan Credit Card Scheme – Reference to Primary Agricultural Cooperative Bank Cardholders in Dindigul</td>
<td>Dr. I. Iruappan</td>
</tr>
<tr>
<td>21</td>
<td>Impact of GST On Indian Economy – Sector Wise Analysis</td>
<td>Dr. S. Rukkumani</td>
</tr>
<tr>
<td>22</td>
<td>E-Commerce: Growth Prospect in India</td>
<td>G. Sahaya Leoni &amp; Dr. G. Indhumathi</td>
</tr>
<tr>
<td>23</td>
<td>A Study on Customer Preference towards Pandyan Grama Bank with Special Reference to Madurai District</td>
<td>G. Marudharaj</td>
</tr>
<tr>
<td>24</td>
<td>Production and Marketing of Rose Flower in Madurai District</td>
<td>T. Karthiyayini &amp; Dr. K. Alagar</td>
</tr>
<tr>
<td>25</td>
<td>Impact of GST on Indian Economy</td>
<td>Dr. V. Kannan &amp; Dr. G. Gopalsamy</td>
</tr>
<tr>
<td>26</td>
<td>Emerging Agrarian Crisis and Farmers Suicides in India</td>
<td>Dr. K. Geetha</td>
</tr>
<tr>
<td>27</td>
<td>Analysis of Aavin Milk Supplier’s Factors in Madurai</td>
<td>Dr. M. Yathirajan &amp; S. Sabarinathan</td>
</tr>
<tr>
<td>28</td>
<td>A Study on Customer awareness on Green Banking Services with Special Reference to Indian Bank in Madurai City</td>
<td>A. Bhuvaneswari &amp; Dr. K. Alagar</td>
</tr>
<tr>
<td>29</td>
<td>Consumer Behaviour towards Aachi Food Products in Madurai City- A Study</td>
<td>Dr. Y. Fathima</td>
</tr>
<tr>
<td>30</td>
<td>An Empirical Study on Rural Consumer Behaviour with Respect to Corporate Sector Brands in FMCG Category</td>
<td>P. Janaki, S. Swedha &amp; S. Sujithra</td>
</tr>
<tr>
<td>31</td>
<td>A Comparative Study of E-Business Portals with Special Reference to Amazon.Com, Flipkart.Com, Snapdeal</td>
<td>T. K. Latha Maheswari</td>
</tr>
<tr>
<td>No.</td>
<td>Title</td>
<td>Author(s)</td>
</tr>
<tr>
<td>-----</td>
<td>------------------------------------------------------------------------------------------------</td>
<td>-----------------------------------------------</td>
</tr>
<tr>
<td>32</td>
<td>A Study on Career Obstacles of Women Managers in Higher Education Sector</td>
<td>Mrs. K. Sangeetha</td>
</tr>
<tr>
<td>33</td>
<td>Impact of GST in Indian Economy</td>
<td>J. Kalaisigamani</td>
</tr>
<tr>
<td>34</td>
<td>Cloud Computing – Need For an Hour</td>
<td>Dr. (Tmty) P.P. Shanthy &amp; Mrs. K. Naga Jothi</td>
</tr>
<tr>
<td>35</td>
<td>ICT and E-Business in Banking Industry</td>
<td>R. Hemalatha &amp; M. Ganapathy</td>
</tr>
<tr>
<td>36</td>
<td>Improving Emotional Intelligence (EQ) - Key Skills for Managing Your Emotions and Improving Your Relationships</td>
<td>Ms. A. Mable Jasmine Shobha</td>
</tr>
<tr>
<td>37</td>
<td>Marketing Problems of Power Loom Industries in Tamil Nadu</td>
<td>Mrs. V. Shantha Meena</td>
</tr>
<tr>
<td>38</td>
<td>Small World Phenomenon using Social Network Analysis</td>
<td>Ms. S. Sridevi &amp; Mrs. K.M. Malini</td>
</tr>
<tr>
<td>39</td>
<td>Cashless Payment – A Need of the Hour</td>
<td>Dr. (Mrs.) P.T. Kanthimathi &amp; Mrs. M. Alagumareeswari</td>
</tr>
<tr>
<td>40</td>
<td>E – Banking: Overview</td>
<td>Dr. P. Prabha</td>
</tr>
<tr>
<td>41</td>
<td>Green Marketing in the Present Scenario</td>
<td>Ms. Fanny &amp; Ms. Sally</td>
</tr>
<tr>
<td>42</td>
<td>Contemporary Issues and Challenges in Green Marketing</td>
<td>J. Kalaivani</td>
</tr>
<tr>
<td>43</td>
<td>Emotional Intelligence And Leadership</td>
<td>Dr. K. Gnanaguru</td>
</tr>
<tr>
<td>44</td>
<td>Impact of GST</td>
<td>S. Sumathy</td>
</tr>
<tr>
<td>45</td>
<td>Impact of GST on Indian Economy</td>
<td>R. Sindhuja</td>
</tr>
<tr>
<td>46</td>
<td>A Current Scenario of Foreign Direct Investment in India</td>
<td>Mrs. A. Gayathri &amp; Dr. L. Rengarajan</td>
</tr>
<tr>
<td>47</td>
<td>A Study on Factors Influencing Brand Loyalty in Fast Moving Consumer Goods At Madurai City</td>
<td>Dr. S. Usha &amp; Mr. J. A. Veth Prasath</td>
</tr>
<tr>
<td>48</td>
<td>Emerging Trends in Human Resource Management</td>
<td>Mrs. M. Suganya</td>
</tr>
<tr>
<td>49</td>
<td>A Study on Whole Person Development among Graduating Management Education Students</td>
<td>Dr. S. Srii Latha, Ms. Kajal J. Mehta &amp; Ms. R. Vidhya Lakhsmi</td>
</tr>
<tr>
<td>50</td>
<td>E-Commerce: Its Status and Impact on Business in India</td>
<td>I. Sudhakar</td>
</tr>
<tr>
<td>Page</td>
<td>Title</td>
<td>Authors</td>
</tr>
<tr>
<td>------</td>
<td>----------------------------------------------------------------------</td>
<td>-------------------------------------------------------------------------</td>
</tr>
<tr>
<td>51</td>
<td>Corporate Governance and Boards of Directors Ethics in Banking Sectors In India</td>
<td>Dr. N. Selvaraj &amp; R.Rameshpandi</td>
</tr>
<tr>
<td>52</td>
<td>A Study on the Emergence of E-Banking and its Impact After Demonetisation</td>
<td>Dr. J. Mahamayi &amp; PraiselineJeba</td>
</tr>
<tr>
<td>53</td>
<td>Plastics Waste Management- Eco-Friendly Technology of the Present Era</td>
<td>Mrs. Betsy &amp; Ms. V. Shunmathy</td>
</tr>
<tr>
<td>54</td>
<td>Green Marketing Hopes and Challenges</td>
<td>K.V.Arunkumar</td>
</tr>
<tr>
<td>55</td>
<td>Recent Threats and Best Practices Proposed For Network Security</td>
<td>S.Tamilarasi &amp; Dr. K.Kungumarraj</td>
</tr>
<tr>
<td>56</td>
<td>Contemporary Issues in E-Commerce</td>
<td>S. Senthilkumar</td>
</tr>
<tr>
<td>57</td>
<td>A Study on Impact of Demonetisation in India</td>
<td>K. Rinosha Banu</td>
</tr>
<tr>
<td>58</td>
<td>Competency Mapping - A Strategic HR Tool in Globalized ERA</td>
<td>Dr. S. David Amirtha Rajan &amp; N. Aishwarya</td>
</tr>
</tbody>
</table>
IMPACT OF DEMONETISATION ISSUE

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ABSTRACT

Demonetisation will have both short-term costs and long-term benefits. “Briefly, the costs include a contraction in cash money supply and subsequent, albeit temporary, slowdown in GDP growth; and benefits include increased digitalization, greater tax compliance and a reduction in real estate prices, which could increase long-run tax revenue collections and GDP growth,” Here we have discussed based on facts and analysed about the real outcomes of this Major Leap Demonetisation implemented on November in India.

Keywords: Demonetisation, Tax evades, GDP Growth, Black Money, Cashless Economy

Introduction

There are multiple reasons why nations demonetise their local units of currency. Some reasons include to combat inflation, to combat corruption, and to discourage a cash system. The process of demonetisation involves either introducing new notes or coins of the same currency or completely replacing the old currency with new currency. The value of specified notes withdrawn has been estimated to account for 86% of the value of all currency in circulation at the time.

Impact of Demonetisation on GDP Growth

We expect some amount of economic activity which used to exist in the black economy to now, and in future, take place in the white and taxpaying economy. And our GDP numbers only take account of that white economy (that’s not entirely and wholly true, some countries count things like drugs and prostitution as part of GDP, all EU countries for example, but that’s not quite what we mean here with India). Thus, that move from black to white will increase our recorded GDP. For we know that demonetization is going to slow some parts of GDP this quarter. All those people standing in line at the bank are not adding to GDP as they do so as an example. So we’re really back to our various predictions, Ambit Capital telling us that the economy will shrink overall this quarter, Fitch and HSBC telling us that growth will slow by 0.5% and 1% respectively. Further, Ambit Capital estimates that during the October to December quarter that we are currently in, the GDP growth may contract, thus showing negative growth. However, Ambit is hopeful that a strong formalization of the informal economy will ensue through 2017 until 2019 and this disruption could also crimp GDP growth in 2017-18 to 5.8 % from their earlier estimate of 7.3%.

Formal Vs Informal Economy: Activities of the people associated with informal sector are not tracked by any form of govt. Further, earnings are also neither taxed
nor counted in GDP. However, in case of formal sector, earnings are taxed as well as counted in GDP. The NSS adopts a definition of the “informal sector” which, in the case of manufacturing, is very different from the residual sector excluded from the statutory definition of the organised manufacturing sector. The report identifies the informal sector as consisting of proprietary and partnership enterprises (excluding those run by non-corporate entities such as cooperatives, trusts and non-profit institutions), in the non-agricultural sector and in agriculture-related activities excluding crop production (AGEGC).

The fact that sectors like trade and construction are important contributors to the unorganised sector and to informal employment is of significance, given the argument that it is regulation that is responsible the proliferation of unorganised units and informal employment. The really stringent form of size-based regulation applies to the manufacturing sector, in which units that meet the criteria set by the Factories Act, 1948 need to register themselves and be subject to factory legislation. This legal distinction does not apply to non-agricultural sectors outside manufacturing. Between 2004-05 and 2011-12, total employment in the country rose from 457.9 million to 472.4 million. Over the same period employment in the organised, non-agricultural sector, defined to include all units with 10 or more workers if using power and 20 or more workers if not using power, rose from 28.8 million to 47.7 million, whereas employment The unorganised sector rose from 185.4 million to 209.6 million. That is organised sector employment stood at 6.3 per cent and 10.1 per cent respectively of total employment in 2004-05 and 2011-12. In absolute terms there were more who joined the unorganised sector’s workforce than the number who entered the organised sector between the two years. Even in 2011-12, as much as 86 per cent of workers in the private sector and 50 per cent in the public sector were in units that could be designated as unorganised based on employment size.

India’s Slowing GDP Growth is not Effects of Demonetisation

The Indian Central Statistics Office has just released the prediction of GDP growth for this fiscal year, taking us up to the beginning of April (when India’s new fiscal year starts). This shows a slowing to 7.1% in said growth. Some are ascribing this to the effects of demonetization but the forecast is based almost entirely upon pre-demonetization information. Which is interesting, because it means that when we come to look back at the period with real data, not forecasts, we’ve now got a benchmark against which we can measure the effects of that removal of the Rs500 and Rs 1,000 notes from the economy. Or perhaps more accurately, the disruptions caused by that removal.
The estimate released by the Indian Central Statistics Office for the fiscal year ending March 31 compared to 7.6 percent last year. The estimate is mostly based on data available through October, so likely it does not show the full impact of demonetization, which was announced on Nov. 8. Source: NY Times

**Investment Slide**

This delay in household spending has also likely pushed back investment growth with firms already sitting on vast unused capacities in consumption-linked sectors. This will likely have a strong bearing on gross fixed capital formation (GFCF), a proxy for measuring investment activity. GFCF, at constant 2011-12 prices, will likely fall (-) 0.2 percent in 2016-17 compared to a 3.9 percent expansion 2015-16. There are signs of slowdown in almost all sectors, barring the government, where a pay bonanza to 4.7 million staff and 5.5 million pensioners have pushed up spending. The manufacturing sector, is estimated to grow at a slower 7.4 percent in 2016-17 from 9.3 percent last year, while the mining sector is set to contract (-)1.8 percent in 2016-17 from a 7.4 percent growth in the previous year. Growth in the construction sector, a large employer for unskilled labourers, will likely moderate to 2.9 percent this year from 3.9 percent last year. Construction activity has been among the worst-hit by the currency drain out, with most contract labourers working on sites paid in cash.

**Farm Push**

Good rains this year have likely helped in raising farm income. Agriculture is set to grow at 4.1 percent this year, compared to 1.2 percent in the previous year. Part of this expansion, however, can also be due to a low base-effect—a statistical phenomenon that magnifies small changes. India was hit by two successive droughts in the last two years.

<table>
<thead>
<tr>
<th>Major Sects</th>
<th>Percentage</th>
<th>Lakh Cr INR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private Final Consumption Expenditure</td>
<td>6.50%</td>
<td>67.1</td>
</tr>
<tr>
<td>Gross Final Consumption Expenditure</td>
<td>23.80%</td>
<td>13.9</td>
</tr>
<tr>
<td>Gross Fixed Capital Formation</td>
<td>-0.16%</td>
<td>35.35</td>
</tr>
</tbody>
</table>

Source: Money Control

For economies are complex things with many moving parts. I've already pointed out that the inflow of money into bank accounts will reduce interest rates and that has a stimulatory effect upon economic growth. And we're reducing the budget deficit as some of that black money gets taxed, which will reduce inflation—again beneficial. But there's yet one more thing we need to consider and that's the effect upon the money supply. In mathematical terms, velocity of money is the ratio between GDP and money in circulation—which RBI estimates to be around 1.3 for India. However by 'money', it does not mean the cash that we exchange in day-to-day transactions (part of something called high powered money or M0). Instead it is broad money (also known as M3) where you also include bank deposits, post office savings and other bits and pieces of financial savings. M3 and M0 in India are linked by a factor of 6—so roughly speaking, R1 of cash in circulation, ultimately adds up to R6
worth of broad money. So, if velocity of money calculated using broad money is 1.3, then it equates to six-times the amount, or 7.8 with respect to cash in circulation. So we now have a measure of how quickly transactional cash changes hands in the legitimate Indian economy. We've the two types of money, M0 and M4 (to use the English terms) base money and broad. One is just cash and central bank reserves, the other is that multiplied by the velocity of money and the actions of the banking system. We're taking some portion of base money out of the system—whatever portion of black money simply vanishes as a result of demonetization. A decrease in the money supply is contractionary upon the economy. However, look at our problem here. We've got a good idea of what V, velocity, is in the formal economy. And we don't know what it is in the informal or black economy.

\[ V = M_0 + M_4 \]

V is the Velocity
M0 is money just in cash and central reserves.
M4 is velocity of money X actions of the banking system.

Which is something of a problem because we can surmise it either way. We could assume that those who commit their black money quickly move that on so as to be able to gain more. V in the informal economy would be high therefore. We might also assume that people stash the cash the bed and it stays there for years. V would be very low therefore. In fact, we will, obviously, assume that some people do the one, some the other, and many do either dependent upon their whims. If V is very much lower in the informal economy then even with the loss of some of that base money and the move of the rest into the formal banking system then the broad money supply will expand as a result. That's stimulatory. If V is higher in that informal economy than in the formal then the demonetization move significantly reduces the broad money supply and that's contractionary.

<table>
<thead>
<tr>
<th>Countries</th>
<th>Share of Cash</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>55%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>48%</td>
</tr>
<tr>
<td>China</td>
<td>90%</td>
</tr>
<tr>
<td>Japan</td>
<td>86%</td>
</tr>
</tbody>
</table>

Source: Bloomberg

<table>
<thead>
<tr>
<th>Agencies</th>
<th>GDP predicted Earlier</th>
<th>GDP prediction after Demonetization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reserve Bank of India</td>
<td>7.60%</td>
<td>7.10%</td>
</tr>
<tr>
<td>Asian Development Bank</td>
<td>7.40%</td>
<td>7%</td>
</tr>
<tr>
<td>Fitch</td>
<td>7.40%</td>
<td>6.90%</td>
</tr>
<tr>
<td>Bank of America - Merrill Lynch</td>
<td>7.70%</td>
<td>7.40%</td>
</tr>
</tbody>
</table>

Nobody is denying a short-term setback. All believe, however, that growth will recover the next year.

**Tax Evaders**

After demonetization, only 24 lakh (2.4 million) Indians acknowledge an annual income of Rs. 10 lakh each (Rs. 1 million). “If we look at any big city, it would
have lakhs of people with annual income of more than [Rs.] 10 lakh. Do you not feel, that for the good of the country, this movement for honesty needs to be further strengthened?” The upshot of that is his government would now try to bring hundreds of thousands of tax evaders into the net. To strengthen the tax machinery sufficiently to force those people to start paying taxes.

**Steps to be Included in Indian Reforms**

1. Strengthen the tax system and take firm action against tax evaders.
2. Boost Investors and introduce attractive subsidies to start-up businesses.
3. Infrastructural development in banking and transactions.
4. Opening the corridor for Foreign Direct Investment. (FDI)
5. Implementing Goods and Services Tax (GST) without any further delay.
6. Bringing informal economy into formal economy might be in slow pace until that people should be educated about these economies.

**Conclusions**

My own, as above guess, is that there's going to be a slowdown in the actual quarter it happened. But I expect a bounce back in the last quarter of this fiscal year, this period we're just entering now, as the new notes finally each all corners of the economy. It would not surprise me if most to all of the lost growth is made up either. If we drop from say 7% to 5%, I could see the next quarter being 8.5% or so. And then a little bit further into the future I expect a small but permanent step up in the Indian growth rate. So much of the black money has come back into the banking system that interest rates are being cut. No, not because the RBI has changed base rates, this is evidence of an increase in the efficiency of the financial sector, something which has long lasting effects upon growth.

**References**

1. Employment and Unemployment Surveys (EUS) conducted by the National Sample Survey Organisation.
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5. A research note by Indranil Sen Gupta, Bank of America - Merrill Lynch
A STUDY ON IMPACT OF LOYALTY PROGRAMS ON CONSUMER PURCHASE BEHAVIOR: WITH SPECIAL REFERENCE TO ORGANIZED RETAIL STORES IN COIMBATORE

Mr. G. Shiva
Assistant Professor, Department of Commerce,
Maharaja Arts and Science College

ABSTRACT
The paper aims to identify the impact of shopping experience towards consumer loyalty in organized retail outlets. The loyalty programs are important elements in firms like retail, apparels, airlines, and hotels, which act as incentive schemes which benefits consumers when they making repeated purchases. The impact of loyalty programs on the consumer purchase behavior can be measured by identifying the benefits to the customers and also to the company. In recent trend customer loyalty and customer satisfaction has become very important for retailers. The retailers must focus on satisfying the needs and wants of existing customers since generating a new customer costs more than satisfying an existing customer. The retailer must satisfy the expectations of the customers to generate profit and to survive in the market. The paper tries to identify the level of satisfaction and customer’s loyalty towards the store. The retailers must develop loyalty programs to promote retention of their existing customers considering the emergence of online retail. Indian retailers are offer wide range of attractive tangible and intangible rewards to their customers in order to retain them and enhance the retail performance. The loyalty programs generated huge proportion of sales and profits from the customers.

Key Words: Retail, Loyalty Programs, Consumer purchase behavior, Rewards, Customer satisfaction, Customer loyalty

Introduction
Indian Retail sector has witnessed corporate attention that big players like Tata, Birla, Reliance, Pantaloon groups etc., are entering into it. The entry of these big players in retailing has caused a major revolution in retailing formats and infrastructural front. Indian organized retail market is growing at a fast pace due to the boom in the India retail industry. This intensive growth in the organized retail market is due to the change in the behavior of the consumers. This change has arisen with the consumer due to increased income, changing lifestyles and patterns of demography and many other factors. Businesses have now realized that their success lies in customer retention and building customer loyalty. Research findings have also supported this realization that it costs up to five times more to acquire a new customer than to retain an existing customer. The members receive a combination of attractive tangible rewards (gifts, discounts, reward points etc.) and intangible rewards (invitation to special events like fashion shows, exclusive preview of new items etc.) to raise customer loyalty. Customer satisfaction and customer loyalty are the most important elements of customer retention. Various activities are done by the retailers to have a sufficient retention of loyal customers. Concept of Loyalty Programs Loyalty Programs allows consumers to accumulate free rewards when they
make repeated purchases with a firm and therefore encourages the consumers to be loyal to the firm. Loyalty card is a plastic or paper card, identifies the card holder as a member in a loyalty program. Loyalty Cards typically have a barcode or magnet stripe that can be easily scanned when it is swapped at the particular stores. Loyalty programs are generally offered by retailers and in the service industry. The goal is to gain knowledge of the customer and to increase customer retention and purchase frequency. Loyalty cards are the easiest and cheapest way of running the loyalty programs. This type of loyalty programs is more applicable in organized retail sector. A loyalty card is a mechanism for identifying and rewarding the loyal customers in a way to make them feel special and rewarded. The various types of cards are Point cards, multi retailer cards, co-branded cards, store cards etc. The customers are awarded with points according to their purchase on each transaction under loyalty card scheme. The points collected can be further used as rewards which can used at future purchases as discounts, gifts etc.

The retailer or group of retail shop may issue a loyalty card to a consumer which can be used as identification to the retailer. By presenting the card, the consumer or purchaser is typically entitled to either a discount on the current purchase, or an allotment of points that can be used for future purchases. Customer Loyalty Programs: Use of technology and database equipment have made possible for retailers to make attempts at customer retention through database marketing programs. Establishing a detailed client database may help retailers to keep track of personal information and individual preferences of their customers. This enables them to provide better service and value. With effective implementation of customer databases, retailers may reestablish contact with customers, and work successfully towards increasing customer retention, repeat sales, and customer referrals.

Types of Loyalty Programs
1. Rewards: Award points for purchases. Points can be exchanged for rewards.
2. Rebate: Award a gift coupon saving for the next purchase, whenever the consumer reaches a certain spending or shopping level.
3. Appreciation: Offer a rebate, not the cash then the result will be incremental visits and sales. In this type, consumers are offered with the appreciation reward of the same company.
4. Partnership: Reward the consumer’s accumulated purchases with a partner’s products or services.
5. Affinity: An affinity program offers special communications, value added benefits and bonus and recognition as a valued consumer.

Objectives of the Study
1. To identify the various loyalty programs that influences the customer buying decision.
2. To study the impact of various loyalty programs towards customers buying behavior.
3. To identify the most effective loyalty program that influences the customers purchase decision.
Review of Literature

Kumar and Purkayastha (2013) examined the mechanism in which retail loyalty schemes influence consumers buying behaviour. They study concluded that loyalty programs and loyalty cards were a regular feature in contemporary retailing. Retailers across the industry had been widely using this tool in their effort to develop long term customer loyalty. Alipur and Feizi (2013) found out a positive relation between relationship marketing and customer loyalty. Their study also resulted into strong positive relation between trust, commitment, relationship marketing and customer loyalty. A significant relationship between quality of communication, conflict management, competence and customer loyalty was also found in the research. Lajevardi and Fakharmanesh (2013) examined the impact of competency, ability to establish communication, commitment, ability to solve customer’s problems, trust and quality of relationship on customer loyalty. The results of the research revealed that competency, ability to establish communication had a significant positive effect on customer loyalty. Further, commitment, ability to solve customers’ problems and trust also had a significant positive effect on customer loyalty. In addition results also showed that ability to solve customers’ problems was the best predictor of their loyalty. Ramasamy (2013) in his research focused on determining customer satisfaction in consumer durable white goods in Chennai. He found that overall quality; usage experience pre sales, after sales service, sales person’s behavior, repair, reliability, customer service and product compatibility were independent variables had positive impact on customer satisfaction and worthiness, responsiveness, warranty, loyalty programs; competitive prices were the factors that had negative impact on customer satisfaction. Manjunath and Aluregowda (2013) in their study tried to find out the factors that affect brand loyalty. The research concluded that brand trust had a relationship with brand loyalty and it affects brand loyalty in services. Further, brand effect had no association with brand loyalty that increased the loyalty of an individual towards a brand. Hobson and Mia (2012) examined the effect of retail service quality dimensions on customer satisfaction and loyalty. The research uncovered the aspects of service were most desired by consumers in an emerging market context as well as their effect on generating repeat business. The results concluded that physical aspects and personal interaction had a direct relationship with customer satisfaction. Customer satisfaction was also confirmed to be positively linked to store loyalty. Dehghan and Shahin (2011), in their research paper entitled “Customer Loyalty Assessment - A case study in Maddiran, the distributor of LG electronics in Iran” attempted to find out how customer loyalty could be assessed. The results of this studied implied the need for a service firm to strategically influence on the key experiences of customer loyalty in its pursuit of customer retention and long-term profitability

Ramaseshan and Vinden (2009) aimed to identify the determinants of retail store loyalty for Australian retailers. They concluded that store satisfaction and store trust had significant influence on consumer’s loyalty to retail store, perceived value and store affect did not have noteworthy influence on retail store loyalty. Vyas and Sinha (2008) had concluded that since acquiring new customers is getting costlier day
by day, business organizations have offered continuity/loyalty programs to retain/reward existing customers and maintain relationships. Consumers find it beneficial to join loyalty programs to earn rewards for staying loyal. Through loyalty programs, firms can potentially gain more repeat business, get opportunity to cross-sell and obtain rich customer data for future CRM efforts. Yuping Lu (2007) has concluded that despite the prevalent use of loyalty programs, there is limited evidence on the long-term effects of such programs, and their effectiveness is not well established. Using longitudinal data, the study shows that consumers who were heavy buyers at the beginning of a loyalty program were most likely to claim their qualified rewards, but the program did not prompt them to change their purchase behavior. In contrast, consumers whose initial purchase levels were low or moderate gradually purchased more and became more loyal to the firm. For light buyers, the loyalty program broadened their relationship with the firm into other business areas.

Research Methodology

Research Design

Descriptive researched been employed to study the impact of loyalty programs of customer purchase behavior. Data were collected from the potential customers visiting various organized retail outlets in Coimbatore, Tamilnadu.

Data Collection

The study includes both primary & secondary data. A structured questionnaire was issued to collect the primary data from the customers visiting various organized retail outlets in Coimbatore. Secondary data was collected from the reports, broachers, magazines and website.

Population & Sampling Frame

A convenience sampling method was used to obtain the data from the customers.

Sample Design

A Sample of 235 respondents was chosen for data collection. It was observed at the end of the survey (data collected) nearly 35 questionnaires were incomplete. They were deleted which gave a samples of 200 respondents in total.

Data Analysis & Interpretation

Table 1: Showing the age of the Respondents

<table>
<thead>
<tr>
<th>S. No</th>
<th>Age</th>
<th>No of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Below 25</td>
<td>42</td>
<td>21</td>
</tr>
<tr>
<td>2</td>
<td>26-35</td>
<td>78</td>
<td>39</td>
</tr>
<tr>
<td>3</td>
<td>36-45</td>
<td>36</td>
<td>18</td>
</tr>
<tr>
<td>4</td>
<td>46-55</td>
<td>30</td>
<td>15</td>
</tr>
<tr>
<td>5</td>
<td>56 &amp;above</td>
<td>14</td>
<td>7</td>
</tr>
</tbody>
</table>

It is inferred from table 1 that 39% of respondents are in the age group 26-35 followed by 21% of respondents belong to age group of less than 25 years. Table - 2: Showing the monthly income of respondents
Table 2 Showing the Monthly Income of Respondents

<table>
<thead>
<tr>
<th>S. No</th>
<th>Monthly Income</th>
<th>No of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Below 10,000</td>
<td>58</td>
<td>29</td>
</tr>
<tr>
<td>2</td>
<td>10,001-20,000</td>
<td>28</td>
<td>14</td>
</tr>
<tr>
<td>3</td>
<td>20,001-30,000</td>
<td>44</td>
<td>22</td>
</tr>
<tr>
<td>4</td>
<td>30,001-40,000</td>
<td>30</td>
<td>15</td>
</tr>
<tr>
<td>5</td>
<td>40,000 &amp; above</td>
<td>40</td>
<td>20</td>
</tr>
</tbody>
</table>

It is revealed from table 2 that 29% of respondent’s monthly income is below Rs.10000 followed by 22% of respondents having monthly income between 20001 to 30000.

Table 3 Showing Awareness of Loyalty Cards

<table>
<thead>
<tr>
<th>S. No</th>
<th>Awareness</th>
<th>No of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes</td>
<td>152</td>
<td>76</td>
</tr>
<tr>
<td>2</td>
<td>No</td>
<td>48</td>
<td>24</td>
</tr>
</tbody>
</table>

It is revealed from table 3 that majorities (76%) of respondents are aware about loyalty cards and 24% of respondents are not aware about loyalty cards.

Table 4 The Mode of Awareness about Loyalty Programs

<table>
<thead>
<tr>
<th>S. No</th>
<th>Mode of Awareness</th>
<th>No of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Advertisement</td>
<td>98</td>
<td>49</td>
</tr>
<tr>
<td>2</td>
<td>Friends</td>
<td>36</td>
<td>18</td>
</tr>
<tr>
<td>3</td>
<td>Retailer</td>
<td>38</td>
<td>19</td>
</tr>
<tr>
<td>4</td>
<td>Others</td>
<td>28</td>
<td>14</td>
</tr>
</tbody>
</table>

It is observed from table 4 that 49% of respondents stated that advertisement will be the better mode of awareness for loyalty programs.

Table 5 Frequency of Purchase per Month

<table>
<thead>
<tr>
<th>S. No</th>
<th>Frequency of Purchase</th>
<th>No of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&lt; 3 times</td>
<td>76</td>
<td>38</td>
</tr>
<tr>
<td>2</td>
<td>4-6 times</td>
<td>58</td>
<td>29</td>
</tr>
<tr>
<td>3</td>
<td>7-9 times</td>
<td>28</td>
<td>14</td>
</tr>
<tr>
<td>4</td>
<td>&gt;10 times</td>
<td>38</td>
<td>19</td>
</tr>
</tbody>
</table>

It is inferred from table 5 that most of the respondents (38%) make purchase less than 3 times per month followed by 29% of respondents make 4-6 purchases per month.

Table 6 Relation with Loyalty Schemes and amount of Purchase

<table>
<thead>
<tr>
<th>S. No</th>
<th>Amount of Purchase</th>
<th>No of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes</td>
<td>166</td>
<td>83</td>
</tr>
<tr>
<td>2</td>
<td>No</td>
<td>34</td>
<td>17</td>
</tr>
</tbody>
</table>

Majority (83%) of respondents stated that there is a relation between loyalty schemes and amount of purchase.

Table 7 Benefits of Loyalty Cards

<table>
<thead>
<tr>
<th>S. No</th>
<th>Benefits of Loyalty Cards</th>
<th>No of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Offers</td>
<td>94</td>
<td>47</td>
</tr>
<tr>
<td>2</td>
<td>Discounts</td>
<td>38</td>
<td>19</td>
</tr>
<tr>
<td>3</td>
<td>Status</td>
<td>22</td>
<td>11</td>
</tr>
<tr>
<td>4</td>
<td>Quality</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>5</td>
<td>Others</td>
<td>36</td>
<td>18</td>
</tr>
</tbody>
</table>

It is observed from table 7 that 47% of customers stated offers are the benefits
of using loyalty cards, 19% of respondents stated discounts are the benefits of using loyalty cards.

Table 8 Promotion of Loyalty of Customers by Loyalty Cards

<table>
<thead>
<tr>
<th>S. No</th>
<th>Promotion of Loyalty</th>
<th>No of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes</td>
<td>126</td>
<td>63</td>
</tr>
<tr>
<td>2</td>
<td>No</td>
<td>74</td>
<td>37</td>
</tr>
</tbody>
</table>

From the table 8 it is inferred that majority (63%) of customers feel that loyalty cards promote loyalty of customers.

Table 9 Number of Loyalty Cards Owned by Customer

<table>
<thead>
<tr>
<th>S. No</th>
<th>Frequency of Purchase</th>
<th>No of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>82</td>
<td>41</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>36</td>
<td>18</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
<td>48</td>
<td>24</td>
</tr>
<tr>
<td>4</td>
<td>4&amp; above</td>
<td>34</td>
<td>17</td>
</tr>
</tbody>
</table>

It is inferred from table 9 that 41% of respondents own one loyalty card, followed by 24% of respondents own three loyalty cards.

Table 10 Type of Loyalty Program Utilized

<table>
<thead>
<tr>
<th>S. No</th>
<th>Type of Loyalty Program Utilized</th>
<th>No of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Membership</td>
<td>78</td>
<td>39</td>
</tr>
<tr>
<td>2</td>
<td>Policy</td>
<td>46</td>
<td>23</td>
</tr>
<tr>
<td>3</td>
<td>Rewards</td>
<td>48</td>
<td>24</td>
</tr>
<tr>
<td>4</td>
<td>All</td>
<td>28</td>
<td>14</td>
</tr>
</tbody>
</table>

It is inferred from table 10 that membership type of loyalty program is utilized by the 39% of the respondents followed by rewards utilized by 24% of respondents.

Table 11: Opinion about Loyalty Cards

<table>
<thead>
<tr>
<th>S. No</th>
<th>Benefits of Loyalty Cards</th>
<th>No of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Quick access to promotional information</td>
<td>12</td>
<td>6</td>
</tr>
<tr>
<td>2</td>
<td>Benefits in terms of offers, gifts etc</td>
<td>30</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>Sharing of personal information</td>
<td>40</td>
<td>20</td>
</tr>
<tr>
<td>4</td>
<td>Inconvenience in carrying cards</td>
<td>22</td>
<td>11</td>
</tr>
<tr>
<td>5</td>
<td>Promotes store image</td>
<td>34</td>
<td>17</td>
</tr>
<tr>
<td>6</td>
<td>Increase sales</td>
<td>46</td>
<td>23</td>
</tr>
<tr>
<td>7</td>
<td>No use</td>
<td>16</td>
<td>6</td>
</tr>
</tbody>
</table>

It is observed from table 11 that 23% of respondents reported that loyalty cards will increase the sales and only few (6%) percent of respondents stated loyalty cards make quick access to promotional information.

Table 12 Rank the Level of Satisfaction towards Loyalty Programs at Retail Outlets

<table>
<thead>
<tr>
<th>S. No</th>
<th>Benefits of Loyalty Cards</th>
<th>No of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Bigbazaar</td>
<td>28</td>
<td>IV</td>
</tr>
<tr>
<td>2</td>
<td>Mega mart</td>
<td>18</td>
<td>VI</td>
</tr>
<tr>
<td>3</td>
<td>Kannan department</td>
<td>44</td>
<td>I</td>
</tr>
<tr>
<td>4</td>
<td>Reliance</td>
<td>22</td>
<td>V</td>
</tr>
<tr>
<td>5</td>
<td>Nilgiris</td>
<td>16</td>
<td>VII</td>
</tr>
<tr>
<td>6</td>
<td>Kamala stores</td>
<td>38</td>
<td>II</td>
</tr>
<tr>
<td>7</td>
<td>Others</td>
<td>34</td>
<td>III</td>
</tr>
</tbody>
</table>
It is inferred from table 12 that most of the respondents (44%) ranked no I for Kannan Department store for satisfaction towards loyalty programs. Analysis and Discussion Loyalty Programs are a unique business model, as they provide significant benefits for all three stakeholders at the same time; customers, program owner and program partner. Customers can use points that were accumulated for everyday spending and will therefore experience a discount. The program owner will either secure existing business or will experience new and incremental business. The same benefit goes to the partner of a program. They will take advantage from a larger customer base, making incremental business as well.

Limitations

1. Some of the respondents were reluctant in answering the questions.
2. The study was done at Coimbatore district, may obtain different consumer behavior at other places. Suggestions Retailers need to focus on delivering (selling) experience along with products. Customers find it difficult to carry different loyalty cards every time they go for shopping. Hence any of the following methods can be employed.
   1. Providing "one card for all" would reduce the burden of carrying many cards at the same time.
   2. Code based usage is the option to remove the card system and allot the customers special codes. This would just require the customers to remember the code every time they go for shopping.
   3. Integration with the debit/credit card is the best possible option to integrate the loyalty card with the credit card. Customers always carry their respective credit card for shopping this will ensure that customer is not required making any additional effort to avail the benefits of a loyalty card.
   4. Integration with mobile number will make easy access to loyalty program.
   5. Retailers can send SMS or E-mail to customers about incentives, offers and promotion schemes to loyal customers.

Conclusion

Retailers are exploring how to influence technology such as predictive software to uncover delicate buying patterns and identify customers who may be likely to buy in categories they have never bought in before. Many are making greater use of the internet to promote their loyalty program through accessible and informative websites and targeted e-mail. As customer loyalty being one of the most important factors for the business today, loyalty programs, loyalty card and other value added service, if well designed and implemented, can help the business gain competitive edge and can hence increase profitability. The focus of customer loyalty programs across the retail chains has been to implement point based loyalty systems making it more of a monetary incentive rather than a positive emotion-producing event. A retailer may indulge into identifying such factors that increase the feel good factor and satisfaction to provide a unified experience from loyalty programs. This involves adapting retailer's approach to suit specific customer segments.
Executives at each level should be given suitable training to understand the information to adapt the responses based on the customer data. Retailers should have sufficient information and reports from the analytical database to target promotions towards individual needs for example birthdays, festivals, occupation, gender etc. The customer care should be integrated suitably with other systems to display information like expenditure trends, consumption patterns, profile and preferences of each customer. Loyalty programs impact the consumer purchase behavior in positive manner as it influences the consumers to make repeated purchases as consumers find the different benefits i.e. direct and indirect or immediate and delayed attached with the brand. Loyalty programs helps in increasing customer retention which significantly improves a company’s profitability and thus means the positive impact of loyalty programs. Different consumer shows different behavior towards the same loyalty program scheme due their psychological, demographical and emotional factors.

References
Introduction

GST would be introduced from April 1, 2010, and that the Empowered Committee of State Finance Ministers would work with the Central Government to prepare a road map for introduction of the GST. After this announcement, the Empowered Committee, as stated earlier, had set up a Joint Working Group which submitted a report on a model and road map for GST. After accommodating the views of the States appropriately on this report, the views of the Empowered Committee on the model and road map were sent to the Government of India on 30th April, 2008. The comments of the Government of India were received on 12th December, 2008. These comments were duly considered by the Empowered Committee in its meeting held on 16th December, 2008 and it was decided that a Committee of Principal Secretaries/Secretaries Finance/Taxation) and Commissioners of Trade Taxes should consider the comments received from the Government of India and submit its views and also work out the Central GST and State GST rates. The Committee held detailed deliberations on 5th and 6th January, 2009, and submitted its recommendations to the Empowered Committee.

Inter-State Transactions of Goods and Services

The Empowered Committee has accepted the recommendations of the Working Group of concerned officials of Central and State Governments for adoption of IGST model for taxation of inter-State transaction of Goods and Services. The scope of IGST Model is that Centre would levy IGST which would be CGST plus SGST on all inter-State transactions of taxable goods and services with appropriate provision for consignment or stock transfer of goods and services. The inter-State seller will pay IGST on value addition after adjusting available credit of IGST, CGST, and SGST on his purchases. The Exporting State will transfer to the Centre the credit of SGST used in payment of IGST. The Importing dealer will claim credit of IGST while discharging his output tax liability in his own State. The Centre will transfer to the importing State the credit of IGST used in payment of SGST.

GST Rate Structure

The Empowered Committee has decided to adopt a two-rate structure—a lower rate for necessary items and goods of basic importance and a standard rate for goods in general. There will also be a special rate for precious metals and a list of exempted items. For upholding of special needs of each State as well as a balanced approach to
federal flexibility, and also for facilitating the introduction of GST, it is being
discussed whether the exempted list under VAT regime including Goods of Local
Importance may be retained in the exempted list under State GST in the initial
years. It is also being discussed whether the Government of India may adopt, to begin
with, a similar approach towards exempted list under the CGST. The States are of
the view that for CGST relating to goods, the Government of India may also have a
two-rate structure, with conformity in the levels of rate under the SGST. For taxation
of services, there may be a single rate for both CGST and SGST. The exact value of
the SGST and CGST rates, including the rate for services, will be made known duly
in course of appropriate legislative actions.

**Zero Rating of Exports**

Exports would be zero-rated. Similar benefits may be given to Special
Economic Zones (SEZs). However, such benefits will only be allowed to the processing
ones of the SEZs. No benefit to the sales from an SEZ to Domestic Tariff Area (DTA)
will be allowed.

**GST on Imports**

The GST will be levied on imports with necessary Constitutional
Amendments. Both CGST and SGST will be levied on import of goods and services
into the country. The incidence of tax will follow the destination principle and the tax
revenue in case of SGST will accrue to the State where the imported goods and
services are consumed. Full and complete set-off will be available on the GST paid on
import on goods and services.

**Special Industrial Area Scheme**

After the introduction of GST, the tax exemptions, remissions etc. related to
industrial incentives should be converted, if at all needed, into cash refund schemes
after collection of tax, so that the GST scheme on the basis of a continuous chain of
set-offs is not disturbed. Regarding Special Industrial Area Schemes, it is clarified
that such exemptions, remissions etc. would continue up to legitimate expiry time
both for the Centre and the States. Any new exemption, remission etc. or
continuation of earlier exemption, remission etc. would not be allowed.

**IT Infrastructure**

After acceptance of IGST Model for Inter-State transactions, the major
responsibilities of IT infrastructural requirement will be shared by the Central
Government through the use of its own IT infrastructure facility. The issues of tying
up the State Infrastructure facilities with the Central facilities as well as further
improvement of the States’ own IT infrastructure, including TINXSYS, is now to be
addressed expeditiously and in a time bound manner.

**Harmonious Structure of GST and the States’ Autonomy in a Federal Framework**

As a part of the exercise on Constitutional Amendment, a special attention
would be given, as mentioned earlier in para 3.2, to the formulation of a mechanism
for upholding the need for a harmonious structure for GST along with the concern for
the States’ autonomy in a federal structure.
Dispute Resolution and Advance Ruling

As a part of the exercise on drafting of legislation, rules and procedures for the administration of CGST and SGST, specific provisions would also be made to the issues of dispute resolution and advance ruling.

Need for Compensation during Implementation of GST

Despite the sincere attempts being made by the Empowered Committee on the determination of GST rate structure, revenue neutral rates, it is difficult to estimate accurately as to how much the States will gain from service taxes and how much they will lose on account of removal of cascading effect, payment of input tax credit and phasing out of CST. In view of this, it would be essential to provide adequately for compensation for loss that might emerge during the process of implementation of GST for the next five years. This issue may be comprehensively taken care of in the recommendations of the Thirteenth Finance Commission. The payment of this compensation will need to be ensured in terms of special grants to be released to the States duly in every month on the basis of neutrally monitored mechanism.

Interaction with the representatives of industry, trade and agriculture would begin immediately at the national level, and then also simultaneously at the State levels. Similarly awareness campaign for common consumers would also be initiated at the same time. As a part of the discussion and campaign, the views of the industry, trade and agriculture as well as consumers are being sought in a structured and time bound manner.

Concept of Providing Threshold Exemption for GST

Threshold exemption is built into a tax regime to keep small traders out of tax net. This has three-fold objectives:

a) It is difficult to administer small traders and cost of administering of such traders is very high in comparison to the tax paid by them.

b) The compliance cost and compliance effort would be saved for such small traders.

c) Small traders get relative advantage over large enterprises on account of lower tax incidence.

The present thresholds prescribed in different State VAT Acts below which VAT is not applicable varies from State to State. A uniform State GST threshold across States is desirable and, therefore, as already mentioned in Answer to Question 6, it has been considered that a threshold of gross annual turnover of Rs. 10 lakh both for goods and services for all the States and Union Territories might be adopted with adequate compensation for the States (particularly, the States in North-Eastern Region and Special Category States) where lower threshold had prevailed in the VAT regime. Keeping in view the interest of small traders and small scale industries and to avoid dual control, the States also considered that the threshold for Central GST for goods may be kept Rs.1.5 Crore and the threshold for services should also be appropriately high.
The Rules for Administration of CGST and SGST

The Joint Working Group, as mentioned above, has also been entrusted the task of preparing draft legislation for CGST, a suitable Model Legislation for SGST and rules and procedures for CGST and SGST. Simultaneous steps have also been initiated for drafting of legislation for IGST and rules and procedures. As a part of this exercise, the Working Group will also address to the issues of dispute resolution and advance ruling.

Conclusion

The incidence of tax will follow the destination principle and the tax revenue in case of SGST will accrue to the State where the imported goods and services are consumed. Full and complete set-off will be available on the GST paid on import on goods and services.
A STUDY ON CUSTOMER AWARENESS OF E-BANKING IN MADURAi CITY

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Introduction
Banking has played a very important role in the economic development of all the nations of the world. In fact, banking is the life blood of modern commerce. A part from their traditional business oriented functions, they have now come out to fulfill national responsibilities. Banks cater to the needs of agriculturists, traders and to all other sections of the society. Thus, they accelerate the economic growth of a country. Dr. L. Hart, says that the banks are "one who in the ordinary course of business honours cheques drawn upon him by persons from and for whom he receives money on current accounts. E-banking refers to electronic banking. It is like e-business in banking industry. E-banking is also called as "virtual banking".

E-Banking
E-banking means Electronic banking. E-banking can be defined as the automated delivery of new and traditional banking products and services directly to customers through electronic, interactive communication channels. Systems of banking in which customers can view their account details, pay bills, and transfer money by means of the internet. The remote delivery of new and traditional banking products and services through electronic delivery channels.

Structures of the E-Banking
ATM Internet banking Mobile banking

ATM
It is a computerized telecommunication device that provides of a financial institution with access to financial transaction in public space without the need for a cashier, human clerk or bank teller. On ATM's customer is identified by inserting a plastic ATM card with a magnetic strip that contains a unique card number and identity information.

Mobile Banking
Mobile banking is banking through mobile. Mobile banking is a term used for
performing balance checks, account transactions, payments, credit applications and other banking transactions through a mobile device.

**Internet Banking**

Net banking is a web based service that enables the banks authorized customers to access their account information. It allows the customers to log on to the banks website with the help of bank’s issued identification and personal identification number (PIN). The banking system verifies the user and provides access to the requested services, the range of products and service offered by each bank on the entirenet deferens widely in their content. Most banks offer net banking as a value added service. Net banking has also led to the appear of new banks, which operate only through the internet and do not exists physically, such banks are called “virtual” banks or “internet only” banks.

**Objectives**

**Primary Objective**

To study the level of customer awareness about the E-banking services in Madurai City.

**Secondary Objective**

1. To study the facilities availed by the E-banking users in the study area.
2. To study the level of satisfaction about E-banking services.
3. To offer suitable suggestion to promote the awareness of the customers about E-banking services

**Literature Review**

Daniel (1999) defines electronic banking as the delivery of banks’ information and services by banks to customers via different delivery platforms that can be used with different terminal devices such as a personal computer and a mobile phone with browser or desktop software, telephone or digital television. Electronic banking consists of any system that uses electronic signals tore place people or paper.

Karja luoto (2002) electronic banking is a construct that consists of several distribution channels. Abid et al., (2006,) “Any use of information and communication technology and electronic means by a bank to conduct transactions and have interaction with the stakeholders”. Electronic banking provides ease and facilities to their customer. Electronic banking provides convenience to their customer to use bank website for all kind of transactions in secure environment. Customers can interact with bank website 24 hours day and seven days a week

**Research Methodology**

The study is based primary and secondary data. The primary data were collected with the help of interview schedule. The secondary data were collected from journals, books and websites. The respondents were selected by convenience sampling method. To analyze, the data, the SPSS (statistical package for social science) was
used. Relevant tools such as chi-square test, Weighted average method, Mann-Whitney test, were used for the analysis for the survey data.

Analysis and Interpretation
Chi-square test-case I:

**Null hypothesis \( H_0 \):** There is no association between age of respondents and using e-banking services frequently.

**Alternate hypothesis \( H_{A1} \):** There is association between age of respondents and using the e-banking services frequently.

### Table 1 Age * Use of E-Banking Cross Tabulation

<table>
<thead>
<tr>
<th>Age * Use of E-Banking Cross Tabulation</th>
<th>Use e-banking</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Regularly</td>
<td>Rarely</td>
</tr>
<tr>
<td>below 20</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Count</td>
<td>0</td>
<td>8</td>
</tr>
<tr>
<td>% within use e-banking</td>
<td>0.00%</td>
<td>6.70%</td>
</tr>
<tr>
<td>20-25</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Count</td>
<td>17</td>
<td>46</td>
</tr>
<tr>
<td>% within use e-banking</td>
<td>26.60%</td>
<td>38.70%</td>
</tr>
<tr>
<td>26-35</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Count</td>
<td>24</td>
<td>28</td>
</tr>
<tr>
<td>% within use e-banking</td>
<td>37.50%</td>
<td>23.50%</td>
</tr>
<tr>
<td>36-50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Count</td>
<td>17</td>
<td>37</td>
</tr>
<tr>
<td>% within use e-banking</td>
<td>26.60%</td>
<td>31.10%</td>
</tr>
<tr>
<td>Above 50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Count</td>
<td>6</td>
<td>0</td>
</tr>
<tr>
<td>% within use e-banking</td>
<td>9.40%</td>
<td>0.00%</td>
</tr>
<tr>
<td>Total</td>
<td>64</td>
<td>119</td>
</tr>
<tr>
<td>% within use e-banking</td>
<td>100.00%</td>
<td>100.00%</td>
</tr>
</tbody>
</table>

Source: primary data

The cross tabulation shows the number of respondents falling into each cell, that is, the combination of one age category with one use of e-banking category.

### Chi-Square tests for Age Vs use of E-Banking

<table>
<thead>
<tr>
<th>Chi-Square Tests</th>
<th>Value</th>
<th>DF</th>
<th>ASYMP. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>28.118*</td>
<td>8</td>
<td>.000</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>37.288</td>
<td>8</td>
<td>.000</td>
</tr>
<tr>
<td>Linear-by-Linear Association</td>
<td>.152</td>
<td>1</td>
<td>.697</td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>300</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. 4 cells (26.7%) have expected count less than 5. The minimum expected count is 2.56.

Source: Results computed through SPSS package

**Interpretation**

The ‘p’ value, that is Pearson chi-square test reads a significant level of 0.000 at 5% level of significance. This value of 0.000 being less than the significance level of 0.05, the null hypothesis is rejected. Hence, there is association between the age of respondents and using the e-banking services frequently.
Table 2 Weighted Average Method: (Rank)

To overcome the problems of the programme, respondents were asked to offer their suggestion; most important suggestion carried the score of 5 and so on.

<table>
<thead>
<tr>
<th>S. No</th>
<th>Rank</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Total score</th>
<th>Weighted Average</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Convenience (24 hours)</td>
<td>218</td>
<td>62</td>
<td>15</td>
<td>3</td>
<td>1</td>
<td>1391</td>
<td>92.7</td>
<td>I</td>
</tr>
<tr>
<td>2</td>
<td>Safe and Secure</td>
<td>62</td>
<td>186</td>
<td>31</td>
<td>12</td>
<td>9</td>
<td>1204</td>
<td>78.66</td>
<td>III</td>
</tr>
<tr>
<td>3</td>
<td>No service charge</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>18</td>
<td>282</td>
<td>318</td>
<td>21.2</td>
<td>V</td>
</tr>
<tr>
<td>4</td>
<td>Easy to maintain my transaction activity</td>
<td>110</td>
<td>142</td>
<td>-</td>
<td>48</td>
<td>-</td>
<td>1214</td>
<td>80.93</td>
<td>II</td>
</tr>
<tr>
<td>5</td>
<td>User friendliness</td>
<td>13</td>
<td>22</td>
<td>125</td>
<td>58</td>
<td>82</td>
<td>726</td>
<td>48.4</td>
<td>IV</td>
</tr>
</tbody>
</table>

The above weighted average method to be followed by *Mann-whitney test

Mann-Whitney U Test
Null Hypothesis H₀: There is no significant difference in the ranks given by the two groups (gender) to select the e-banking account opening for user friendliness. Alternate Hypothesis H₁: There is significant difference in the ranks assigned by the two groups (gender) to select the e-banking account opening for user friendliness.

Table 3 Gender Vs User Friendliness

<table>
<thead>
<tr>
<th>Gender</th>
<th>Size</th>
<th>Mean Rank</th>
<th>Z Value</th>
<th>P Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>181</td>
<td>142.28</td>
<td>-2.133</td>
<td>.033</td>
</tr>
<tr>
<td>Female</td>
<td>119</td>
<td>163.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>300</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Resulted computed through spss package.

Interpretation
As computed p value is more than the assumed value of 0.05, the above null hypothesis is rejected. Hence, there is significant difference in the ranks assigned by the two groups (gender) to select the e-banking account opening for user friendliness. Male have given minimum mean rank to select the e-banking account opening for user friendliness. Thus to select opening an e-banking account for user friendliness by males are more preferred than females.

Suggestions
The bank should come forward with more meaningful advertisements and awareness campaigns to create awareness among the customer's regarding an e-banking services and to make an e-banking popular among the entire age and income group. The bank should come forward with more advertisements through the flex in the bank so the customers may easily understand how to operate the e-banking services at the counter of all banks.

Conclusion
Most of the respondents are aware of e-banking either fully or partially. In the modern world where money plays an important role for survival, E-banking helps the
people to reenter service whenever needed by them and also during emergency conditions. E-banking are the most preferred choice followed by ATM, Internet banking, Mobile banking in terms of the frequency of usage for the benefits accruing time savings come out to be the major benefit followed by easy processing, inexpensive, and easy fund transfer, bill payment etc. some of respondents are account holders of different banks, and they have been availing the e-banking facilities provided by the banks. In many advertisement can play a major role in making people aware of e-banking technologies, e-banking is useful and they will use it in future. So our country will get super power in the year 2020.

References

Journals

ATTITUDE OF E-BANKING USERS IN INDIAN BANK – WITH SPECIAL REFERENCE TO MADURAI CITY

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ABSTRACT

Financial liberalization and technology revolution have allowed the developments of new and more efficient delivery and processing channels as well as more innovative products and services in banking industry. Consumers are becoming increasingly discerning and have become more involved in their financial decisions. For this reason, they are demanding a broader range of products and services at more competitive prices through more efficient and convenient channels. A great number of people are shifting to online banking and are readily accepting the usefulness of this bounty. Therefore E-Banking is considered to be important in recent era. This paper presents the Attitude of the user of E-Banking in Indian Bank. Questionnaire were framed and tested with statistical tools. Suitable suggestions based on the findings were given.

Keywords: E-Banking, Indian Bank.

Introduction

In the past few years there has been a high growth in internet markets where companies and investors can buy and sell initial public offerings of corporate stock. Internet based banks were also started to emerged and it is an umbrella term for the process by which a customer may perform banking transactions electronically without visiting a brick-and-mortar institution. This signifies the term E-banking which encompasses the entire sphere of technology initiatives that have taken place in the Banking industry. It is a generic term making use of electronic channels through internet and mobile phones for delivery of banking services and products.

E-banking came into existence from UK and USA in 1920s. It became prominently popular during 1960s through electronic funds transfers and credit cards. The concept of web-based banking came into existence in Europe and USA in the beginning of 1980s. It has been estimated that around 40 percent of banking transaction would be done through Net. In India e-banking is of fairly recent origin. Only in the early 1990s there has been start of non-branch banking services. Several initiatives have been taken by the Government of India as well as the Reserve Bank to facilitate the development of e-banking in India. To cope with the pressure of growing competition, Indian commercial banks have adopted several initiatives and e-banking is one of them. The competition has been especially tough for the public sector banks, as the newly established private sector and foreign banks are leaders in the adoption of e-banking. The following were the e-banking products and services:

- Automated Teller Machines (ATMs)
The three broad facilities that e-banking offers are:

- **Convenience** - Complete your banking at your convenience in the comfort of your home.
- **There are no queues at an online bank.**
- **24x7 service** - Bank online services is provided 24 hours a day, 7 days and 52 weeks.

In recent years banking through internet became more familiar with more number of users; hence an attempt is made to find out the customers attitude towards E-Banking services in Indian Bank.

**Review of Literature**

The following were some of the studies done under E-Banking.

Suresh (2008) in his study highlighted that recently developed e-banking technology had created unpredicted opportunities for the banks to organize their financial products, profits, service delivery and marketing. The objectives of the study were to evaluate the difference between traditional and e-banking, and to identify the core capabilities for the best use of e-banking. The author analyzed that e-banking will be an innovation if it preserved both business model and technology knowledge, and disruptive if it destroys both the model and knowledge. He also differentiated e-banking from traditional banking in five ways, namely, value proportion, market scope, cost structure, profit potential and value network. However, in order to exploit technical and business capabilities of e-banking, banks should generate more customers inside and outside India so that more revenues could be generated that lead to better future of Indian economy.

Ramani (2007) has made a study titled, “Impact of e-payment system on Indian banking sector”. E-payment was required for handling large volume of business payment and remittances for hassle free, quicker and faster payment remittances at low cost, and paperless transactions. The researcher highlighted various steps taken by RBI for the e-payment. It includes RTGS, deferred net settlement system such as electronic clearing services debit and credit, electronic fund transfer and NEFT. The researcher studied that these methods had increased the use of core banking solutions, data warehousing and data mining. E-payment had reduced the chances of fraud, improved customer service by cutting the delay in payment obligation. Heng Michael et al. (2006) analyzed the impact of e-banking on brick and mortar banks through innovation model. The researchers’ analyzed 8 core capabilities to assist the banks migrated to e-banking environment. Their capabilities
fall into two groups relating to configuration of existing business model. They suggested that banks need to develop uniquely innovative services and products on the one hand and innovative business model that changes the way banks operate on the other. They concluded that eight core capabilities (technical dynamic capabilities and business dynamic capabilities) provided a blue print for sustaining a bank’s ability to exploit e-banking.

Objectives
1. To Study the Profile respondents using E- Banking services in Indian Bank.
2. To analyse the level of Satisfaction of the respondents towards E-Banking.
3. To find out the opinion of the respondents regarding the Usage and Problems of E- Banking.

Statement of Problem
Demonetisation issues in India motivated the people for cashless transaction and many business units also pave the way for cashless transaction. These transactions were carried down with the help of E-Banking. It allows the users to transfer money, pay bills and more. Therefore this paper concentrated on E-Banking and attitude of the users towards it. Most of the banks in India were availing E – Banking services to its customers. Among them Indian Bank have more number of user in E-Banking while comparing with other nationalized banks. Hence this paper is titled as “Attitude of E-Banking user in Indian Bank- with special reference to Madurai city”.

Methodology
The sample design chosen for the study was simple random sampling and with sample size of 100. The customers who were using E-Banking services in Indian Bank were selected as respondents. The study area was Madurai city. Questionnaire were framed and the results were obtained using Friedman test, ANOVA, sign test and percentage analysis.

Findings of the Study

<table>
<thead>
<tr>
<th>Table 1 Profile of the Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Particulars</strong></td>
</tr>
<tr>
<td>Age in years</td>
</tr>
<tr>
<td>31- 40yrs</td>
</tr>
<tr>
<td>41 – 50yrs</td>
</tr>
<tr>
<td>Above 50yrs</td>
</tr>
<tr>
<td>Gender</td>
</tr>
<tr>
<td>Female</td>
</tr>
<tr>
<td>Educational Qualification</td>
</tr>
<tr>
<td>UG</td>
</tr>
<tr>
<td>PG</td>
</tr>
<tr>
<td>Professional</td>
</tr>
<tr>
<td>Marital Status</td>
</tr>
<tr>
<td>Unmarried</td>
</tr>
<tr>
<td>Widows</td>
</tr>
</tbody>
</table>
The above table 6.1 shows the profile of the respondents. Majority of the respondents (48%) were in age group between 31 – 40 years. 48% of the respondents were male and they had completed UG. 52% of the respondents were married. Most of the respondents (40%) were private employees and with income below Rs.36000.

**Findings based on the Usage of E-Banking Services**

**Ho:** There is no significant difference in the usage of e-banking services

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Service</th>
<th>Number of (+) Signs</th>
<th>Number of (-) Signs</th>
<th>Z Value</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>ATM</td>
<td>82</td>
<td>12</td>
<td>4.716</td>
<td>NS</td>
</tr>
<tr>
<td>2</td>
<td>Credit card</td>
<td>42</td>
<td>58</td>
<td>-0.673</td>
<td>NS</td>
</tr>
<tr>
<td>3</td>
<td>Debit card</td>
<td>74</td>
<td>26</td>
<td>0.252</td>
<td>Sig</td>
</tr>
<tr>
<td>4</td>
<td>Internet banking</td>
<td>65</td>
<td>35</td>
<td>0.189</td>
<td>Sig</td>
</tr>
<tr>
<td>5</td>
<td>Mobile banking</td>
<td>33</td>
<td>67</td>
<td>-0.463</td>
<td>NS</td>
</tr>
<tr>
<td>6</td>
<td>Fund transfer</td>
<td>19</td>
<td>81</td>
<td>-0.544</td>
<td>NS</td>
</tr>
<tr>
<td>7</td>
<td>RTGS</td>
<td>24</td>
<td>76</td>
<td>-0.789</td>
<td>NS</td>
</tr>
</tbody>
</table>

Source: Computed data

In respect of usage of e-banking services such as debit card services and internet banking services the z value is within the acceptance region. Therefore, null hypothesis is accepted. As such, there is no significant difference in the usage of those services by the respondents. Whereas Z value is not within the acceptance region of the null hypothesis in respect of the services such as ATM services, credit card services, Mobile banking services, electronic fund transfer services and RTGS. Therefore, null hypothesis is rejected. As such, it is concluded that there is a significant difference in the usage of different e-banking services by the respondents.

**Relationship between Personal Factors and Level of Satisfaction towards E-Banking Services**

**Ho:** there is no significant difference among the personal factor and their level of satisfaction towards E-Banking services in Indian Bank.
Table 3 Personal Factor and their Level of Satisfaction

<table>
<thead>
<tr>
<th>Constraints</th>
<th>Source of variance</th>
<th>Sum of Squares</th>
<th>DF</th>
<th>F-Value</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level of satisfaction</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Age</td>
<td>Between</td>
<td>19.10</td>
<td>3</td>
<td>3.35</td>
<td>Sig</td>
</tr>
<tr>
<td></td>
<td>Within</td>
<td>447.07</td>
<td>97</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gender</td>
<td>Between</td>
<td>1.66</td>
<td>1</td>
<td>1.351</td>
<td>N.S</td>
</tr>
<tr>
<td></td>
<td>Within</td>
<td>478.49</td>
<td>99</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Educational qualification</td>
<td>Between</td>
<td>9.92</td>
<td>3</td>
<td>4.676</td>
<td>Sig</td>
</tr>
<tr>
<td></td>
<td>Within</td>
<td>470.23</td>
<td>97</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Income (per month)</td>
<td>Between</td>
<td>18.96</td>
<td>3</td>
<td>2.57</td>
<td>Sig</td>
</tr>
<tr>
<td></td>
<td>Within</td>
<td>476.17</td>
<td>97</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Occupation</td>
<td>Between</td>
<td>17.53</td>
<td>3</td>
<td>2.43</td>
<td>Sig</td>
</tr>
<tr>
<td></td>
<td>Within</td>
<td>472.6</td>
<td>97</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: computed data

It is evident from the above table 6.3, the calculated F Value is significant for age, educational qualification, income and occupation. So, it is found that there is significant difference among the personal factor (age, educational qualification, income and occupation) with respect to level of satisfaction with respect to E-Banking services. Whereas the F value are less than the table value (not significant) for gender and level of satisfaction. So, it is found that there is no significant difference among gender and their level of satisfaction with respect to E-Banking services.

Problems in Using E-Banking Services

Table 4 Problems in E-Banking

<table>
<thead>
<tr>
<th>S. No</th>
<th>Problems</th>
<th>Mean score</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Lack of guidance</td>
<td>3.41</td>
<td>IV</td>
</tr>
<tr>
<td>2</td>
<td>Inadequate knowledge</td>
<td>4.15</td>
<td>II</td>
</tr>
<tr>
<td>3</td>
<td>High service charges</td>
<td>4.17</td>
<td>I</td>
</tr>
<tr>
<td>4</td>
<td>Poor network</td>
<td>2.95</td>
<td>V</td>
</tr>
<tr>
<td>5</td>
<td>Technical hurdle</td>
<td>3.94</td>
<td>III</td>
</tr>
<tr>
<td>6</td>
<td>Time consuming</td>
<td>2.38</td>
<td>VI</td>
</tr>
</tbody>
</table>

Source: computed data

From the above table 6.4, the problems in using E-Banking services were ranked by using Friedman test with the help of mean score. Among the six problems, High service charges is ranked First, Inadequate Knowledge is ranked Second, Technical Hurdle is ranked third, Lack of Guidance and Poor Network is ranked has fourth and fifth. Finally Time consuming is ranked has sixth problem in using E-Banking services.

**Suggestion**

- It is a fact that the e-banking services are offered through electronic devices. The transaction cost may be reduced and adequate knowledge can be provided to the users regarding the usage.
- It is suggested that the customers may be allowed to transfer the funds without the intervention of the branch but with minimum service charges.
- Frequent out of order of ATMs can be maintained properly.
- More security can be provided to protect from Third party intervention or internet hackers.
Conclusion

Electronic banking services increase the customer’s active involvement in the banking system. The banker must create more awareness about the different electronic banking services and the method of usage of services. The banker may enlighten its regular customers by conducting demo-classes of the new e-devices at periodical intervals. The suggestions made will enable the bankers to formulate necessary policies on electronic banking in general and on different channels of electronic services in particular, to function and perform better.
IMPMATION OF DEMONETIZATION ON TOURISM

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Introduction

The Government has implemented a major change in the economic environment by demonetizing the high value currency notes of Rs.500 and Rs.1000. These notes are ceased to be legal tender from the midnight of 8th of November 2016. In a very bold and historic move by the Honorable Prime Minister of India, Shri Narendra Modi, all currency in denominations of INR 500 and INR 1,000 have ceased to be an illegal tender effective from the 9th of November 2016. This proposal by the Government involves the elimination of these existing notes from circulation and a gradual replacement with a new set of notes.

This act of demonetization aims to undermine or eliminate the stock of "black money" out of the economy and to control the counterfeit notes contributed to terrorism. Some of the new objectives are also tackled by demonetisation such as enabling growth in bank credit and turning India into a cashless economy.

Effects of Demonetization on Indian Economy

Positive Effects:

- A study by the National Investigation Agency and the Indian Statistical Institute, in 2016, estimated that fake Indian currency notes in circulation have a face value of Rs. 400 crore (0.022%).
- The report called “White Paper on Black Money” was presented to finance ministry shows that, the amount of cash seized during raids by income tax authorities is 4.88% of total undisclosed income.
- This issue is also termed as a surgical strike which gives measures to help people to disclose their undisclosed income.
- The demonetisation has imposed a 40% loss upon holders of unaccounted wealth. Those who have laundered money suffered 40% discount on their unaccounted wealth.

Negative Effects

The Prime Minister Narendra Modi’s decision to scrap high value notes has certain negative effects such as:

- Shortage of cash in the system
- leading to a lot of discomfort for the public and businesses
- shortage of newly printed notes i.e., Rs.500 and Rs.2,000 notes
Lack of lower denomination notes such as Rs.100 and Rs.50
people wants to conserve whatever cash they have in hand and not ready to spend cash
hits trade and consumption
Non-availability of cash to pay for goods and services
changes in households' savings and their consumption pattern
Centre for Monitoring of Indian Economy has estimated that, there is a reduction in Gross Domestic Product amounted to Rs.1.3 lakh crores.
sudden ban may be leading to disruptions in production
constraints of ATM recalibration and currency printing are leading to a long transition period.

Statement of the Problem
Tourism is the largest service industry in terms of gross revenue as well as foreign exchange earnings. Therefore, it is essential to analyze the effects of demonetization on tourism sector. This paper examines the role of tourism industry in achieving the economic growth in terms of Gross Domestic Product, Foreign Exchange Earnings, Foreign Direct Investment, Foreign Institutional Investment. The paper explores the Central and State Government support in case of demonetization for tourism and its allied industries. It also analyses about the problems faced by the industry and the stakeholders.

Objectives of the Study
This study has the following objectives:
1. To study the positive and negative impacts of Demonetization in general.
2. To know the socio-economic contribution of tourism industry.
3. To find out the problems faced by the tourism industry and tourists due to demonetization.
4. To give suggestions based on findings.

Research Methodology
This paper is prepared with the support of secondary sources such as magazines, newspapers, reports, dissertations, thesis and e-materials.

Tourism Industry-An Overview
India is a tourist paradise and has all unique features of modernity and traditional hospitality. India’s glorious past and present cultural traditions are closely connected with the development of tourism in India. According to World Tourism Organisation (WTO),” Tourism comprises the activities of person travelling to and staying in places outside their usual environment for not more than one consecutive year of leisure, business and other purpose”. Hotels are the keystones in the arch of global tourism.

The enormous increase in tourism has caused the hotel business to outgrow national boundaries and become global in character. Many developing countries today
are looking this sector as a potentially promising avenue for economic and human development. It is an industry with great employment potential. This industry generates foreign exchange for the country and injects capital and new money into the local economy.

**Status of Tourism Industry in Recent Scenario**

Tourism is considered as an instrument for economic development, employment generation and plays an effective role in achieving the growth with equity objectives. It generates a multiplier effect on the economy. Tourism has also become an instrument for sustainable human development including:

- Poverty elimination
- Environmental Regeneration
- Job Creation
- Advancement of Women and other disadvantaged groups.

Among all sectors, tourism sector is one of the flourishing sector and it is termed as the emerging giants which helps in preserving the diversity of the India's natural and cultural environments. The Ministry of Tourism (MOT) is playing an important role for the development of the industry through various campaigns such as “Incredible India Campaign”.

According to the Travel & Tourism report by World Economic Forum, “India is ranked 11th in the Asia Pacific Region and 62nd overall on the list of the world’s attractive destinations. This industry will be ranked 5th in terms of long term growth and is expected to be the 2nd largest employer in the world by 2019”.

**Socio-Economic Contribution of Tourism Industry**

Tourism has been a major social phenomenon of the societies all along. This industry holds immense potential for Indian economy. Many developing countries today are looking tourism as potentially promising avenue for financial and human development. The economic benefits that flow into the economy through growth of tourism in the shape of increased national and state revenues, business receipts, employment, buoyancy in Central, State and local tax receipts can contribute towards overall socio-economic improvement and accelerated growth in the economy.

The Travel and Tourism Industry in the year 2016, have generated 37.4 million (9%) direct and indirect jobs. Tourism is the third largest industry in terms of national GDP amounting to US $ 47 million (7.5%) and have contributed 9.4% of the global GDP and 10.7% of the tax revenue. This industry attracted a capital investment of US $ 12.4 billion (according to 12th plan) as well as earned more foreign exchange US $ 1.76 billion in 2016. In terms of Foreign Exchange Earning, this industry is the third largest foreign exchange earner.

**Impact of Demonetization on Tourism**

Demonetization has shed its gloomy shadow on the booming tourism and hospitality industry in India. Already the growth of the industry was affected by
various issues such as Terrorism, Political unrest, Lack of security, Regulatory issues and High taxation. Many foreign trips sponsored by big brands largely done through cash transactions is negatively affected due to the ongoing cash crunch. These industries are facing a tough time. The industry has been severely affected, as the hotels have lost a large number of pay-in-cash-only clientele due to demonetization. Around 60 percent drop in hotel bookings have been reported.

The domestic tourists and tourists coming to India from other countries (Inbound tourists) have faced some issues due to the ongoing process of demonetization. Making payments with notes in the denomination of INR 500 and INR 1,000 would no longer be accepted at most places. The tourists who wants to move to abroad from India (outbound tourists) can book tickets through local agents. Cash Payments to agents and Currency exchange was not possible for them due to demonetization.

Conclusion

Today tourism industry has more inclusive of new concepts which requires the support of Government to flourish. This industry contributes more to the economic development through GDP, Foreign Exchange earnings, receipts, tax revenues and Foreign Investments. Many leading destinations have considered tourism is one of the most promising avenue for the development of their country. The lack of available currency will force some hospitality customers to either postpone / cancel their travel and accommodation or to use hospitality products that easily allow the use of the other modes of payments. Most of the hotel in the country is in the unorganized sector, which do not have enough facilities such as online payments. This could witness some stress in the short term. The International travel to India has also dropped by 45 percent. Cash crunch has adversely affected the liquidity of currency exchanges in the country. Therefore, It is imperative to take some initiatives by both central and State Governments for the growth of the industry.

Suggestion

The following suggestions were recommended:
1. Plan the trip well in advance and make payments through debit and credit cards.
2. Booking and payments for tour packages through online can be a good way to tackle the this issue.
3. Tourists can make use of some sort of mobile wallet payment such as PayTM, Free charge and MobiKwik.
4. Tourists can make use of Cards or E-wallets, Pay-U- Money and PayTM to pay for Accommodation and transportation charges which is an easy solution for the successful trip.
TURNING TOWARDS GREEN MARKETING

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Introduction

Green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising. Yet defining green marketing is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental and retail definitions attached to this term. Other similar terms used are environmental marketing and ecological marketing.

Green, environmental and eco-marketing are part of the new marketing approaches which do not just refocus, adjust or enhance existing marketing thinking and practice, but seek to challenge those approaches and provide a substantially different perspective. In more detail green, environmental and eco-marketing belong to the group of approaches which seek to address the lack of fit between marketing as it is currently practiced and the ecological and social realities of the wider marketing environment.

The legal implications of marketing claims call for caution or overstated claims can lead to regulatory or civil challenges. In the United States, the Federal Trade Commission provides some guidance on environmental marketing claims. This Commission is expected to do an overall review of this guidance, and the legal standards it contains, in 2011.

Definition

Green marketing refers to the process of selling products or services based on their environmental benefits. Such a products or services may be environmentally friendly in itself, or produced and packaged in a environmentally friendly manner. According to “The American Marketing Association” it has been defined in three ways,

1. Retailing- the marketing products are presumed to be environmentally safe.
2. Social Marketing- the marketing products are developed and designed to minimize the negative effects on the physical environment or to improve its quality.
3. Environment-the effort by the organization to produce, promote, package and reclaim the products in a manner that is sensitive or responsive to ecological concerns.
Objectives
1. Organizations perceive environmental marketing to be an opportunity to be used to achieve its objectives.
2. Competitor’s environmental activities pressure firm to change their environmental marketing activities.
3. Cost factors associated with the waste disposal or reduction in energy and material usage forces firms to change their behaviour.

Greenhouse Gas Reduction Market
The emerging greenhouse gas reduction market can potentially catalyze projects with important local environmental, economic, and quality-of-life benefits. The Kyoto Protocol’s Clean Development Mechanism (CDM), for example, enables trading between industrial and developing nations, providing a framework that can result in capital flows to environmentally beneficial development activities. Although the United States is not participating in the Kyoto Protocol, several US programs enable similar transactions on a voluntary and regulatory basis.

While international trade in greenhouse gas reductions holds substantial promise as a source of new funding for sustainable development, this market can be largely inaccessible to many smaller-scale projects, remote communities, and least developed localities. To facilitate participation and broaden the benefits, several barriers must be overcome, including: a lack of market awareness among stakeholders and prospective participants; specialized, somewhat complicated participation rules; and the need for simplified participation mechanisms for small projects, without which transaction costs can overwhelm the financial benefits of participation. If the barriers are adequately addressed, greenhouse gas trading can play an important role supporting activities that benefit people’s lives and the environment.

Adoptability
In 1989, 67 percent of Americans stated that they were willing to pay 5-10 percent more for ecologically compatible products. By 1991, environmentally conscious individuals were willing to pay between 15-20 percent more for green products. Today, more than one-third of Americans say they would pay a little extra for green products. An important challenge facing marketers is to identify which consumers are willing to pay more for environmentally friendly products. It is apparent that an enhanced knowledge of the profile of this segment of consumers would be extremely useful. Everett Rogers, communication scholar and author of “Diffusion of Innovations”, claims that the following five factors can help determine whether a new idea will be adopted or not, including the idealism of the shift towards “green”:
1. Relative advantage: is the degree to which the new behavior is believed to accrue more beneficial outcomes than current practice.
2. Observability: is how easy it is to witness the outcomes of the new behavior.
3. **Trialability**: is the ease with which the new behavior can be tested by an individual without making a full commitment.

4. **Compatibility**: is the degree to which the new behavior is consistent with current practice.

5. **Complexity**: is how difficult the new behavior is to implement.

**The Green Marketing Mix**

A model green marketing mix contains four "P's":

- **Product**: A producer should offer ecological products which not only must not contaminate the environment but should protect it and even liquidate existing environmental damages.

- **Price**: Prices for such products may be a little higher than conventional alternatives. But target groups like for example LOHAS are willing to pay extra for green products.

- **Place**: A distribution logistics is of crucial importance; main focus is on ecological packaging. Marketing local and seasonal products e.g. vegetables from regional farms is more easy to be marketed “green” than products imported.

- **Promotion**: A communication with the market should put stress on environmental aspects.

Additional social marketing "P's" that are used in this process are:

- **Publics**: Effective Social Marketing knows its audience, and can appeal to multiple groups of people. "Public" is the external and internal groups involved in the program. External publics include the target audience, secondary audiences, policymakers, and gatekeepers, while the internal publics are those who are involved in some way with either approval or implementation of the program.

- **Partnership**: Most social change issues, including "green" initiatives, are too complex for one person or group to handle. Associating with other groups and initiatives to team up strengthens the chance of efficacy.

- **Policy**: Social marketing programs can do well in motivating individual behavior change, but that is difficult to sustain unless the environment they're in supports that change for the long run. Often, policy change is needed, and media advocacy programs can be an effective complement to a social marketing program.

- **Purse Strings**: How much will this strategic effort cost? Who is funding the effort?

  The level of greening—strategic, quasi-strategic, or tactical dictates what activities should be undertaken by a company. Strategic greening in one area may or may not be leveraged effectively in others. A firm could make substantial changes in production processes but opt not to leverage them by positioning itself as an environmental leader. So although strategic greening is not necessarily strategically integrated into all marketing activities, it is nevertheless strategic in the product area.

**Limitations**

1. Green products require renewable and recyclable materials which is costly.

2. It requires a technology and which requires a huge investment in R & D.
3. Water treatment technology, which is more costly.
4. Majority of the people are not aware of green products and their uses.
5. Majority of the consumers are not willing to pay a premium for green products.

**Popularity and Effectiveness**

**Ongoing debate**

The popularity of such marketing approach and its effectiveness is hotly debated. Supporters claim that environmental appeals are actually growing in number—the Energy Star label, for example, now appears on 11,000 different companies' models in 38 product categories, from washing machines and light bulbs to skyscrapers and homes. However, despite the growth in the number of green products, green marketing is on the decline as the primary sales pitch for products. Shel Horowitz, a green marketer for over 30 years and primary author of Guerrilla marketing Goes Green states that to market effectively, green businesses need to market to three different audiences, "deep green," "lazy green," and "non green", and that each must be approached differently. Each will have different trigger points that will move them to buy, and for the non green audience, marketing effectively usually requires emphasizing product superiority rather than care for the planet. On the other hand, Roper's Green Gauge shows that a high percentage of consumers (42%) feel that environmental products don't work as well as conventional ones. This is an unfortunate legacy from the 1970s when shower heads sputtered and natural detergents left clothes dingy. Given the choice, all but the greenest of customers will reach for synthetic detergents over the premium-priced, proverbial "Happy Planet" any day, including Earth Day. New reports, however show a growing trend towards green products.

**Eco-Labels**

An individual's belief that an environmental claim lacks honesty can have a negative effect on attitude toward a brand. If, on the other side, the consumer grants credibility to the claim, the individual will behave more respectfully toward the environment. The problem in extending that credibility to a brand is that consumers interested in ecological products generally are skeptical of commercial advertisements. This skepticism is due to various factors such as lack of language, the absence of scientific knowledge necessary to interpret advertising meaning, and, in particular, the falsehoods and exaggeration of some advertising techniques. To resolve this problem, independent organizations may choose to guarantee messages on the environmental benefits of brands with environmental labeling systems sponsored by independent organizations. This practice tries to diminish perceived biases in environmental information by promoting standardization of the information with the aim of improving confidence in the evaluation of environmental benefits of products—all of which should positively affect the purchase intention.

Basically, green marketing concerns with three aspects:
1. Promotion of production and consummation of pure/quality products,
2. Fair and just dealing with customers and society, and
3. Protection of ecological environment.

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

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

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

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

**Impacts or Importance of Green Marketing**

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

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

Conclusions
1. It is our responsibility to do value addition to our cultural products (green products) by promoting green products.
2. The customers are not concerned about environmental issues or will not pay a premium for products that are more eco-responsible.
3. Green marketing is still in its infancy and a lot of research is to be done on green marketing to fully explore its potential.
AN INCREMENTAL GRAPH-BASED CLUSTERING ALGORITHM TO GENERATE A SET OF PATTERN IN THE FORMS OF CLUSTERS

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ABSTRACT

Data clustering is a primary data mining method for knowledge discovery and an efficient technique for data analysis. Dynamically changing databases of huge size exist in almost every organization. Repeating the complete mining process from scratch whenever significant additions were made to the existing database is analogous to reinventing the wheel. Incremental clustering has emerged as a promising research area which aims to avoid the redundant processing by inventing techniques that adapts the results of clustering on existing databases in accordance with the recent additions. Conventional clustering algorithms assume more or less uniformly distributed entities to constitute a cluster. However, some real world scenarios like changing patterns of housing in urban areas, growth patterns of communities in social networks demand for clusters with non-uniform distribution of entities containing both dense as well as sparse areas in a single cluster. In the context of incremental clustering of non-uniformly distributed clusters while adopting the existing patterns or clusters to the newly arrived significant chunk of entities, it is often required to expand the existing cluster boundaries depending on data dispersion while ensuring minimal loss of cluster cohesion. Specifically, expansion of the cluster boundary on sparser side is encouraged compared to denser side. In effect, the acceptability of an entity on sparser side is higher compared to the acceptability of an equidistant entity from the denser side. Existing distance metrics widely used in conventional / incremental clustering algorithms are not suitable to estimate the proximity of an entity to a cluster with non-uniformly distributed entities. Such situations demand for different proximity metrics & algorithms which consider dispersion of data points within a cluster in addition to conventional distance estimation of a data point to the cluster for formation as well as incremental maintenance of clusters.

A new proximity metric called Inverse Proximity Estimate (IPE) which is capable of discriminating the entities as per the requirement of simulating the growth of a non-uniformly distributed cluster has been proposed. Two clustering algorithms namely Cluster Feature-Based Incremental Clustering Approach for Numerical Data (CFICA) and Cluster Feature-Based Incremental Clustering Approach to Mixed Data (M-CFICA) were proposed, designed, implemented and evaluated by the author for incremental cluster formation to process datasets containing purely numerical attributes and datasets containing all types of attributes respectively. While developing M-CFICA to handle entities with heterogeneous attributes including categorical attributes, the author has devised an information-theoretic dissimilarity metric named Normalized Dissimilarity to find the distance between entities in terms of categorical attributes which is combined with Normalized Euclidean Distance to form mixed distance which is used for estimating the Inverse Proximity Metric while dealing with datasets containing all types of attributes. The performance of these incremental algorithms was tested on benchmark datasets available in UCI repository as well as hypothetical datasets.

Introduction

“Computers promised a fountain of wisdom, but delivered a flood of data”

- Statistician David Wishart

The rapid growth in technology and recent advances in storage capacity and processing speeds has provided us with the ability to keep a virtually limitless
amount of data. The information available is no longer considered an asset. Scientific, business and database technologies ranging from simple relational systems to spatial, text or media keep accumulating large quantities of data. The main challenge before us is the need of efficient techniques to analyze the existing information and also extract and uncover useful and valuable patterns from that information. The available information has to be utilized to gain a better understanding of the past and to predict the future.

Regardless of the specific technique, data mining methods can be classified by the function they perform or by their class of application as follows:

**Characterization**
It is a summarization of general features of objects in a target class by producing characteristic rules.

**Discrimination**
It is a comparison of the general features of objects between two classes referred to as the target class and the contrasting class by producing discriminate rules.

**Classification**
Some of the classification models are decision trees, neural networks, Bayesian belief networks, support vector machines and genetic algorithms.

**Prediction**
Prediction is based on the idea of using a large number of past values to predict probable future values.

**Clustering**
Similar to classification, clustering is the organization of data in classes. However, unlike classification, in clustering, class labels are unknown and it is up to the clustering algorithm to discover acceptable classes.

**Association analysis**
Association analysis is the discovery of association rules. It studies the frequency of items occurring together in transactional databases.

The main contributions are as follows
- Recognized that non-uniformly distributed clusters are also significant in applications like modeling the growth pattern of neighborhoods in urban areas.
- Investigated the suitability of conventional algorithms for formation of clusters with non-uniformly distributed entities.
- Developed a new proximity metric called ‘Inverse Proximity Estimate’ (IPE) to determine the proximity of an entity ‘to a cluster with non-uniformly distributed entities.
- Proposed a methodology called CFICA to cluster dynamic datasets with entities described in terms of only numerical attributes.
- Designed an information theoretic approach to estimate the Normalized Dissimilarity (DS) between two entities described in terms of categorical
attributes and combined with normalized Euclidean Distance (NED) to devise an estimate referred to as Mixed Distance (MD) to deal with all types of attributes.

- Developed a new approach to incremental clustering called M-CFICA to deal with entities described in terms of heterogeneous attributes.

**Literature Review**

Data clustering is a thrust area of research for statisticians as well as data mining researchers which resulted in the development of a vast variety of successful clustering algorithms. These algorithms can be categorized based on different issues like density-based, model-based, and grid-based. In addition to this categorization, a clustering algorithm can either be incremental or non-incremental. Incremental clustering has attracted the attention of the research community with Hartigan’s Leader clustering algorithm [Hartigan 1975] which uses a threshold to determine if an instance can be placed in an existing cluster or it should form a new cluster by itself.

The LEADER algorithm partitions a data set into groups by virtue of a radius distance (T). A leader object is associated with each group and all other objects in the group lie within the distance T from that object. The first data point is selected and assigned as the first leader object, A. Subsequently, the remaining samples are examined and those that are within the distance T are assigned to group one. The first data sample examined that falls outside the radius T is assigned as the next leader object, B. This procedure is iterated to identify cluster centre C as well as the remaining centers. It requires processing a data record only once. Though the LEADER algorithm was originally devised to handle static databases only, its methodology naturally accepts dynamically arriving data records. Hence was considered as a forerunner of incremental clustering algorithms. Similarly there are some more algorithms which are designed originally for static databases that could handle incrementally growing databases. For example, COBWEB and CLASSIT algorithms are designed for categorical and numerical datasets respectively. The GRIN algorithm, [Chen et al. 2002] is an incremental hierarchical clustering algorithm for numerical data sets based on gravity theory in physics. It delivers good clustering quality with O(n) time complexity as it is immune from the order of input data and the optimal parameter settings are not sensitive to the distribution of the data set. The incremental nature of the GRIN algorithm implies that it is particularly suitable for handling the already huge and still growing databases in modern environments. Its hierarchical nature provides a highly desirable feature for many applications in biological, social, and behavior studies.

Al-Razgan et. al. focusses on ensembles for categorical data to the partitions provided by the COOLCAT algorithm [Al-Razgan et. al., 2007]. It incrementally builds clusters based on the entropy criterion. Formally, the entropy measures the uncertainty associated to a random variable. Let X be a random variable with values in S(X), and let p(x) be the corresponding probability function of X. The entropy of X is defined in Eq. 2.2 as follows:
\[ H(X) = - \sum_{x \in \mathcal{X}} p(x) \log[p(x)] \]

COOLCAT consists of two main phases. During the initialization phase, it bootstraps the algorithm and selects two points with maximum pairwise entropy and places them in two different clusters. It then proceeds incrementally, selecting the point that maximizes the minimum pairwise entropy with the previously chosen points. At the end, the k selected points are the initial seeds of the clusters. During the incremental phase, it constructs k clusters. For each data point, it computes the entropy resulting from placing the point in each cluster, and then assigns the point to the cluster that gives the minimum entropy. By including reprocessing at the end of each incremental step, COOLCAT alleviates the risk imposed by the order of the input of points.

Incremental Clustering Approach for Numerical Data

In this paper, the author proposes a new incremental clustering algorithm called CFICA to handle numerical data. It is an incremental approach to partitioned clustering. CFICA uses the concept of Cluster Feature (CF) for abstracting out the details of data points maintained in the hard disk. At the same time Cluster Feature provides all essential information required for incremental update for a cluster. Estimating the distance between a pair of points is at the crux of cluster formation and most of the conventional clustering algorithms make use of Euclidean distance (ED) estimate between single point cluster representative (mean / mode / medoid) and the data point to estimate the acceptability of the data point into the cluster.

In the context of incremental clustering while adopting the existing patterns or clusters to the enhanced data upon the arrival of a significant chunk of data points, it is often required to elongate the existing cluster boundaries in order to accept new data points if there is no loss of cluster cohesion. The author has observed that the Euclidean distance (ED) between the single point cluster representative and the data point will not suffice for deciding the membership of the data point into the cluster except for uniformly distributed clusters. Instead, the set of farthest points of a cluster can represent the data spread within a cluster and hence has to be considered for formation of natural clusters. The author suggests a new proximity metric called Inverse Proximity Estimate (IPE) which considers the proximity of a data point to a cluster representative as well as its proximity to a farthest point in its vicinity. CFICA makes use of the proposed proximity metric to determine the membership of a data point into a cluster.

The Functionality of CFICA

As mentioned in the problem statement, an incremental clustering algorithm has to perform the primary tasks namely, initial cluster formation and their summaries, acceptance of new data items into either existing clusters or new clusters followed by merging of clusters to maintain compaction and cohesion. CFICA also takes care of concept-drift and appropriately refreshes the cluster solution upon significant deviation from the original concept. It may be observed that once the initial cluster formation is done to obtain CF’s, all the basic tasks of the incremental
clustering algorithm CFICA can be performed without requiring to read the actual data points (probably maintained in hard disk) constituting the clusters. The data points need to be refreshed only when the cluster solution has to be refreshed due to concept-drift.

Initial Clustering of the Static Database

The proposed algorithm CFICA is capable of clustering incremental databases starting from scratch. However, during the initial stages refreshing the cluster solution happens very often as the size of the initial clusters is very small. Hence for efficiency reasons the author suggests to apply a partitioned clustering algorithm to form clusters on the initial collection of data points (. The author used the k-means clustering algorithm for initial clustering to obtain number of clusters. D S k The K-means algorithm make it suitable for initial clustering of the static database:

- It is easy to implement and produces good results.
- Suitable for clustering datasets with numerical attributes because it uses mean as cluster representative.
- Uses the Squared Error criterion which makes the resulting k clusters as compact and as separate as possible.
- Relatively scalable and efficient in processing large datasets because the computational complexity is \( O(nkt) \) where \( n \) is the total number of objects, \( k \) is the number of clusters and \( t \) represents the number of iterations. Normally, \( k \ll n \) and \( t \ll n \) and hence \( O(n) \) is taken as its time complexity [Jain et al. 1999].

Computation of Cluster Feature (CF)

CFICA uses cluster features for accommodating the essential information required for incremental maintenance of clusters. The basic concept of cluster feature has been adopted from BIRCH as it supports incremental and dynamic clustering of incoming objects. As CFICA handles partitioned clusters as against hierarchical clusters handled by BIRCH, the original structure of cluster feature went through appropriate modifications to make it suitable for partitioned clustering.

Experimental Analysis and Results

Datasets containing numerical data have been handled using CFICA on the Iris datasets. Iris dataset (http://archive.ics.uci.edu/ml/datasets/Iris) comprises 150 instances distributed among 3 classes and each class corresponds to a type of iris plant. There are 4 attributes - sepal length in cm, sepal width in cm, petal length in cm, petal width in cm. The class label predicts whether the iris plant belongs to Iris Setosa, Iris Versicolour or Iris Virginica

Metrics in which performance is estimated

Validation of clustering results is important. There are several ways of measuring the quality of clustering. Since the datasets used have class labels for each data item, the group of measures which considers the class labels of the data for judging the quality of clustering results has been used. Therefore, the author has
used the Purity Measure to evaluate the clustering results obtained. A cluster is called a pure cluster if all the objects belong to a single class. The performance of CFICA is evaluated on Iris dataset, Wine dataset and Yeast dataset using purity. The purity measure described in [Huang 1998, Xiaoke et al. 2009] has been used for evaluating the performance of both CFICA and M-CFICA. The evaluation metric used in CFICA is given below,

\[ \text{Purity} = \frac{1}{n} \sum_{i=1}^{T} X_i \]

where, Number of data points in the dataset \( n \)
Number of resultant cluster \( T \)
Number of data points of majority class in cluster \( i \) \( X_i \)

If the clustering accuracy is 100%, it means that there only pure clusters. Higher the clustering accuracy, purer the cluster in terms of the class labels of its members and better the clustering results. So a large clustering accuracy value implies better clustering and similarly a low clustering error rate indicates the best clustering.

### Performance Evaluation

The Cluster Purity of CFICA and BIRCH

<table>
<thead>
<tr>
<th>No. of clusters (K)</th>
<th>CFICA</th>
<th>BIRCH</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>0.8</td>
<td>0.539</td>
</tr>
<tr>
<td>8</td>
<td>0.8</td>
<td>0.528</td>
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<tr>
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<td>0.8</td>
<td>0.524</td>
</tr>
<tr>
<td>16</td>
<td>0.82</td>
<td>0.556</td>
</tr>
<tr>
<td>20</td>
<td>0.83</td>
<td>0.573</td>
</tr>
</tbody>
</table>

### Conclusion

The performance of M-CFICA is compared with K-PROTOTYPES algorithm which is the most preferred algorithm to handle mixed datasets and has been evaluated on bench mark datasets as well as hypothetical datasets. The results were presented in chapter 5 and were found to be on par with K-PROTOTYPES algorithm for census income dataset and better for hypothetical datasets. The comparative statement in support of the authors claim was presented. The proposed incremental clustering algorithms can be extended to handle scalability problem for dealing with very large databases which are non-memory resident. The database may be processed incrementally chunk by chunk, the size of the chunk being decided based on the availability of RAM. Both CFICA and M-CFICA can be extended to deal with data streams like time-series data for trend analysis to capture concept - drift as the time progresses. The Inverse Proximity Estimate (IPE) along with the growth rate of newly formed very small clusters can be used to estimate the outlier score of data points for detecting the outliers in the context of dynamically growing datasets with non-uniformly distributed clusters. This research work may be extended to explore the customer Relationship Management (CRM) domain for modeling the changing interests of the customers with respect to changing lifestyles through generations and urbanization.
A STUDY ON CONTEMPORARY ISSUES IN M-COMMERCE MARKETING SYSTEM

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ABSTRACT

In the current trend of cashless transaction used by the M-Commerce system of Marketing, it has important role of economic growth of Indian economy. M-Commerce is defined as any transactions with monetary value that is conducted via a mobile Tele-communication network. M-Commerce like E-Commerce can be B2B (Business to Business), P2P (Person to Person) or B2C (Business to Customer) oriented. So in this study conclude about the challenges forecasting into the M-Commerce marketing system.

Introduction

With growing momentum of M-Commerce revolutions, the transactions are rapidly transmitting from fixed locations to anytime, anywhere and anyone. New forms of mobile technologies are rapidly transforming the market place. Optimists are of the opinion that the new world economy will witness the transactions of mobile devices from a simple communications device to a payment mechanism.

Scope of the Study

M-Commerce like E-Commerce can be B2B (Business to Business), P2P (Person to Person) or B2C (Business to Customer). In the B2C area, M-Commerce is still in its infancy. This is due to the limitation of present, intermediate technologies such as WAP and the relative lack of compelling contents and services are not able to operate by the common people. The scope of this study is on the B2C area into analysis the overcome of the problem and increasing the growth rate of marketing via M-Commerce system.

Statement of the Problem

M-Commerce systems today have a significant role in to play the Indian economy, and it has become one of the basic needs of everyday life. Therefore it becomes vital to know about the problem of consumer processing and risk factor on it. Thus the study has carried out the challenges of M-Commerce marketing system. This will help to understand the consumers’ expectations and preference in the era of changing market scenario.

Objectives of the Study

1. To identify the problem faced by the consumer processing of the M-Commerce system.
To find out the market risk analysis into the M-Commerce system.
3. To analysis about the retail sales growth rate in the M-Commerce system.

Methodology

In this study based on primary and secondary data.

The questionnaire has been used to collect the primary data from the consumers. In this used simple random sampling in selecting the consumers. Secondary data are collected from books, magazines, Journals and websites.

Main problem of M-Commerce system The problem of M-Commerce system based on the questionnaire view that, most of the consumers were found to be aware of M-Commerce services but their usage is still very low due to the in-depth knowledge of operating system of M-Commerce is difficult for them. They should get the help from the literacy people, but they prefer to M-Commerce system for buying and selling process. Majority says that convenient for choosing and decision making in lesser time period. One of the questionnaire participant who were an illiterate auto driver prefer mobile transaction over cash transaction because it indirectly helping him to control his unnecessary expenses. It is still a challenge to cover the vast majority of illiterate people under the M-Commerce services as minimum level of literacy is required.

In case of mobile banking is not that simple as that needs an individual to read on SMS and use keypad to enter his/her password and id. So it will be a big challenge to integrate the illiterate people in the coverage of mobile banking as it needs some level of literacy.

Market Risk Analysis of M-Commerce System

Security system of M-Commerce should be the leading provider of proven high assurance identity solutions for individuals, companies, federal and the department of defense that combine registration, identity authentication, back ground screening, credentialing, identity management and enforcement.

M-Commerce Sales Growth Rate

From the above chart explain that sales growth was 7.78 US billion in 2015, and doubled in 2016 at 15.27 US billion. And the forecast says that in 26.91 in 2017, 39.56 in 2018, 50.54 in 2019 and 63.53 US billion dollar in 2020.
Limitations
1. The sample was taken random and not covered from the whole area.
2. The analysis part of risk factor is limited.

Suggestion
In the technology world, we should need a new identity for proven high assurance identity services certify that a person is exactly who they claim to be. We all deserve to be sure use it. Demand it. Lack of literacy is a common for most of the developing countries, but is especially problematic for India that more number of people are illiterate. Therefore it is expected the wide spread of CCPs (Customer Care Point) can help to overcome the literacy barrier for M-Commerce adaption in India. The CCPs may become the choice of consumer for conducting Commerce or Mobile financial services.

Conclusion
In this study conclude about that the challenges facing by the M-Commerce system can improved through more interactive regional Customer Care Points. This will encourage more illiterate people to use the M-Commerce. Also by improving the quality system of security protocols to protect the consumer identification.

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MARKETING PLAN FOR ECO TOURISM

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ABSTRACT
Ecotourism is often seen as a simple business for land owners to begin because little infrastructure is needed, however certain marketing plans are needed to effectively operate an ecotourism business. Business operators as a challenge in effectively running their business. Tourism is an important economic activity in most countries around the world. Tourism industry is recognized as a sector which supports and sustainable economic growth. For many developing countries, and not only tourism is one of the main sources of foreign exchange income and creating much needed employment and opportunities for development. This paper will provide insight for developing this skill by describing the contents of a marketing plan and presenting external resources to assist in ecotourism operation marketing.

Introduction
Ecotourism is derived from two words - 'Ecosystem' & 'Tourism'. Together it is made Eco-tourism. Ecosystem is the system in which we live - the system which include the earth, the water, the sky and of course the living and the non-living objects in all these systems. Ecotourism is defined as "responsible travel to natural areas that conserves the environment and improves the well-being of local people." (TIES, 1990)

"Ecotourism is responsible travel to natural areas that conserves the environment and improves the well-being of local people." Eco-tourism is the earth-friendly and concentrates on environment protection. Empowerment of local communities; and fosters respect for different cultures and for human rights main aim is to protect environment and educate about it. Ecotourism seeks to benefit both the guests and the hosts.

Collection of Data
This study has considered the secondary date. The secondary data has been collected from books, magazines & newspapers etc.

Objectives
- To study about the ecotourism
- To study about the marketing plan for eco tourism
- To give the conclusion about eco tourism.

Key Elements of a Marketing Plan
Every firm in the tourism industry is expected to take support of several marketing instruments in relation to its product, pricing, distribution, promotion and
advertisement. The combination of the mixes of various ingredients chosen by a firm is called marketing mix. In tourism, marketing is found as a complex group of factors to achieve marketing of end product. A balanced mix is considered necessary to attain the target. The formulation of marketing mix are designing of sub mixes is considered to be very crucial in conceiving right ideas on the switching off marketing actions, especially to raise the acceptability of tourism products by stimulating and penetrating the demand.

An effective ecotourism marketing mix includes the four Ps (i.e., product, price, promotion, and place) of business marketing (Perreault and McCarthy 2002) and three Ps (i.e., programming, people, and partnership) of tourism marketing (Mill and Morrison 2002).

Product
A clearly identified ecotourism product/service (i.e., ecotourism opportunities you provide for your visitors) is the first necessity in delineating the marketing plan. Eco tourists will visit your business to attain specific experiences they cannot attain in other areas. For example, natural areas afford opportunities to learn about the environment (e.g., nature trails), relieve stress (e.g., areas to escape crowds and urban life), and bond with family and friends (e.g., family and group camping areas). This section of the plan describes the ecotourism opportunities as well as the planning, development, and implementation of these offerings. Several specific characteristics of the product or opportunity should be included in the plan and are described below.

Price
Pricing is important in meeting ecotourist demands and satisfying the profit margins. There are several options available when it comes to using a pricing scheme. These options include selling at, below, or above the current market price. The current market price is the largest amount a consumer is willing to pay for your product/service and could be above or below face value. Pricing strategies must be paired with factors that influence pricing, such as product quality (i.e., consistent supply of products/services at an acceptable quality level), competition (other private business owners as well as publicly owned natural attractions in the local area offering similar products/services), distribution of products/services and consumers, cost (e.g., capital and maintenance costs), seasonality (i.e., the annual ebb and flow of product/service consumption), and profit margin (i.e., the sum of net profit and total operating expenses). Pricing strategies also must consider strategies for new opportunities such as price skimming (i.e., charging high prices to maximize profit in the short run) and penetration pricing (i.e., introducing the product/service at a low price to gain the majority of the market.

Promotion
Promotion is used to create demand for a service or product, attract attention, create interest or desire, and generate action in order to sell that service/product.
There has to be more promotion of ecotourism products and the level of promotion should be determined by the carrying capacity of the destination. This section of the plan is to identify the promotional approaches. Promotion is the communication persuasion strategy and tactics that will make the product more familiar, acceptable and even desirable to the audience.

**Brands**

A product brand is a distinguishable name or symbol (e.g., a logo) to differentiate the opportunities from those of your competitors (Aaker 1991). Branding ecotourism operations is particularly unique since the term "ecotourism" implies the business focuses on conserving the environment, benefiting local residents, and promoting responsible travel (The International Ecotourism Society 2013. Some ecotourism operators seek assistance in promoting their operations by using established brands. Such a brand is offered by The International Ecotourism Society (TIES). This organization is dedicated to "promoting ecotourism" and one way of doing so is by allowing member ecotourism operators to use their logo in advertising initiatives after committing to practice sustainability (The International Ecotourism Society 2013).

**Advertising**

Advertising is paid promotion and includes consideration of when, where, and how to promote ecotourism opportunities. Paid promotions attract consumers to the ecotourism opportunities being sold and employ media such as internet, newspapers, television, magazines, radio, and outdoor advertising (Goeldner and Ritchie 2009).

**Personal Selling**

This technique involves personal communication with ecotourist consumers/distribution channels and is used to create consumer demand and inspire selling of ecotourism opportunities (Goeldner and Ritchie 2009). For instance, ecotourism operators offering multiple, individually priced tours might rely on this strategy to inform their consumers of other tour options available to them.

**Public Relations**

Since ecotourism is a "people business," priority must be centered on public interest during decision-making. As such, fostering a philosophy that is public-centered within the ecotourism business and establishing policies for this ethic will aid in promoting the ecotourism services/products to meet Eco tourist needs and wants.

**Social Media**

The use of social media for communication is an increasing trend. Formal outlets such as Twitter, Face book, and MySpace, as well as informal outlets such as blogs and wikis, provide a platform for marketing the ecotourism business on the internet.
Internet
The internet has a major impact as a medium for promoting individual eco-tourism products and the considerable potential it presents is widely recognized. It lends itself well to the ecotourism which is particularly responsive to up to date, detailed information and reports from previous travelers.

Place
Place is concerned with getting information about the ecotourism operation and access to the opportunities to provide the target audience. Strategically planning the approach for supplying information about why and how to access the ecotourism business will maintain the demand for the ecotourism services.

Distribution Channels
Distribution channels (e.g., travel agents, internet sales) are used to match the ecotourism opportunities with potential Eco tourists. For instance, we would analyze potential channels by sales, costs, and profits, determine the outcomes we can expect, and identify the number of channels necessary to sell the opportunities.

Tourism Marketing P’s
The marketing mix also includes consideration for marketing factors specific to the tourism industry (i.e., programming, people, and partnership). Consideration of these factors allows you to provide greater definition of the ecotourism experience offered and market these experiences for business success.

Programming
As a business owner, the goal is to increase consumer spending and the best way to do this is to diversify the product. Programming options include special activities, themed events, or education programs. For example, ecotourism operators offering horseback riding may provide guided night rides for stargazing as a special activity, agritourism businesses may offer haunted sleigh rides during Halloween as a themed event, and nature tour operators might invite a local wildlife expert to share their knowledge in a distinctive education program.

People
Ecotourism is a "people business," "in that" consumers expect a distinctive experience from their participation. Here you would consider the market group that would use your products/services (e.g., individuals/families, particular skill levels), any additional services required (e.g., accessibility, food service, lodging), the varying characteristics influential on participation (e.g., age, interests, desired experiences), the location of these consumers (i.e., proximity to your business), and how to best communicate with them (e.g., internet, newspaper, radio, television, brochures). Recognizing that not all consumers are alike will give you the advantage to funnel your marketing efforts towards a specific target market in delivery of that distinctive experience. These marketing plan components provide insight into the detailed
consideration required for developing ecotourism marketing strategies. The marketing mix can be planned for and achieved independently; however, there are external resources available to help in developing your plan.

**Partnerships**

Ecotourism operators wishing to expand or open a new business without the resources to do so might find partnerships a viable option. Partnerships recognize the interdependence between stakeholders in delivering ecotourism experiences and allow for collaboration.

**Public-Private**

Public land management agencies (e.g., National Park Service, State Park Service, and county parks) focus heavily on conservation and protection of the lands they manage; therefore, they are unable to accommodate much of what ecotourists might desire. These agencies are routinely looking for partnership opportunities with the private sector to better accommodate ecotourist demands.

**Private-Private Partnerships**

Other options exist in delivering ecotourism opportunities and depend on the size/structure of your ecotourism business. For example, private-private partnerships consist of ecotourism operators pooling resources to offer package deals. For example, a local farm might offer a unique tour of its pastures and undeveloped sites, and the farmer would partner with a local restaurant or caterer to provide a barbecue at the end of the tour.

**Other partnerships**

Additional options exist in regards to marketing partnerships. For example, many ecotourism operators rely on their local convention and visitors bureaus (CVBs) to assist in marketing their ecotourism business (see below for discussion). Because the local CVB is the first internet stop for many ecotourist consumers, partnering with the local CVB for business marketing may result in fruitful economic returns.

These marketing plan components provide insight into the detailed consideration required for developing ecotourism marketing strategies. The marketing mix can be planned for and achieved independently; however, there are external resources available to help in developing your plan.

**Conclusion**

Marketing is important to ecotourism business development, implementation, and continued success as it brings ecotourism opportunities from the operator to the ecotourist. Careful consideration of the specific details of a marketing plan is warranted for the ecotourism business to be effective in communicating the opportunities to the best fitting ecotourist market. Practicing the steps you identify in your marketing plan will assist you in gaining the managerial acumen required for successfully operating an ecotourism business.
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THE IMPACT OF GREEN MARKETING

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Introduction

Green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising. Yet defining green marketing is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental and retail definitions attached to this term. Other similar terms used are environmental marketing and ecological marketing.

Green Marketing

The American Marketing Association (AMA) held the first workshop on ecological marketing in 1975. 1980 was the first time green marketing came into existence. AMA defines green marketing as the marketing of products that are presumed to be environmentally safe, it incorporates several activities such as product modification, changes to production processes, packaging, advertising strategies and also increases awareness on compliance marketing amongst industries. Business Dictionary defines green marketing as promotional activities aimed at taking advantage of changing consumer attitude towards a brand. These changes are increasingly being influenced by a firm’s policies and practices that affect the quality of the environment and reflect the level of its concern for the community. It can also be seen as the promotion of environmentally safe or beneficial products.

Green Marketing and Sustainable Development

According to the World Commission on Environmental Development (1978), Sustainable Development is “meeting the needs of the present without compromising the ability of the future generations to meet their own needs”. The common theme throughout this strategy of sustainable development, is the need to integrate economic and ecological considerations in decision making by making policies that conserve the quality of agricultural development and environmental protection. This is what the end product of green marketing is, environmental protection for the present and the future generation. The development of energy-efficient operations, better pollution controls, recyclable and biodegradable packaging, ecologically safe products are all part of green marketing which also leads to sustainable development.
Green Marketing in terms of Price, Product, Place and Promotion

Green Marketing begins with ‘green design’. Product design constitutes an active interface between demand (consumers) and supply (manufacturers) [1]. An example by Ottman and Terry [11]; superconcentrated laundry detergents are associated with energy saving, reduced packaging, space and money. The product itself has to be made in such a way that it satisfies consumer and manufacture’s needs. For ecologically sustainable products to be successful, green branding attributes have to be efficiently communicated [23]. Most buyer decisions are influenced by the labeling, (green labeling) that states all that makes the product green compliant. The price of green product has to be affordable for the customer to encourage purchase. Industrial differentiation works only when products reduce client’s cost. Most buyers are influenced by advertisement that reflects a company’s commitment to environment. Companies that do green advertisement that tend to portray an image of environmental friendliness, influences their customer purchase decisions. Consumers love to associate themselves with companies that are environmental stewards. When a company communicates this through their advertisements, promotions, publicity and corporate social responsibilities, they are sure to get many loyal customers. Green distribution is a very delicate operation. Customers must be guaranteed of the ‘Ecological nature’ of the product. The green environment is a constantly regulated environment and as such high level of compliance is necessary when carrying out distribution of green products. This is a common procedure in the united state

Stakeholders in Green Marketing Strategy

Based on marketing literature, stakeholders play one of the most influencing roles in any organization and market. They influence all aspect of green strategy also in areas such as purchase of green product, nature of the product, the packaging, advertisement, promotion and also Green awareness programs. When a particular company wants to ‘go green’, the stakeholders are at the fore front of their green marketing strategy. Jaime Rivera-Camino said that stakeholders in green marketing include the plant, various animals, plant species and the future generations.

Internal Benefits

Marketing starts before a business begins advertising or promoting its products. It includes strategies covering product development, pricing and distribution. In addition to helping boost sales, green marketing can help companies reduce operating and production costs, specifically by lowering energy usage. Environmentally sensitive companies are more attractive to potential employees who seek to become part of a positive corporate culture.

External Benefits

When a business uses energy efficient lighting, heating and cooling, reduces its water use, recycles office materials, organizes employee community cleanup activities, uses recycled materials and creates less waste, it generates positive public
relations in its community and industry and with customers. It can advertise itself as a green company or its products as green on its product packaging, in its advertising and on its website. This can create brand preference or loyalty and boost sales and profits. Green marketers also can qualify as vendors or suppliers with government agencies and businesses that prefer to do business with these types of businesses.

**Advantages of Green Marketing:**

Companies that develop new and improved products, and services with environment inputs in mind give themselves access to new markets, increase their profit sustainability and enjoy a competitive advantage over the companies that are not concerned for the environment.

**Some of the advantages of green marketing are as follows:**
1. It ensures sustained long-term growth along with profitability.
2. It saves money in the long run, although initial cost is more.
3. It helps the companies to market their products and services keeping the environment aspects in mind. It helps in accessing the new markets and enjoying competitive advantage.
4. Most of the employees also feel proud and responsible to be working for an environmentally responsible company.
5. It promotes corporate social responsibility.

**The marketing strategies for green marketing include the following points:**
1. Marketing audit (including internal and external situation analysis).
2. Develop a marketing plan outlining strategies with regard to the four P’s of marketing.
3. Implementation of the marketing strategies.
4. Proper review of results.

**Challenges of Green Marketing:**
1. Green products require renewable and recyclable material, which is costly.
2. Problems of deceptive advertising and false claims.
3. Requires a technology, which requires huge investments in research and development.
4. Majority of the people are not aware of green products and their uses.
5. Majority of the consumers are not willing to pay a premium for green products.
6. Educating customers about the advantages of green marketing.

Companies such as Tata Motors, Maruti Suzuki, Canon, Toyota, Philips, NTPC and McDonald’s follow green marketing. Green marketing should not neglect the economic aspect of marketing. Marketers need to understand the implications of green marketing.

Green marketing should not be considered as one more approach to marketing. It has to be pursued with much greater vigour as it has environmental and social
impact. With global warming looking largely, it is important that green marketing becomes the norm rather an exception, or just a fad.

Characteristics Of Green Products

We can define green products by following measures:
1. Products those are originally grown.
2. Products those are recyclable, reusable and biodegradable.
3. Products with natural ingredients.
4. Products containing recycled contents and non toxic chemical.
5. Products contents under approved chemicals.
6. Products that do not harm or pollute the environment.
7. Products that will not be tested on animals.
8. Products that have eco-friendly packaging i.e. reusable, refillable containers etc.

Green Marketing- Challenges

Although a large number of firms are practicing green marketing, it is not an easy job as there are a number of problems which need to be addressed while implementing Green marketing. The major challenges which Green marketing have to be faced are:

1. New Concept- Indian literate and urban consumer is getting more aware about the merits of Green products. But it is still a new concept for the masses. The consumer needs to be educated and made aware of the environmental threats. The new green movements need to reach the masses and that will take a lot of time and effort.

2. Cost Factor- Green marketing involves marketing of green products/services, green technology, green power/energy for which a lot of money has to be spent on R&D programmes for their development and subsequent promotional programs which ultimately may lead to increased costs.

3. Convincing customers- The customers may not believe in the firm’s strategy of Green marketing, the firm therefore should ensure that they undertake all possible measures to convince the customer about their green product, the best possible option is by implementing Eco-labeling schemes. Sometimes the customers may also not be willing to pay the extra price for the products.

4. Sustainability- Initially the profits are very low since renewable and recyclable products and green technologies are more expensive. Green marketing will be successful only in long run. Hence the business needs to plan for long term rather than short term strategy and prepare for the same, at the same time it should avoid falling into lure of unethical practices to make profits in short term.

5. Non Cooperation- The firms practicing Green marketing have to strive hard in convincing the stakeholders and many a times it may fail to convince them about the long term benefits of Green marketing as compared to short term expenses.

6. Avoiding Green Myopia- Green marketing must satisfy two objectives: improved environmental quality and customer satisfaction. Misjudging either or
overemphasizing the former at the expense of the latter can be termed green marketing myopia.

Conclusion

Indian market Customers too are ready to pay premium price for green products. One thing that is being reiterated is that the current consumption levels are too high and are unsustainable. Therefore there is a need for green marketing and a need for a shift in the consumer's behavior and attitude towards more environment friendly life styles. Ultimately green marketing requires that consumers want a cleaner environment and are willing to pay for it, possibly through higher priced goods, modified individual lifestyles, or even governmental intervention. Until this occurs it will be difficult for firms alone to lead the green marketing revolution. An environmental committed organization may not only produce goods that have reduced their detrimental impact on the environment, they may also be able to pressure their suppliers to behave in a more environmentally responsible fashion. Final consumers and industrial buyers also have the ability to pressure organizations to integrate the environment into their corporate culture and thus ensure all organizations minimize the detrimental environmental impact of their activities.
EMOTIONAL INTELLIGENCE

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Introduction

(El) refers to the ability to perceive, control, and evaluate emotions. Some researchers suggest that emotional intelligence can be learned and strengthened, while others claim it is an inborn characteristic.

Since 1990, Peter Salovey and John D. Mayer have been the leading researchers on emotional intelligence. In their influential article "Emotional Intelligence," they defined emotional intelligence as, "the subset of social intelligence that involves the ability to monitor one's own and others' feelings and emotions, to discriminate among them and to use this information to guide one's thinking and actions" (1990).

The Four Branches of Emotional Intelligence

Salovey and Mayer proposed a model that identified four different factors of emotional intelligence: emotional perception, the ability to reason using emotions, the ability to understand emotion, and the ability to manage emotions.

1. **Perceiving Emotions:** The first step in understanding emotions is to perceive them accurately. In many cases, this might involve understanding nonverbal signals such as body language and facial expressions.

2. **Reasoning With Emotions:** The next step involves using emotions to promote thinking and cognitive activity. Emotions help prioritize what we pay attention and react to; we respond emotionally to things that garner our attention.

   1. **Understanding Emotions:** The emotions that we perceive can carry a wide variety of meanings. If someone is expressing angry emotions, the observer must interpret the cause of their anger and what it might mean. For example, if your boss is acting angry, it might mean that he is dissatisfied with your work; or it could be because he got a speeding ticket on his way to work that morning or that he's been fighting with his wife.

   2. **Managing Emotions:** The ability to manage emotions effectively is a crucial part of emotional intelligence. Regulating emotions, responding appropriately, and responding to the emotions of others are all important aspect of emotional management.

According to Salovey and Mayer, the four branches of their model are, "arranged from more basic psychological processes to higher, more psychologically integrated
processes. For example, the lowest level branch concerns the (relatively) simple abilities of perceiving and expressing emotion. In contrast, the highest level branch concerns the conscious, reflective regulation of emotion" (1997)

**Benefits of Emotional Intelligence**

- **To the individual**
  
  The benefits to individuals are increased self-confidence, an increased willingness to speak their mind, an increased willingness to fight for what they deem important and a greater resilience to the challenges and changes they face in both their organizational and personal lives.

- **To organizations**
  
  The benefits to organizations of having emotionally intelligent people are numerous. Emotionally intelligent people are more confident, more motivated, more committed to the purpose of their organization and better able to apply their unique skills to the tasks at hand. In addition to being more willing to share their creative ideas, emotionally intelligent people build better relationships both with colleagues and clients. Emotional intelligence can definitely be developed but the L&D practices at most organisations are not geared for it.

  Emotional intelligence is a type of social intelligence that involves the ability to monitor one's own intelligence related to emotions and also respect other people's emotions and use this information to guide one's thinking and action.

  Emotional intelligence is the ability to identify, use, understand, and manage emotions in positive ways to relieve stress, communicate effectively, empathise with others, overcome challenges, and defuse conflict. Emotional intelligence impacts many different aspects of your daily life, such as the way you behave and the way you interact with others.

  EI can definitely be developed. However, the L&D practices at most organisations are not geared for it.

  It requires an engagement of our emotional habits. Changing habits such as learning to approach people positively instead of avoiding them, to listen better, or to give feedback skillfully, is a more challenging task rather than just adding information.

  Motivational factors also make it more difficult than complex than cognitive learning. It often involves ways of thinking and acting that are more central to an individual's identity. The prospect of needing to develop greater emotional competence is not easy for us to take. Thus, it is more likely to generate resistance to change.

  A systematic and committed approach is necessary to build emotionally competent organisations. A strategic cycle of assessment - learning - practice - feedback over time will enable organisational members to build competencies that can help develop high-performing leaders for the organisation.

  According to Daniel Goleman, an American psychologist who helped to popularise EI, there are five main elements of emotional intelligence: 1. Self-awareness; 2. Self-regulation; 3. Motivation; 4. Empathy; 5. Social skills. The more
that you, as a leader, manage each of these areas, the higher your emotional intelligence.

1. **Self-awareness** If you're self-aware, you always know how you feel, and you know how your emotions and your actions can affect the people around you. Being self-aware when you're in a leadership position also means having a clear picture of your strengths and weaknesses, and it means behaving with humility.

So, what can you do to improve your

2. **Self-regulation** Leaders who regulate themselves effectively rarely verbally attack others, make rushed or emotional decisions, stereotype people, or compromise their values. Self-regulation is all about staying in control.

This element of emotional intelligence covers a leader's flexibility and commitment to personal accountability. So, how can you improve your ability to self-regulate? Know your values; · Hold yourself accountable; · Practice being calm.

3. **Motivation** Self-motivated leaders work consistently toward their goals, and they have extremely high standards for the quality of their work.

**How can you improve your motivation?**

Re-examine why you're doing your job; · Know where you stand Determine how motivated you are to lead. The leadership motivation assessment tool can help you see clearly how motivated you are in your leadership role. If you need to increase your motivation to lead, it directs you to resources that can help; · Be hopeful and find something good · motivated leaders are usually optimistic, no matter what problems they face. Adopting this mindset might take practice, but it's well worth the effort.

4. **Empathy** For leaders, having empathy is critical to managing a successful team or organisation. Leaders with empathy have the ability to put themselves in someone else's situation. They help develop the people on their team, challenge others who are acting unfairly, give constructive feedback, and listen to those who need it.

If you want to earn the respect and loyalty of your team, then show them you care by being empathic.

5. **Social skills** Leaders who do well in the social skills element of emotional intelligence are great communicators. They're just as open to hearing bad news as good news, and they're expert at getting their team to support them and be excited about a new mission or project. Leaders who have good social skills are also good at managing change and resolving conflicts diplomatically. They're rarely satisfied with leaving things as they are, but they don't sit back and make everyone else do the work: They set an example with their own behavior.

**So, how can you build social skills?** Learn conflict resolution · leaders must know how to resolve conflicts between their team members, customers, or vendors. Learning conflict resolution skills is vital if you want to succeed; · Improve your communication skills · how well do you communicate? Our communication quiz will help you answer this question, and it will give useful feedback on what you can do to improve; · Learn how to praise others · as a leader, you can inspire the loyalty of your team simply by giving praise when it's earned. Learning how to praise others is a fine art, but well worth the effort.
To be effective, leaders must have a solid understanding of how their emotions and actions affect the people around them. The better a leader relates to and works with others, the more successful he or she will be. Take the time to work on self-awareness, self-regulation, motivation, empathy, and social skills. Working on these areas will help you excel in the future.

Emotional intelligence affects
Your performance at school or work

Emotional intelligence can help you navigate the social complexities of the workplace, lead and motivate others, and excel in your career. In fact, when it comes to gauging important job candidates, many companies now view emotional intelligence as being as important as technical ability and use EQ testing before hiring.

Your physical health

If you're unable to manage your emotions, you probably are not managing your stress either. This can lead to serious health problems. Uncontrolled stress can raise blood pressure, suppress the immune system, increase the risk of heart attack and stroke, contribute to infertility, and speed up the aging process. The first step to improving emotional intelligence is to learn how to relieve stress.

Your mental health

Uncontrolled emotions and stress can also impact your mental health, making you vulnerable to anxiety and depression. If you are unable to understand, be comfortable with, and manage your emotions, you'll be at risk of being unable to form strong relationships which can leave you feeling lonely and isolated.

Your relationships

By understanding your emotions and how to control them, you're better able to express how you feel and understand how others are feeling. This allows you to communicate more effectively and forge stronger relationships, both at work and in your personal life.

Emotional Intelligence (Harvard Business Review & Goleman, 2001: 3). Furthermore, Goleman discovered through his renowned competency model; the mixed model, that the four main dimensions of the model; self-awareness, self-management, social awareness and relationship management together with the eighteen competencies (see Appendix I) within these dimensions are not innate talents, but learned abilities, each of which has a unique contribution to making leaders more resonant, hence more effective (Goleman, 2004: 38-40). Throughout the thesis, it has been stated that, by understanding and incorporating these competencies in your leadership and communication style, with the right targeted coaching and will power to do so, a leader is better equipped in understanding one's emotions, as well as one's strengths and limitations, one's values, and motives- hence it enhances a leader's sense of self. In addition, with these competencies a leader is better set for handling the emotions, values and goals of the people they lead, which generates a healthy and effective communication flow throughout the organization. This, furthermore, creates a resonant work environment, where people can thrive and develop, both personally and professionally.
However, one has to remember that emotional intelligence is still a young concept, and therefore, there are some concerns with its validity and actual impact on leadership communications due to the fact that more research on the area is needed to justify its actual relevance (Antonakis, 2009). Regardless, the influence of emotional intelligence on the academic community has been escalating since 1990, and has caught the attention of many business leaders and scholars, and proves to be (with more research) exactly what is missing in today’s changing and turbulent business environment. Moreover, it is suggested that with the impact it has had on the business environment in the 21st century, emotional intelligence is a concept that could be implemented in other areas of your life such as marriage, family, and education and in your community (Pinos, Twiggs and Olson, 2006).
“CONSUMER ATTITUDE TOWARDS BRIQUETTE COOKING STOVE”-
AN ANALYTICAL APPROACH

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ABSTRACT

Briquette cooking stoves are the new generation cooking stoves which can be used to replace the conventional LPG cooking system that is generally used in corporate hostels, hospitals, restaurants, jails, function halls, caterers. Briquettes are used as an economic fuel in stoves and as an alternative fuel for industrial boilers, furnaces and other industrial applications. Biomass briquettes, mostly made of green waste and other organic materials, are commonly used for electricity generation, heat and cooking fuel. These compressed compounds contain various organic materials, including rice husk, biogases, ground nut shells, municipal solid waste, and agricultural waste. The composition of the briquettes varies by area due to the availability of raw materials.

Introduction

The use of various forms of organic briquetting seems to have been common both during World War I and during the '30s depression. The modern mechanical piston briquetting machine was developed in Switzerland based upon German developments in the '30s. Briquetting of sawdust and other waste material became widespread in many countries in Europe and America during World War II under the impact of fuel shortages. Biomass briquettes are a bio fuel substitute mostly used in the developing world, where cooking fuels are not as easily available. They are suitable for cooking and water heating in households, and for use in drying; firing ceramic products, powering boilers to generate steam, and fuelling gasifiers. Biomass cook stoves basically a combustion device which burns biomass fuel more efficiently with reduced emissions and offers cleaner cooking energy solutions. Briquette cooking stoves are the new generation cooking stoves are unique cooking system using an inexpensive, abundant and largely untapped source of energy for cooking and also can be used to replace the conventional LPG cooking system. Biomass briquettes made of green waste and other organic materials are commonly used for electricity generation, heat and cooking fuel. These compressed compounds contain various organic materials, including rice husk, biogases, ground nut shells, municipal solid waste, and agricultural waste.

Objective of the study

Today, a consumer seeks had their options and is more knowledgeable than even before about the food they eat people in the present day world, are also aware of
machinery towards the enhancement of quen practices. Biomass briquettes are a renewable source of energy and avoid adding fossil carbon to the atmosphere. So the studying is taken up with the objective of analyzing the consumer attitude and preference for briquette cooking stove.

**Methodology**

The describe the research design is adopted for the study and that describes the characteristics of a particular individual or group. Data have been collected from one hundred respondents on the basis of simple random sampling method by way of questionnaire after a pilot survey.

**Frame work of analysis**

In analysis the collected data statistical tools such as, garret ranking technology, chi-square test, anova, intensity value have been used.

**Statement of the Problem**

The mission of the Harvest Fuel Initiative is to facilitate the market-based approach to the large-scale and widespread use of efficient technologies and sustainable solid biomass fuel alternatives that can help alleviate poverty, improve health, and protect the environment. Today’s world high quality products that socially and economically benefit low and middle-income households and organizations looking for energy and cost saving solutions need to be focused. More than two billion people use bio-fuels such as wood, crop residue, and dung as their primary energy source for domestic needs such as heating and cooking. Bio-fuels are carbon neutral sources of renewable energy, but, the inefficient burning of wood is responsible for a significant fraction of global black carbon. Solutions such as solar stoves and ovens have great limitations regarding low energy, blackout times, and size. Improving the efficiency of wood burning stoves can help alleviate these health problems, while making their use more affordable.

**Age wise classification**

Age is a very useful factor which indicates a change in the interests of the consumer and also the need for the products which vary with consumer’s age. The age of the consumers is considered to be a useful demographic variable to categorize respondents into different segments. The classification of the sample on the basis of age seems to be quite appropriate because the preference of people of different groups vary from one to another.

**Profile of the Respondents**

**Table 1: Demographic characteristics of sample respondents**

<table>
<thead>
<tr>
<th>Demographics</th>
<th>Number of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Up to 25</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>25 – 50</td>
<td>60</td>
<td>60</td>
</tr>
<tr>
<td>Above 50</td>
<td>37</td>
<td>37</td>
</tr>
</tbody>
</table>
The demographic characteristics of the respondents (table 1) show that a majority of respondents (60%) falling in age group of 25 – 50 years. It further shows that majority of the respondents are male (84%). As far as the income level is concerned, most of the (49%) belonged to the category up to 20,000. It is observed that, majority of the respondents are 29 per cent UG degree. It is inferred that 44 respondents run canteen.

Benefits brought by briquette cooking stove.

The negative impacts are reduced by using improved cook stoves and fuels. Briquette cooking stoves bring change to the environment and changes to the user behavior less time is spent for gathering other fuels and enough time can be spent for doing other activities. Suffering from long diseases is reduced. The homogeneity of the fuel enables to cook quickly. Regularly cooking temperature is the hardest thing to master is enhanced in briquette cooking stove.

Benefits enjoyed

<table>
<thead>
<tr>
<th>Benefits brought by briquette cooking stove.</th>
<th>Ranks</th>
<th>Mean Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meals ready earlier</td>
<td>41</td>
<td>2.13</td>
</tr>
<tr>
<td>Do not have to watch the fire</td>
<td>16</td>
<td>3.17</td>
</tr>
<tr>
<td>Less chance for injuries</td>
<td>33</td>
<td>2.37</td>
</tr>
<tr>
<td>Fewer respiratory diseases</td>
<td>6</td>
<td>3.48</td>
</tr>
<tr>
<td>More time to do other activities</td>
<td>4</td>
<td>3.85</td>
</tr>
</tbody>
</table>

Source: Primary data

H₀ – There is no significant relationship in ranks assigned by different respondents regarding the benefits that are brought by briquette cooking stove.
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Since the calculated value of $\chi^2$ (85.424) at 5 percent level of significance (d.f=5) is greater than table value (11.1) the null hypothesis is rejected. Hence it is concluded that there is a significant relationship in ranks assigned by different respondents regarding the benefits that are brought by briquette cooking stove.

**Reasons for preferring briquette cooking stove**

Briquette cooking stove support sustainability and is a viable alternative to the stoves. These stoves are specially designed and are named for durability and can with stands 300 kg of weight. Depending on the holding capacity of briquettes are prepared from the minimum to the maximum. As it is eco-friendly it is free from fumes. Briquette cooking stoves are available at affordable prices depending on the needs of the consumers.

<table>
<thead>
<tr>
<th>Reasons</th>
<th>Rank</th>
<th>Intensity value</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affordable price</td>
<td>3</td>
<td>180</td>
<td>III</td>
</tr>
<tr>
<td>Attractive models</td>
<td>7</td>
<td>174</td>
<td>V</td>
</tr>
<tr>
<td>Energy saving</td>
<td>1</td>
<td>207</td>
<td>I</td>
</tr>
<tr>
<td>Nature saving</td>
<td>-</td>
<td>190</td>
<td>II</td>
</tr>
<tr>
<td>Eco friendly</td>
<td>2</td>
<td>179</td>
<td>IV</td>
</tr>
<tr>
<td>Durability</td>
<td>-</td>
<td>165</td>
<td>VI</td>
</tr>
</tbody>
</table>

Source: Primary data

It is understood that energy saving is the first reason with the cited by the respondents of 207. Nature saving have got the second rank with the intensity value of 190. The respondents have considered affordable price as the third reason intensity value of 180. Eco-friendliness and attractive models are the fourth and the fifth reason expressed by the respondents. Durability has got the six ranks with the intensity score of 165.

**Findings**

- The demographic characteristics of the respondents (table 1) show that a majority of respondents (60%) falling in age group of 25 – 50 years. It further shows that majority of the respondents are male (84%). As far as the income level is concerned, most of the (49%) belonged to the category up to 20,000. It is observed that, majority of the respondents are 29 per cent UG degree. It is inferred that 44 respondents run canteen.
- It is inferred that briquette cooking stove reduces cooking fuel cost is the first reason represented by the respondents with the garret’s score of 70.61.
- It is noted that of cow dung has become the first type of fuel used previously and is proved with the garret’s score of 59.68.
- It is inferred that 42 per cent of the respondents use small size briquette stoves.
Suggestions

- Campaign can be organized by the manufacturer to bring awareness about the reduction in cooking fuel cost.
- Small size specially made briquette cooking stove are available, households can be encouraged to use such stoves from their daily cooking.

Conclusion

The convention of biological waste into energy, is an excellent alternative for cooking fuel Worldwide biomass currently provides over 10 percent of our energy needs. Biomass will become an increasingly important energy source rising to 30 percent globally by 2050. Therefore, constantly rising fuel prices will be less influential in an economy if sources of fuel can be easily produced domestically.
IMPACT OF BANK NOTES DEMONETISATION 2016 – AN OVERVIEW

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ABSTRACT
The demonetisation of Rs.500 and Rs.1000 bank notes was a policy enacted by the Government of India on 8 November 2016 stopping the usage of all Rs.500 and Rs.1000 banknotes as legal tender in India from a November 2016. The Government claimed that the demonetisation was an effort to shop counterfeiting of the current banknotes allegedly used for funding terrorism, as well as a crack down on black money in the country. The move was also described as an effort to reduce corruption, the use of drugs and smuggling.

Key words: Crack down Black Money, reduce corruption, drugs, smugglings and terrorism.

Introduction
The announcement was made by the Prime Minister of India Thiru Narendra Modi in an unscheduled live telecast at 8pm on 8 November. In the announcement Modi declared that use of all Rs.500 and Rs.1000 banknotes would be invalid past midnight, and announced the issuance of new Rs.500 and Rs.2000 banknotes in exchange for the old banknotes. The banknotes of Rs.100, Rs.50, Rs.20, Rs.10 and Rs.5, Rs.2, Rs.1 remained legal tender and were unaffected by the policy. The move was also described as an effort to reduce corruption, the use of drugs and smuggling.

However, in the days following the demonetisation banks and ATMS across the country faced severe cash shortages with severe detrimental effects on a number of small business, agriculture, and transportation. People seeing to exchange their notes had to stand in length queues, and several deaths were linked to the inconveniences caused due to the rush to exchange cash. Initially, the move received support from several bankers as well as from some international commentators. It was heavily criticised by members of the opposition parties, leading to debates in both houses of parliament and triggering organised protests against the government in several places India. As the cash shortages grew in the weeks following the move, the demonetisation was heavily criticised by prominent economist.

Statement of the Problem and Back Ground
Historically, previous Indian governments had demonetised bank notes. In January 1954 banknotes of 100 and 1,000 rupees were withdrawn and new notes
of 100,500 and 1000 rupees were introduced in 1954. The Janata party coalition government demonetised banknotes of 1,000, 5,000 and 10,000 rupees on 16 January 1978 as a means of curbing counterfeit money and black money.

In 2012, the Central Board of Direct Taxes has recommended against demonetisation, saying in a report that “demonetisation may not be a solution for tackling black money or economy, which is largely held in the form of benami properties, bullion and jewellery”. According to data from income tax probes, black money holders keep only 6% or less of their ill-gotten wealth in cash, hence targeting this cash may not be a successful strategy.

In the past, the Bharatiya Janata Party (BJP) has opposed demonetisation. BJP spoke person Meenakshi Lekhi had said in 2014 the “The aam aurats and the aadmis (general population), those who are illiterate and have no access to banking facilities, will be the ones to be hit by such diversionary measures.

The Government of India devised an Income Declaration Scheme (IDS), which opened on 1 June and ended on 30 September 2016. Under the scheme, the black money holders could come clean by declaring the assets, paying the tax and penalty of 45% thereafter.

Televised Address

On 8 November 2016, Prime Minister of India Thiru Narendra Modi announced the demonetisation in an unscheduled live televised address to the nation at 20:15 IST. In the announcement Modi declared circulation of all Rs.500 and Rs.1000 banknotes of the Mahatma Gandhi series as invalid effective from the midnight of the same day, and announced the issuance of new Rs.500, and 2,000 banknotes of the Mahatma Gandhi New Series in exchange for the old banknotes. After Modi’s announced, the Governor of the Reserve Bank of India, Urgit Pate and Economic Affairs Secretary, Shaktikanta Das explained in a press conference that one purpose of the action was to fight terrorism funded by counterfeit notes, while the supply of notes of all denominations had increased by 40 percent between 2011 and 2016, the Rs.500 and Rs.1,000 banknotes increased by 76 percent and 109 percent, respectively, owing to forgery. They said that forged cash was used to fund terrorist activities against India and that the demonetisation had a counter-terrorism purpose. Patel also informed that the decision had been made about six months ago and the printing of new banknotes of denomination Rs.500 and Rs.3,000 had already started. However, only the top members to the government, security agencies and the central bank were aware of the move. But media had reported in October 2016 about the introduction of Rs.2000 denomination well before the official announcement by RBI. This statement has led to much debate, because the Reserve Bank Governor six months before the announcement was Reghuram Rajan, while the new banknotes have the signature of the newly appointed governor, Urgit Patel.

Exchanging Old Notes

The Reserve Bank of India laid down a detailed procedure for the exchange of the demonetised banknotes with new Rs.500 and Rs.2,000 banknotes and Rs.100
banknotes. A window of fifty days until 30 December 2016 was stipulated to deposit the demonetised banknotes as credit in bank accounts. For immediate cash needs, the banknotes could be exchanged over the counter of bank branches upto a limit that varied over the days.

- Initially, the limit was fixed at Rs.4,000 per person from 8th to 13th November 2016.
- This limit was increased to Rs.4,500 per person from 14th to 17th November 2016.
- The limit was reduced to Rs.2000 per person from 18th November 2016.

All exchange of banknotes was abruptly stopped from 25th November 2016.

Cash withdrawals from bank accounts were restricted to Rs.10,000 per day and Rs.20,000 per week per account from 10th to 13th November 2016. This limit was increased to Rs.24,000 per week from 14th November. A daily limit on withdrawals from ATMs was also imposed varying from Rs.2000 per day till 14th November, and Rs.2,500 per day till 31st December 2016. This limit was increased to Rs.4,500 per day from 1st January 2017.

Exceptions were given to petrol, CNG and gas stations, government hospitals, railway and airline booking counters, state-government recognised dairies and rations stores and crematoriums to accept the old Rs.500 and Rs.1,000 bank notes until 2nd December 2017 International airports were also instructed to facilitate an exchange of notes amounting to a total value of Rs.5,000 for foreign tourists and out-bound passengers. Under the revised guidelines issued on 17 November 2016, families were allowed to withdraw Rs.2,50,000 for wedding expenses from one account provided it was KYC complaint. The rules were also changed for farmers who are permitted to withdraw Rs.25,000 per week from their accounts against crop loan.

The Specified Bank Notes(Cessation of Liabilities) Ordinance, 2016 was issued by the Government of India on 28 December 2016, imposing punishment for people holding “a large amount of” banned banknotes after December 30, 2016. It has been reported that 97% of the demonetised notes re back in the banks and banks have received Rs.14.97 trillion($220 billion) as of December 30 out of the 15.4 trillion rupees that were demonetised. This is against the government’s initial estimate that 5 trillion rupees would not return to the banking system. The return of 97% of money back in bank have a negative impact on government’s move against black money.

**Limitation and Prior Leakae of Information**

Several exact details pertaining to the decision of demonetise the notes had been published on 1 April 2016 in a Gujarathi newspaper called Akila, including for instance that were would be around 2 month’s time two exchange banned notes, and that new notes in the Rs.2,000 denomination would be issued. The editor of the newspaper claimed that it was only an April Fool’s Day prank.

A fortnight before the official announcement, a news report in the Hindi Dainik Jagran quoting RBI sources mentioned about the coming release of new 2000 rupee note alongside withdrawal of 500 and 100- rupee notes. Similar news came in the Hindu Business Line on 21 October 2016 which also mentions about coming 2000 rupee notes and about possible withdrawal of 500 and 1000 rupee notes. A
business man reportedly admitted in an interview that he had received prior warning of the impending demonetisation from a source in the government, and that he had sufficient time to convert most of his money into smaller denominations. The chairman of the State Bank of India had also openly spoken in April 2016 about the possibility of demonetisation of Rs.500 and Rs.1000 notes.

A BJP MLA from Rajasthan, Bhawani Singh Rajawat, claimed in a video that ‘Ambani and Adani’ were informed about the demonetisation and made arrangements. However, he later said that it was an off-the-record conversation and officially denied the comments.

Allegations and Claims

The Communist Party of India (Marxist)(CPI (M) alleged that the BJP unit in West Bengal had advance knowledge about the impending announcement, and deposited money just before the announcement. Aam Aadmi Party leader Arvind Kejriwal also claimed that these had been some leakage regarding the move. Kejriwal questioned how Sanjeev Kamboj, a BJP leader in Punjab, posted about the Rs.2000 notes days before the official announcements, and alleged that sudden spike in bank deposits between July and September 2016 was also due to information leakage. The congress party demanded a probe into this huge jump in bank deposits before the demonetisation.

Nitish Kumar, Arvid Kejriwal and Rahul Gandhi alleged that the BJP made large purchases of land in Bihar ahead of the demonetisation because they had prior information. More than 30 politicians belonging to the BJP were arrested and investigated for having unaccounted money in the new 2000 rupee denomination.

Reactions

The decision met with mixed initial reactions. Several bankers appreciated the move in the sense that it would help curb black money. Businessmen also supported the move adding that it would also accelerate e-commerce Infosys Founder N.R. Narayana Murthy praised the move.

Finance Minister Arun jaitley said that demonetisation would clean the complete economic system, increase the size of economy and revenue base. He mentioned the demonetisation along with the upcoming Goods and Services Tax (GST) as “an attempt the change the spending habit and life style.

The Indian National Congress spokes person Randeep Surjewala welcomed the move but remained sceptical on the consequences that would follow. Chief Minister of Bihar Nitish Kumar supported the move. The demonetisation also got support from Chief Minister of Andhra Pradesh Nara Chandrababu Naidu. Former Chief Election Commissioner of India S.Y.Quraishi said demonetisation could lead to long term electoral reforms. Indian social activist Anna Hazara hailed demonetisation as a revolutionary step. The President of India Thiru Pranab Mukherjee welcomed the demonetisation move by calling it bold step. The opinion of the masses varied both ways on micro-blogs and social media sites like Twitter. By and large, international response was positive which saw the move as a bold
crackdown on corruption. International Monetary Fund (IMF) issued a statement supporting Modi’s efforts to fight corruption by the demonetisation policy.

Chinese state media Times praised the move and termed it as “fierce fight against black money and corruption”. Former Prime Minister of Finland and Vice-President of European Commission Jyrki Katainen welcomed the demonetisation move stressing that bringing transparency will strengthen Indian economy. BBC’s South Asia Correspondent Justin Rowlatt in his article praised the move for its secrecy and success and elaborated on reason behind demonetisation. Tim Worstall termed the demonetisation as welcome macroeconomic effect in his article in Forbes magazine. Swedish Minister of Enterprise Mikad Damberg supported the move by calling it bold decision.

Conclusion

Singapore-based paper The Independent published a laudatory article on the move titled" Modi does a Le Kuan Yew to stamp out corruption in India. “Lee Kuan Yew was the Singaporean Prime Minister and is considered the architect of modern Singapore. “From making up his mind to rolling it out, a new Lee Kuan Yew is born in India. It will be reflected in the legacy of this Prime Minister, the article said.

Reference
1. The Hindu
2. The Economic Times of India
A STUDY ON EFFECTIVENESS OF E-BANKING SERVICES IN PRIVATE SECTOR BANKS

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ABSTRACT
The principal objective of this research is to identify the effectiveness of E-banking services of a private sector bank. That will helps to a private sector bank to be able to perform their duties effectively and responsibly. In terms of accessibility, that customer can always easily withdraw cash, often deposit cash, and pay cash easily through E-banking. It shows that most of the depositors of the private sector bank find the use of E-banking as always often accessible in terms of withdrawals, deposits, and payments. In terms of accuracy, the respondent customers always agreed that E-banking provides accurate information regarding banking and as a depositor they sometimes encountered any problems concerning E-banking, depositors also explained that they are always satisfied about the effectiveness of E-banking. Customers are being facilitated by reducing their visits in banks and doing their transactions via internet or ATM machines instead of personally visiting the branches. The purpose of this study is attempts to investigate the effective factors of facilitate using e-banking services for customers. This study is approached by using survey method to examine the relationship between independent and dependent variables. Data was collected through questionnaires. Statistical tools were used to test the hypotheses and achieve the objectives, thus the research is descriptive and as a result quantitative methods have been used. The findings indicate that the entire hypotheses are supported positively the effectiveness of e-banking environment in customer service, and provide valuable information for banking industry, hopefully.

Introduction
In the world of banking, the development of information technology has an enormous effect on development of more flexible payments methods and more-user friendly banking services. Electronic banking involves, consumer using the Internet to access their bank account and to undertake banking transactions. At the basic level, Electronic banking can mean the setting up of a web page by a bank to give information about its products and services. At an advanced level, it involves provision of facilities such as accessing accounts, transferring funds, and buying financial products or services through online. The recent years there has been explosion of Internet based electronic banking applications states that the emergence of new forms of technology has created highly competitive market conditions for bank providers. However, the changed market conditions demand for banks to better understanding of consumers' needs. The world is changing by the use of some technologies that considered being the key driver for these changes around us.
An analysis of technology and its uses show that it has permitted in almost every aspect of our life. Many activities are handled electronically due to the acceptance of information technology at home as well as at workplace. The concept and scope of E-banking is still evolving. It facilitates an effective payment and accounting system thereby enhancing the speed of delivery of banking services considerably. Most people are very familiar with how a bank operates. The concept is very simple, if the customer takes his money to the bank and they will keep it safe for him, and he can collect it later. There are other uses of a bank, such as loans and interest. But with nearly everything going digital, including money transfers, pay cheques, bill payments and debit cards etc. Online banking, the customer won’t ever have to worry about full access to his account. He have quick and easy 24-hour access from anywhere in the world. The customer won’t ever have to rush over to the bank after work and fight lines. Online banking services don’t have to rent a building; they offer higher interest rates with their savings accounts. By using other services on a bank, mostly it is time consuming and to make money, they often charge expensive fees to consumers. The advancement of electronic banking or commonly known as e-banking, began with the use of automatic teller machines (ATMs) and has included telephone banking, direct bill payment, electronic fund transfer, online banking and other electronic transactions. For many people, they believe that the e-banking will go to the direction of mobile banking. Also, some people believing that online banking will be the most popular method in the future. Many people are now able to avoid the rush to get to the bank before it closes, as they can bank from a home computer or via automatic teller machine (ATM). Most banks routinely offer online banking services when customers sign up for accounts. They are a variety of options based on the type of banking account. An ATM card works two different ways – as credit or debit. When it used as a credit card, many banks do not charge fees and the money does not come out of the account immediately. A debit card requires that a pin number be entered are required. ATM withdrawals may be conducted at any ATM machine that accepts any debits card. E-banking or electronic banking refers to all types of banking transactions performed electronically, without visiting a bank. E-banking allows Customers to conduct bank transactions online, instead of finding a bank and interacting with a teller. For customers, this means performing actions such as paying bills, checking balances on their accounts, transferring funds and purchasing financial instruments remotely.

**Statement of the Problem**

Electronic banking is the latest development that has added a new dimension to banking transactions by making it more convenient. There are some problems which do not encourage banking through the internet and causes many customers to be physically present in the bank premises instead of taking advantage of internet banking. Low broadband internet penetration, customers' preference for traditional branches, fear of online threats/scams, lack of basic knowledge of computers and the high cost of internet accessibility are some of the problems threatening the growth of internet banking. Unfortunately this new additional way of doing business comes
with risks. This study therefore seeks to look at the perceptions of banks and their customers regarding the effect of internet banking innovation on banking services.

Scope of the Study and Limitations
This study will be limited to stakeholders (banks and customers) perceived value in electronic banking. Investigations will focus on customers of electronic banking services provided by three banks (ICICI Bank, HDFC and Axis Bank) as well as staff of the banks.

Objectives of the Study
1. To identify factors influencing the adoption of electronic banking.
2. To identify banking services that could be utilized with electronic banking.
3. To determine the influence of electronic fund transfers on growth of customers in banks.

Hypotheses
1. There is no significant difference between the Nature of occupation of the respondents and Accesses of e-banking services of the respondents.
2. There is no significant difference between the Nature of occupation of the respondents and Reason for selecting the Internet banking of the respondents.

Research Methodology
The Study is based on both primary and secondary data has been used. To analyze the effectiveness of e-banking in three banks like ICICI, HFDC and Axis Banks were selected in the sivakasi area. Primary data has been collected by carrying out a survey of 50 respondents who were holding accounts with any one of these banks. The satisfaction level of the customers will indicate the effectiveness of the internet banking practices by the banks. Convenient sampling technique has been used to select customers.

Tools and Techniques
For analysis and interpretation of data, the enumerator used the following tools:
- Percentage
- Chi-square test

Sample Size
A sample size of 50 respondents is used for completion of this paper.

Data Analysis and Interpretation
The demographic profile of the respondents on the basis of occupation, gender and age group is given below:

Gender Wise Classification of the Respondents
The researcher has collected information from 50 respondents. Gender wise classification of respondents is presented in the following table.
Table 1 Category of Respondents

<table>
<thead>
<tr>
<th>S. No</th>
<th>Gender</th>
<th>Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Male</td>
<td>28</td>
<td>56.00</td>
</tr>
<tr>
<td>2.</td>
<td>Female</td>
<td>22</td>
<td>44.00</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>50</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Source: primary data

From the above table it is clear that out of 50 respondents, 28 are male and the remaining 22 are female. It is found that majority of the respondents are Male.

Age Group of the Respondents

Age group is one of the factors which determine the buying behaviour of the respondents. The researcher has classified of the respondents according to their age groups. The details are presented in the following table.

Table 2 Age Group of the Respondents

<table>
<thead>
<tr>
<th>S. No</th>
<th>Age group</th>
<th>Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Below 20 years</td>
<td>3</td>
<td>6.00</td>
</tr>
<tr>
<td>2.</td>
<td>20-40 years</td>
<td>12</td>
<td>24.00</td>
</tr>
<tr>
<td>3.</td>
<td>40-60 years</td>
<td>21</td>
<td>42.00</td>
</tr>
<tr>
<td>4.</td>
<td>Above 60 years</td>
<td>14</td>
<td>28.00</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>50</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Source: primary data

The above table shows that out of 50 respondents, 36% of the respondents are in the age of Below 20 years; 24% of the respondents are from 20-40 years; 42% of the respondents are in the age group of 40-60 years and the balance 28% of the respondents are coming under the age group of above 60 years. It is found that majority of the respondents are in the age group of 40-60 years.

Occupation

Occupation is one of the factors which influencing the buying behaviour of the respondents. Customer satisfaction may differ from person to person based on the occupation. The researcher has gathered the information regarding the occupation of the respondents and the details are presented in the following table.

Table 3 Occupation of the Respondents

<table>
<thead>
<tr>
<th>S. No</th>
<th>Nature of Occupation</th>
<th>Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Students</td>
<td>9</td>
<td>18.00</td>
</tr>
<tr>
<td>2.</td>
<td>Business people</td>
<td>16</td>
<td>32.00</td>
</tr>
<tr>
<td>3.</td>
<td>Professionals</td>
<td>13</td>
<td>26.00</td>
</tr>
<tr>
<td>4.</td>
<td>Executive officers</td>
<td>5</td>
<td>10.00</td>
</tr>
<tr>
<td>5.</td>
<td>Academician</td>
<td>7</td>
<td>14.00</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>50</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Source: primary data

It is clear from the above table that out of 50 respondents, 18% of the respondents are Students; 32% of the respondents are Business people; 26% of the respondents are Professionals; 10% of the respondents are Executive officers and 14% of the respondents are Academician. It is found that most of the respondents are Business people.
Reasons for Selecting the Electronic Banking Facilities

The researcher has gathered the details about the reason for selecting the electronic banking in particular area. The details are presented in the following table.

Table 4 Reasons for Selecting the E- Banking Facilities

<table>
<thead>
<tr>
<th>S. No</th>
<th>Reasons</th>
<th>Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Time saving</td>
<td>21</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Security</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Easy access able</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Convenient time</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>50</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Source: primary data

It is very clear from the above table that, among 50 respondents, 21 respondents are select for the reason is Time saving; 5 respondents are select for the reason of security purpose; 9 respondents for easy accessible and remaining 15 respondents are select for the reason more convenient through e-banking. It is inferred from the above analysis that most of the respondents are select specific reason is Time saving.

Hypothesis - I

The researcher has framed the null hypothesis that “There is no significant difference between the Nature of Occupation of the respondents and Reasons for selecting e-banking facilities”. The Chi square test is used to test the above hypothesis.

Observed Frequency Table (O)

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Reasons for Selecting E-Banking Facilities</th>
<th>Time saving</th>
<th>Security</th>
<th>Easy access able</th>
<th>Convenient time</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students</td>
<td></td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>4</td>
<td>9</td>
</tr>
<tr>
<td>Business people</td>
<td></td>
<td>9</td>
<td>2</td>
<td>3</td>
<td>2</td>
<td>16</td>
</tr>
<tr>
<td>Professionals</td>
<td></td>
<td>7</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>13</td>
</tr>
<tr>
<td>Executive officers</td>
<td></td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Academicians</td>
<td></td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>21</td>
<td>5</td>
<td>9</td>
<td>15</td>
<td>50</td>
</tr>
</tbody>
</table>

Expected Frequency Table (E)

<table>
<thead>
<tr>
<th></th>
<th>Expected Frequency Table (E)</th>
<th>Time saving</th>
<th>Security</th>
<th>Easy access able</th>
<th>Convenient time</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.78</td>
<td></td>
<td>0.90</td>
<td>1.62</td>
<td>2.70</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.72</td>
<td></td>
<td>1.60</td>
<td>2.88</td>
<td>4.80</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.46</td>
<td></td>
<td>1.30</td>
<td>2.34</td>
<td>3.90</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.10</td>
<td></td>
<td>0.50</td>
<td>0.90</td>
<td>1.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.94</td>
<td></td>
<td>0.70</td>
<td>1.26</td>
<td>2.10</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Chi-square = Σ(O-E)^2/E
Calculated Value = 11.55

Degrees of freedom = (r-1) (c-1)
= (5-1)(4-1)
= 4*3 = 12

The table value for 12 degrees of freedom at 5% level of significant is 21.03. The calculated value (11.55) is less than the table value (21.03). So the
hypothesis is accepted. Hence there is no significant difference between the Nature of Occupation of the respondents and Reasons for selecting e-banking facilities.

**Access of E-Banking Services**

The researcher has also gathered the details about the access of e-banking services. The details are presented in the following table.

<table>
<thead>
<tr>
<th>S. No</th>
<th>Particulars</th>
<th>Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Withdrawals</td>
<td>19</td>
<td>38.00</td>
</tr>
<tr>
<td>2.</td>
<td>Deposits</td>
<td>12</td>
<td>24.00</td>
</tr>
<tr>
<td>3.</td>
<td>Balance enquiry</td>
<td>6</td>
<td>12.00</td>
</tr>
<tr>
<td>4.</td>
<td>Money transfer</td>
<td>9</td>
<td>18.00</td>
</tr>
<tr>
<td>5.</td>
<td>Bills payment</td>
<td>4</td>
<td>8.00</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>50</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Source: primary data

From the above table it is clear that 38% of the respondents are withdrawal of cash through e-bank; 24% of the respondents are deposit of cash through e-bank; 12% of the respondents are checking balance using electronic bank; 18% of the respondents are transfer the money through e-bank and the remaining 8% of the respondents are settlement of bills payment using e-bank. It is found that most of the respondents are withdrawal of cash through internet banking.

**Hypothesis - II**

The researcher has framed the null hypothesis that “There is no significant difference between the Nature of Occupation of the respondents and Access of e-banking services”. The Chi square test is used to test the above hypothesis.

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Access of E-Banking Services</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Withdrawals</td>
</tr>
<tr>
<td>Students</td>
<td>2</td>
</tr>
<tr>
<td>Business people</td>
<td>7</td>
</tr>
<tr>
<td>Professionals</td>
<td>6</td>
</tr>
<tr>
<td>Executive officers</td>
<td>1</td>
</tr>
<tr>
<td>Academician</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>19</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Access of E-Banking Services</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1.90</td>
</tr>
<tr>
<td></td>
<td>6.08</td>
</tr>
<tr>
<td></td>
<td>4.94</td>
</tr>
<tr>
<td></td>
<td>3.42</td>
</tr>
<tr>
<td></td>
<td>2.66</td>
</tr>
</tbody>
</table>

\[
\text{Chi-square} = \sum \left( \frac{(O-E)^2}{E} \right)
\]

Calculated Value = 19.02
Degrees of freedom = (r-1) (c-1)  
= (5-1)(5-1)  
= 4*4 = 16

The table value for 16 degrees of freedom at 5% level of significant is 26.30.
The calculated value (19.02) is less than the table value (26.30). So the hypothesis is accepted. Hence there is no significant difference between the Nature of Occupation of the respondents and Access of e-banking services.

Suggestions of the Study
1. E-banking has moderately improved the growth performance of deposit money.
2. E-banking has completely changed the way of banking it has brought a lot of numerous, convenience, flexible, efficient and interesting services to customers’ at relatively lower cost.
3. Customers can now check their balance, transfer funds, pay utility bills, view mini statement, order cheque, stop cheque, airtime top up etc. from the comfort of their any places.
4. E-banking has improved bank-customer relationship. Internet and mobile phones has become common media of information used by banks in getting across to their customers.
5. Monthly wise account statements are sent to customers via e-mails and mobile phones by banks free of charge.

Conclusion
Indian Banking Industry is one of the four pillars that have taken Indian Economy to the new paths of growth. After the economic liberalization in 1991, entry of the private banks such as Axis (earlier known as UTI), ICICI Bank, HDFC Bank has lead to the growth of Technology of new generation bank. Number of bank branches, services and products offered by them has also increased tremendously. In the current study a survey has been done to know the level of customer satisfaction and viewpoint on the use of E-Banking. The main reason people prefer to go online is due to the fact that online banking is much more convenient and reliable. It is faster and time saving. People completely trust the online banking system. Services for people prefer to use online banking services are online shopping, bill payments, fund transfers. The result of the study clearly indicates that E-Banking has added new arms to the growth of the Indian banking system which in turn has a great impact on the growth of the Indian economy. The current challenge before the banks is to reach to the rural poor and to make banking services available to lower sections and farmers.
A STUDY ON CUSTOMER SATISFACTION TOWARDS E-BANKING SERVICES IN UNION BANK OF INDIA, MADURAI

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ABSTRACT

Banking transactions done through electronic is called E-banking. E-banking services started with introduction of computers and ATMs in 1970's in the banking sector. In India, the bank used computers to provide services to its customers. The Bank uses electronic technology to give E-banking services to the customer at their own place. E-banking facilitates performing basic banking transactions by customers round the clock globally 24 X 7 banking services are made possible. E-banking increases the customer’s convenience and their satisfaction. This paper is presented to study the customer satisfaction towards E-banking services provided by the Union Bank of India in Madurai city.

Keywords: customer, e-banking service, internet, Union Bank of India.

Introduction

Banking transactions done through electronic is called e-banking. Computerization of Bank was the starting point of E-banking services. In the case of electronic banking system, the customer can avail themselves certain financial services without the assistance of the bank employees with the help of computer. E-Banking has many benefits that have add value to the customer’s satisfaction in terms of better quality of service offerings and the same time the banks gain more competitive advantages over the competitors.

E-banking services include ATM (Automatic Teller Machine), mobile banking, online banking, cash deposit machine, RTGS(Real Time Gross Settlement), NEFT( National Electronic Fund Transfer), Tele banking and the like. Electronic services increase the customer’s transactions through the banking system. The banker must create awareness about the different electronic banking services. The study has been carried out to know how the customers are satisfied by delivering E – banking services using advanced technology. The current study focuses on the customer’s satisfaction towards E-banking services in Union Bank of India. Union Bank of India is the public sector bank in India which has fourteen branches in Madurai District. The customer can avail all the banking services at their office or at home by themselves by using net or electronic.

Statement of the Problem
The following are the main problems of the present study
1. Lack of knowledge regarding the use of E-channels.
2. Significant problem with network connection
3. Smart card sometime creates technical hurdles to receive or make payment.
Objectives
The following are the specific objectives of the study.
1. To study the E-banking services rendered by the Union Bank of India;
2. To examine the socio-economic profile of the customers and their satisfaction level with regards to E-banking services;
3. To analyze the customers satisfaction towards E-banking services;
4. To offer suggestions to improve the service quality of the union bank;

Hypotheses of the Study
1. There is no significant difference between the age and their level of satisfaction of the customer towards E-banking services.
2. There is no significant difference between education of the customer and their level of satisfaction towards E-banking services.
3. There is no significant difference between the income level of the customers and their satisfaction towards E-banking services.
4. There is no significant difference between occupation and their level of satisfaction towards E-banking services.

Data Collection
The present study is based on both primary data and secondary data. Primary data was collected from the respondents with the help of an interview schedule. Secondary data was collected from journals, periodicals, and related websites.

Sampling Design
Since the universe is very large. For the present study 120 respondents were selected from the total customer of the Union Bank of India. The sampling technique applied in this study is convenient sampling.

Statistical Tool
After the collection of primary data, the data are edited and coded properly to make ready for analysis. Percentage analysis is used to analyse the demographic background, Chi-square test is used to find out the relationship between the demographic background variables and the level of satisfaction, Garrett’s ranking technique is used to rank the various reasons for the purpose of using E-banking services.

Analysis and Interpretation
Profile of the Respondents
E-banking services are changing the banking industry and have major effects on banking service. The customer differs in age, gender, education level and income and types of account. Table 1 shows the profile of the respondents.
Table 1 Profile of the Respondents

<table>
<thead>
<tr>
<th>S. No</th>
<th>Factors</th>
<th>Classification</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Age</td>
<td>Below 25 years</td>
<td>13</td>
<td>10.83</td>
</tr>
<tr>
<td></td>
<td></td>
<td>25-35 years</td>
<td>34</td>
<td>28.33</td>
</tr>
<tr>
<td></td>
<td></td>
<td>35-45 years</td>
<td>48</td>
<td>40.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Above 45 years</td>
<td>25</td>
<td>20.84</td>
</tr>
<tr>
<td>2.</td>
<td>Level of Education</td>
<td>Below SSLC</td>
<td>24</td>
<td>20.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td>HSC</td>
<td>29</td>
<td>24.17</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Graduate</td>
<td>44</td>
<td>36.67</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Post graduate</td>
<td>23</td>
<td>19.16</td>
</tr>
<tr>
<td>3.</td>
<td>Occupation</td>
<td>Agriculturist</td>
<td>4</td>
<td>3.33</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Businessman</td>
<td>23</td>
<td>19.17</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Government employee</td>
<td>49</td>
<td>40.83</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Employee in private sector</td>
<td>28</td>
<td>23.34</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Professional</td>
<td>9</td>
<td>7.50</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Others</td>
<td>7</td>
<td>5.83</td>
</tr>
<tr>
<td>4.</td>
<td>Income(Rs)</td>
<td>Below 6000</td>
<td>5</td>
<td>4.17</td>
</tr>
<tr>
<td></td>
<td></td>
<td>6000-12000</td>
<td>44</td>
<td>36.67</td>
</tr>
<tr>
<td></td>
<td></td>
<td>12000-18000</td>
<td>43</td>
<td>35.83</td>
</tr>
<tr>
<td></td>
<td></td>
<td>18000-24000</td>
<td>17</td>
<td>14.17</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Above 24000</td>
<td>11</td>
<td>9.16</td>
</tr>
<tr>
<td>5.</td>
<td>Types of accounts</td>
<td>Savings account</td>
<td>52</td>
<td>43.33</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Currents account</td>
<td>28</td>
<td>23.33</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Fixed deposit</td>
<td>23</td>
<td>19.17</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Recurring deposit</td>
<td>17</td>
<td>14.17</td>
</tr>
</tbody>
</table>

Source: Primary Data

Period of Account Holding

A customer service is also one of the effective marketing strategies of E-banking. The main source of income is arrived from the customer. Banker must satisfy the customer and provide the various services to retain them forever. The success of banker is accessed upon the period of account holding of the customer.

Table 2 Period of Account Holding

<table>
<thead>
<tr>
<th>Period of account</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below 1 year</td>
<td>06</td>
<td>5.00</td>
</tr>
<tr>
<td>1-5 years</td>
<td>46</td>
<td>38.33</td>
</tr>
<tr>
<td>5-10 years</td>
<td>53</td>
<td>44.17</td>
</tr>
<tr>
<td>Above 10 years</td>
<td>15</td>
<td>12.5</td>
</tr>
<tr>
<td>Total</td>
<td>120</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Data

From Table 2, it is found out that 44.17 percent of the respondents are maintaining the account for 5 to 10 years.

E-Banking Services

Customer can access his account any time and any part of the country. Customer need not to go to the bank premises and no need to stand in the queue. E-Banking services make the customer convenient. The various services are shown in Table 3.
From Table 3 it is inferred that, 35 percent of the respondents are using the debit card for their transactions.

**Access of E-Banking Service**

Most of the customer uses the E-banking services regularly or periodically. But some of the customer will not use this facility because they don’t know how to use.

**Table 4 Uses of E-Banking Service**

<table>
<thead>
<tr>
<th>Access of E-Banking</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular</td>
<td>54</td>
<td>45.00</td>
</tr>
<tr>
<td>Once in 15 days</td>
<td>21</td>
<td>17.50</td>
</tr>
<tr>
<td>Once in a month</td>
<td>16</td>
<td>13.33</td>
</tr>
<tr>
<td>Never</td>
<td>29</td>
<td>24.17</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>120</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Primary data

From the Table 4, it is found that 45 percent of the respondents are using the E-banking services regularly.

**Socio Economic Profile of the Respondents**

The relationship between socio economic profiles of the respondents and their level of satisfaction towards E-banking services have analysed through chi-square test and the result is given in Table 5.

**Table 5 Socio Economic Profiles of the Respondents and their Level of Satisfaction towards E-Banking Service**

<table>
<thead>
<tr>
<th>Variable</th>
<th>Level of Satisfaction</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Table Value</td>
<td>Calculated Value</td>
</tr>
<tr>
<td>Age</td>
<td>7.815</td>
<td>0.163</td>
</tr>
<tr>
<td>Level of education</td>
<td>7.815</td>
<td>2.710</td>
</tr>
<tr>
<td>Income(Rs)</td>
<td>9.488</td>
<td>10.7351</td>
</tr>
<tr>
<td>Occupation</td>
<td>11.07</td>
<td>1.2604</td>
</tr>
</tbody>
</table>

Source: Primary data

From Table 5 it is understood that the socio economic variables such as age, level of education, and occupation of the respondents are not satisfied with the E-banking services. Whereas, income of the respondents are satisfied with the E-banking services provided by the Union Bank of India.
Garrett Ranking Technique

There are so many reasons for using the E-banking services. The respondents are asked to rank the reasons of using banking services. The method of Garrett’s ranking was used to analyse the various reasons. The results of the reasons are shown in Table 6.

<table>
<thead>
<tr>
<th>Reasons</th>
<th>Garrett Mean Score</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transfer of funds</td>
<td>56.91</td>
<td>I</td>
</tr>
<tr>
<td>Payment of bill</td>
<td>53.03</td>
<td>IV</td>
</tr>
<tr>
<td>Mobile Recharging</td>
<td>56.37</td>
<td>II</td>
</tr>
<tr>
<td>Online payment of fee</td>
<td>45.35</td>
<td>VI</td>
</tr>
<tr>
<td>Online booking for travels</td>
<td>37.92</td>
<td>VIII</td>
</tr>
<tr>
<td>Insurance premium</td>
<td>41.63</td>
<td>VII</td>
</tr>
<tr>
<td>Online Shopping</td>
<td>53.66</td>
<td>III</td>
</tr>
<tr>
<td>Balance enquiry</td>
<td>50.86</td>
<td>V</td>
</tr>
</tbody>
</table>

Source: Computed value from the primary data

It is clear from Garrett’s ranking technique, transfer of funds, mobile recharging, shopping, payment of bill, balance enquiry, online fee, insurance premium, online booking are the first and foremost reasons considered by the respondents for the use of E-banking services.

Findings

1. It is found that, majority of the respondents (40%) belong to the age group of between 35-45 years.
2. It is understood from the study that (44 %) of the sample respondents are graduates.
3. From the point of view of the occupation, it is concluded from the study that (40.83%) of the respondents are government employee.
4. It is evident from the study that (36.67%) of the respondents earn a monthly income of Rs. 6000-12000.
5. It is clear from the study that, (43.33%) of the respondents have savings account.
6. A majority of the respondents (44.17%) are maintaining the accounts for 5-10 years.
7. It is inferred that 35% of the respondents are using debit card services for their transactions.
8. It is found that 45% of the respondents are using the E-banking services regularly.
9. There is no significant relationship between age, level of education, occupation, and the level of satisfaction. There is significant relationship between income and their level of satisfaction.
10. It is clear from Garrett’s ranking technique, transfer of funds, recharging, shopping, payment of bill, balance enquiry, online application fee, insurance,
railway booking are the first and foremost reasons considered by the respondents for the use of E-banking services.

Suggestions
1. Banker should analyze the reasons for selecting the E-banking services and extend the usages among rural customers.
2. If transaction fails to cancel, customer cannot able to avail the services immediately. Bank takes few days to refund. Hence the banker has to take necessary action to refund immediately.
3. Site changes make the customer more confusion or delay, customer need skill to deal with the computers and borrowers.

Conclusion
E-banking services have become an accepted norm of monetary transactions for millions of users throughout the world. With the technological development, the banking sector has been going through a tremendous change in the promotion and delivery of e-banking products and services. The customer can pay his utility bills on time and save himself from paying penalties. Most probably educated person hesitates to do the banking transactions in online due to fearness of the hacking and higher charges of the transaction. Hence, proper awareness should be created through attractive advertisement in the audio visual media to increase the habit of using E-banking services among the customers.

References
5. www.arraydeve.com
A STUDY ON CUSTOMER SATISFACTION TOWARDS E-BANKING SERVICES OF ICICI BANK IN MADURAI CITY

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ABSTRACT
Electronic banking is the most inventive services offered by the banks. The transformation from traditional banking started from the use of automatic teller machine, (ATM), direct bill payment, electronic fund transfer (EFT) and the revolutionary online banking is being accepted by the customers with growing awareness and education. The study highlight the customer satisfaction regarding e-banking services through a survey conducted. It has a lot of benefits which add value to enhance customers’ satisfaction in terms of better quality of services offerings and simultaneously enable the banks gain more competitive advantage over other competitors. This paper contains customer satisfaction towards the convenience and willingness to use E-banking services are identified and measured.

**Keywords:** customer satisfaction, E-Banking, Internet Banking, ATM

Introduction
The Banking system of India should not only be hassle free but it should be able to meet new challenges posed by the technology and any other external and internal factors. Electronic banking is an umbrella term for the process by which a customer may perform banking transactions electronically without visiting a brick-and-mortar institution. Finland was the first country in the world who has taken a lead in E-banking. In India, it was ICICI Bank, which initiated E-banking as early as 1997 under the brand name Infinity. Electronic banking (e-banking) is a generic term encompassing internet banking, telephone banking, and mobile banking.

Definition of E-Banking
“Banking transactions done through internet is known as e-banking. Banks today know better than anyone the opportunities and the risks they face in an ever-changing competitive environment. In offering e-commerce products, banks some key advantage over potential competitors. E-commerce would create opportunities for banks to strengthen their relationships with customers, sell additional services, and prevent encroachment on their business activities. Core banking is the services provided by a group of networked bank branches.

Statement of the Problem
With the changing environment, banks implemented Tele-banking, mobile banking and call centre services, ATM and others one after another. Due to rapid change in technology ad the entry of private and foreign banks a number of new products and delivery channels have been introduced. Among the major initiatives Internet Banking has brought to the customers the much demanded convenience.
The advent of internet banking offers banking firms a new frontier of opportunities and challenges. Despite these possibilities, there are various psychological and behavioral issues such as reluctance to change, trust in one's bank; security concerns, preference of human interference and the like impede the growth of internet banking.

**Review of Literature**

Uppal R.K (2007) the study concludes that the customers of e banks are satisfied with the different e-channels and their services in the spread of e-banking services. It also suggests some measures to make e banking service more effective in the future. The present study is mainly concerned with the Indian banking industry in general and particular those banks that are producing service through e-banking.

**Objective of the Study**

1. To analyze the awareness of customers towards the internet banking facilities.
2. To analyze the level satisfaction about internet banking services
3. To identify the problems involved in e-banking transaction.
4. To identify the factors that influences the customer in using internet services.
5. To offer suggestions to improve the quality of internet banking services.

**Scope of the Study**

Today the customer demanded the banks services for 24hours. Now in this modern age the entire banking structure has been changed due to widespread internet technology. Now all the business like commerce, trade, import, export, purchase and sale of goods is relying upon electronic banking by using the advanced electronic technology the banking services are fast and economical.

**Methodology**

The present study is concerned with the customer satisfaction towards e-banking services of ICICI bank. Data were collected from both primary and secondary sources. The primary data were collected from those customers who are using E-Banking services means of interview schedule and questionnaire. Secondary data have been collected from published sources like books, Journals, research dissertations, documents, reports of ICICI bank.

**Sampling Design**

The study aims at analyzing the customer satisfaction on the services of e-banking services of ICICI bank. A total of 200 samples were taken for the study. Convenient sampling method has been used to collect the data.

**Hypotheses**

There is no significant relationship between the profile of the sample respondents and their level of satisfaction of E-banking services of ICICI.

**Tools for Analysis**

Data are analyzed by using statistical techniques such as visualization percentage analysis, Chi-square test, Garrett Ranking.
Data Analysis and Interpretation

Garrett Ranking Technique is used to rank the factors influencing a customer to usage of e-banking service. For this the researcher identified 5 factors and asked to rank the factors in the order of influence.

Table 1 Garrett Ranking of Customers Score

<table>
<thead>
<tr>
<th>S. No</th>
<th>Factors</th>
<th>Total scores</th>
<th>Average</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>E-shopping</td>
<td>11480</td>
<td>57.4</td>
<td>I</td>
</tr>
<tr>
<td>2</td>
<td>Recharge</td>
<td>10971</td>
<td>54.85</td>
<td>II</td>
</tr>
<tr>
<td>3</td>
<td>E-tax</td>
<td>10653</td>
<td>53.36</td>
<td>III</td>
</tr>
<tr>
<td>4</td>
<td>Online payment</td>
<td>9702</td>
<td>48.51</td>
<td>IV</td>
</tr>
<tr>
<td>5</td>
<td>E-ticketing</td>
<td>9404</td>
<td>47.02</td>
<td>V</td>
</tr>
</tbody>
</table>

Source: Primary data

Interpretation

Table shows that the main reasons for using e-banking service are E-shopping. Recharge, E-tax, online payment, E-ticketing are respectively in the second, third and fourth places.

Table 2 Awareness of E-Banking Services of the Respondents

<table>
<thead>
<tr>
<th>S. No</th>
<th>Awareness</th>
<th>No of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Own accord</td>
<td>25</td>
<td>12</td>
</tr>
<tr>
<td>2</td>
<td>Advertisement in print media</td>
<td>32</td>
<td>16</td>
</tr>
<tr>
<td>3</td>
<td>Online advertisement</td>
<td>42</td>
<td>21</td>
</tr>
<tr>
<td>4</td>
<td>Through friends and service</td>
<td>63</td>
<td>32</td>
</tr>
<tr>
<td>5</td>
<td>Through bank officials</td>
<td>38</td>
<td>19</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary data

Interpretation

32 percentage of the respondents are aware of though friends and services, 21 percentage are online advertisement, 19 percentage are through bank officials, 16 percentage are advertisement in print media and remaining 12 percentage are own accord of the respondents.

Table 3 Preference for E-Banking Channels of the Respondents

<table>
<thead>
<tr>
<th>S. No</th>
<th>Channels</th>
<th>No of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Credit cards</td>
<td>32</td>
<td>16</td>
</tr>
<tr>
<td>2</td>
<td>Cash deposit</td>
<td>42</td>
<td>21</td>
</tr>
<tr>
<td>3</td>
<td>Customer care machine</td>
<td>22</td>
<td>11</td>
</tr>
<tr>
<td>4</td>
<td>Kiosk machine</td>
<td>46</td>
<td>23</td>
</tr>
<tr>
<td>5</td>
<td>Automatic teller machine</td>
<td>58</td>
<td>29</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary data

Interpretation

29 percentages of the respondents are preference of automatic teller machine, 23 percentages are kiosk machine, 21 percentages of the respondents are cash deposit, and 16 percentages of the respondents are credit cards and remaining 11 customer care machine.
The above table shows that encountered the number of problems faced by the respondents regarding internet banking services for assigned by rank and fed the data into Garrett ranking techniques reveals lack of security measures got the first rank with 140.51 mean score and followed by fear of online treads and scams, lack of computer literacy and internet options and vice versa.

Table 5 inferred that, 38 percentage of the respondents are select for safe is an application enhance security, 30 percentage of the respondents are easy accessibility, 14 percentage of the respondents are time and money saving, 10 percentage of the respondents are provide innovative and efficient services and 8 percentage of the respondents are digital bank.

**Association between the Profile of the Respondents and Level of Satisfaction of E-Banking Services**

**Null Hypothesis**

There is no significant relationship between the profile of the customers and their perception on ICICI bank E-services.
Table 6 Profile of the Respondents and Level of Satisfaction

<table>
<thead>
<tr>
<th>S. No</th>
<th>Categories</th>
<th>Degree of freedom</th>
<th>Calculated value</th>
<th>Table value @5%</th>
<th>Inference</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Gender</td>
<td>2</td>
<td>2.7124</td>
<td>5.99</td>
<td>Not significant</td>
</tr>
<tr>
<td>2</td>
<td>Age</td>
<td>6</td>
<td>7.67</td>
<td>12.592</td>
<td>Not Significant</td>
</tr>
<tr>
<td>3</td>
<td>Educational qualification</td>
<td>4</td>
<td>9.579</td>
<td>9.488</td>
<td>Significant</td>
</tr>
<tr>
<td>4</td>
<td>Occupation</td>
<td>6</td>
<td>2.23</td>
<td>12.592</td>
<td>Not significant</td>
</tr>
<tr>
<td>5</td>
<td>Monthly income</td>
<td>6</td>
<td>6</td>
<td>12.592</td>
<td>Not significant</td>
</tr>
</tbody>
</table>

Source: Primary data

Interpretation

From the above table 6 gender, age, occupation and monthly income computed value at 5 percent level is less than the table value. Therefore the null hypothesis accepted. Regarding educational qualification calculated value is higher than the table value. Hence it can be concluded that the null hypothesis is rejected.

Findings of the Study

- 32% of the respondents are aware of though friends and services.
- 29% of the respondents are preference of automatic teller machine.
- 38% of the respondents are select for safe is an application enhance security.
- Lack of security measure is the major problem of internet banking services.

Suggestions

The customers should have through knowledge while they have transaction with other through internet. Though various safety measures are taken by the banks, the customers should keep their username and password confidential. Awareness level about internet banking is very less among customers. So banks have to conduct customer meet regularly to educate the customers on internet banking. The bank can also distribute directly to the customers.

Conclusion

E-banking has become a necessary survival weapon. Today, the click of the mouse offers customers banking services at a much lower cost and also empowers them with unprecedented freedom in choosing vendors for their financial services needs. Banks have come to realize that survival in the new e-economy depends on delivering some or all of their banking services on the internet while continuing to support their traditional infrastructure. The rise of E-banking is redefining business relationship and the most successful banks will be those that can truly strengthen their relationship with their customers. Without any doubt, the international scope of E-banking provides new growth perspectives and internet business is a catalyst for new technologies and new business processes.
A STUDY ON JOB SATISFACTION OF SCHOOL TEACHERS IN MADURAI

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Research Guide E.M.G Yadava Women’s College, Madurai

M. Priyanga M. Phil  
Research Scholar, E.M.G Yadava Women’s College, Madurai

ABSTRACT

Job satisfaction is a chief factor in an organization which plays a main role to run the organization in a steady and smooth way with great morale, discipline and harmonious acclimatization of employees. Job satisfaction is an important in the teaching profession as it is in any other profession. A professionally satisfied school teacher has a friendly attitude, greater enthusiasm and a revalue pattern, such school teachers contribute immensely towards the educational advancement of the students, whereas a dissatisfied school teacher is generally found to be irritable, depressed, hostile and neurotic. Such dissatisfied school teachers often makes the life of his students miserable, thereby causing a great harm to the institution as well as the society. Thus, job satisfaction plays an important role to the employee in terms of health and well-being also involves the pressures aspiration connected with the work.

Keywords: Aspiration, Psychological, Enthusiasm, Depress, Attitude, Institution.

Introduction

The success of any education system depends on the quality of its teachers. Unless the teacher dives job satisfaction he cannot initiate desirable outcome to cater to the needs of the society. Job satisfaction involves liking for the work and acceptance of the pressures and aspirations connected with that work. Every profession has got certain aspects conducive for job satisfaction at the same time; it has other aspects which lead to dissatisfaction. Teaching profession is exception. It is necessary for the teacher to be satisfied with his job. Unless the teacher divides job satisfaction, he cannot initiate desirable outcome to cater to the needs of society. Job satisfaction involves liking for the work and acceptance of the pressures and aspirations connected with that work. Every profession has got certain aspects conducive for job satisfaction at the same time; it has other aspects which lead to dissatisfaction. Teaching profession is exception. It is necessary for the teacher to be satisfied with his job.

Statement of the Problem

In recent times, the country has any education system depends on the quality of its teachers. Thus job satisfaction is a chief in an organization which plays a main role to run the organization in a steady and smooth way with great morale, discipline and harmonious acclimatization of employees. Job satisfaction is the way and employees feel about his or her job it can define as a psychological feeling of conviction.

Scope of the Study: This study covers the teaching services rendered by job satisfaction of on school teachers in an empirical study to identify the job satisfaction towards the services by Institute.
Review of Literature

The present study examines the job satisfaction, i.e. the degree to which job features there highly valued by individuals are present in their work environment. Though a number of studies have been conducted in the field of academics but a few have been undertaken to occupation the job satisfaction of male and female teachers in schools.

Objectives of the Study

- To measure the level of job satisfaction of the teachers.
- To offer suitable suggestions based on the findings of the study.

Methodology

The empirical study of an job satisfaction is based on survey method date were collected from those job satisfaction of on school in Madurai and the secondary data have collected from school teachers personnel activates the data may collected the sources like books, journals, research dissertations, documents, reports of job satisfaction of on school teachers in Madurai city.

Sampling Design

The study aims at analyzing the job satisfaction in Madurai city. The respondents are selected for the study such as institution who are using at total of 200 samples.

Tools for Analysis

The Tables were prepared by using statistical techniques such as Visualization percentage analysis, Garrett Ranking.

Data Analysis and Interpretation

In order to obtain data on this topic, a questionnaire was developed. The following charts and analytical report the questions contained in the survey regarding to teaching techniques. The questionnaire was conducted randomly and anonymously in order to get an unbiased and representative sample

<table>
<thead>
<tr>
<th>S.No</th>
<th>Factor</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Age group</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>20-30years</td>
<td>75</td>
<td>38</td>
</tr>
<tr>
<td></td>
<td>31-40years</td>
<td>25</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>41-50years</td>
<td>55</td>
<td>27</td>
</tr>
<tr>
<td></td>
<td>51-above</td>
<td>45</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>200</td>
<td>100</td>
</tr>
<tr>
<td>2.</td>
<td>Gender group</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>100</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>100</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>
### Table 1

<table>
<thead>
<tr>
<th>Education qualification</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>B.com</td>
<td>30</td>
<td>15</td>
</tr>
<tr>
<td>Td. Ed</td>
<td>70</td>
<td>35</td>
</tr>
<tr>
<td>B. Ed</td>
<td>80</td>
<td>40</td>
</tr>
<tr>
<td>Other</td>
<td>20</td>
<td>10</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

### Table 2

<table>
<thead>
<tr>
<th>Monthly income(Rs)</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below 5000</td>
<td>20</td>
<td>10</td>
</tr>
<tr>
<td>5000-10000</td>
<td>30</td>
<td>15</td>
</tr>
<tr>
<td>6000-11000</td>
<td>50</td>
<td>25</td>
</tr>
<tr>
<td>12000-17000</td>
<td>70</td>
<td>35</td>
</tr>
<tr>
<td>18000-23000</td>
<td>30</td>
<td>15</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: primary data

Interpretation: The majority 38 percentage of the respondent are age category of 20-30 years, 50 percentage of the respondent are gender group of male and female. 40 percentage of the respondent are educational qualification of Td. Ed, 35 percentage of the respondent are monthly income are 12000-17000.

### Table 2

<table>
<thead>
<tr>
<th>S. No</th>
<th>Employment Status</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Full-time</td>
<td>80</td>
<td>40</td>
</tr>
<tr>
<td>2</td>
<td>Part time</td>
<td>50</td>
<td>25</td>
</tr>
<tr>
<td>3</td>
<td>Part time less than 50%</td>
<td>70</td>
<td>35</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: primary data

Interpretation: The above table 2 inferred that the 40 percentage of the respondents are full time employment, 35 percentages of the respondents are part time less than 50%, percentages employment, and the remaining 25 part time employment.

### Table 3 Teaching Experience

<table>
<thead>
<tr>
<th>S.No</th>
<th>Teaching Experience</th>
<th>No. of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Less than 1 year</td>
<td>50</td>
<td>25</td>
</tr>
<tr>
<td>2</td>
<td>1-5 years</td>
<td>90</td>
<td>45</td>
</tr>
<tr>
<td>3</td>
<td>6-10 years</td>
<td>40</td>
<td>20</td>
</tr>
<tr>
<td>4</td>
<td>11-15 years</td>
<td>20</td>
<td>10</td>
</tr>
<tr>
<td>5</td>
<td>More than 15 years</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: primary data

Interpretation: The table 3 shows that 1-5 years of the teaching experience is 45 percentage, 25, percentage of the respondents are less than 1 year, 20 percentage of the respondents are 6-10 years and the remaining 10 percentage are under 11-15 years.
Table 4 School Wise Respondents

<table>
<thead>
<tr>
<th>S. No</th>
<th>Another school</th>
<th>No. of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes</td>
<td>100</td>
<td>50</td>
</tr>
<tr>
<td>2</td>
<td>No</td>
<td>100</td>
<td>50</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: primary data

Interpretation: That table 4 inferred that 50 percentage of the respondents say yes and the remaining 50 percentage of the respondents says no.

Table 5 Current School Setting

<table>
<thead>
<tr>
<th>S No</th>
<th>Current School Setting</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Urban</td>
<td>30</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>Sub-urban</td>
<td>80</td>
<td>40</td>
</tr>
<tr>
<td>3</td>
<td>Rural</td>
<td>90</td>
<td>45</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: primary data

Interpretation: The above table 5 shows that 45 percentage of the respondents are rural, 40 percentage of the respondents are sub-urban and the remaining 15 percentage are the respondents of urban.

Table 6 Employment status

<table>
<thead>
<tr>
<th>S. No</th>
<th>Employment Status</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Permanent</td>
<td>80</td>
<td>40</td>
</tr>
<tr>
<td>2</td>
<td>Fixed</td>
<td>50</td>
<td>25</td>
</tr>
<tr>
<td>3</td>
<td>Less than 1 school</td>
<td>70</td>
<td>35</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: primary data

Interpretation: The table indicates that 40 percentage of the respondents are permanent, 35 percentage of the respondents are less than 1 school and the remaining 25 percentage of the respondents are fixed employee.

Table 7 Level of Current School

<table>
<thead>
<tr>
<th>S. No</th>
<th>Current School Level</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Elementary</td>
<td>50</td>
<td>25</td>
</tr>
<tr>
<td>2</td>
<td>Middle high school</td>
<td>70</td>
<td>35</td>
</tr>
<tr>
<td>3</td>
<td>High school</td>
<td>80</td>
<td>40</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: primary data

Interpretation: In this table 40 percentage of the respondents are high school, 35 of the percentage respondents are middle high school and the remaining 25 percentage of the respondents are elementary school.
Table 9 Ranking the Factor using the Job Satisfaction in School Teacher

<table>
<thead>
<tr>
<th>S. No</th>
<th>Factors</th>
<th>Score</th>
<th>Average</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Job satisfaction</td>
<td>11770</td>
<td>58</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Mental ability</td>
<td>11560</td>
<td>57</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Attitude towards children</td>
<td>11060</td>
<td>55</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>Adoptability</td>
<td>10630</td>
<td>53</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>Professional information</td>
<td>10430</td>
<td>52</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>Interest information</td>
<td>9765</td>
<td>48</td>
<td>6</td>
</tr>
<tr>
<td>7</td>
<td>Actual teaching</td>
<td>9970</td>
<td>49</td>
<td>7</td>
</tr>
<tr>
<td>8</td>
<td>Global</td>
<td>9530</td>
<td>47</td>
<td>8</td>
</tr>
</tbody>
</table>

Source: primary data

Interpretation

The table 9 shows that the 58 percentage of the respondents in factors are job satisfaction, 57 percentage of the respondents in factor are mental ability, 55 percentage of the respondents in factor are attitude towards children, 53 percentage of the respondents in factor are adoptability, 52 percentage of the respondents in factor are Professional information, 49 percentage of the respondents in factor are Interest information, 48 percentage of the respondents in factor are actual teaching and 47 percentage of the respondents in factor are global.

Findings

40 percentage of the respondents are job satisfaction of teaching work in full-time, 45 percentage of the respondents are highly teaching with 6-10 years experience, 45 percentage of the respondents are job satisfaction in current school setting, 40 percentage of the respondents are job satisfaction with in employment status as a teaching at this school, 40 percentage of the respondent's job satisfaction with in level of current school.

Suggestion for Further Research

A study on the relationship between the job satisfaction and commitment of all teachers can be undertaken. A study on the level of satisfaction all teachers of rural and urban area can further be undertaken. Comparative analysis can be made between school and college teachers. Similar can be done in case of college teachers.

Conclusion

Job satisfaction has been defined as a pleasurable emotional resulting from the appraisal of one job an affective reaction to one ‘s job and an attitude towards one’s job A large number of factors of the employee like his temperament, health, age, social status, activities, political or social organization, determine his satisfaction on the job. In our study gender of school teachers has significant impact on the job satisfaction of primary school teachers. Male teachers are processing higher job satisfaction than female teachers. Similar result was found in the United States revealed that there were signification differences in the levels of job satisfaction between male and female teachers7, 10. Working place is also important factor for any profession. Their facilities and relation with colleagues.
References Books

Websites
1. Http://book.google.co.in/book/about/RESEARCE METHODOLOGY.htm? Id=3 7x8afFYC
A STUDY ON SOCIOLOGICAL PERSPECTIVE OF ORGANIC FOOD PRODUCERS IN COIMBATORE DISTRICT

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VLB Janaki Ammal College of Arts and Science, Kovaipudur, Coimbatore

ABSTRACT

Organic foods are foods produced by organic farming. While the standards differ worldwide, organic farming in general features cultural, biological, and mechanical practices that foster cycling of resources, promote ecological balance, and conserve biodiversity. These are vegetables and fruits which have been produced by organic agriculture. Dairy products which are classified as organic are produced from animals which are raised by organic means. Fishes are considered to be organic if they are reared in fish ponds so that they are fed with organic food. This study conducted for the objectives like to find out the uses of organic foods products to its consumers, the reasons to promote as an organic food producers, to analyze the satisfaction level, the factors that influences producing organic food products, the advantages of organic food production. In this study used both primary and secondary data. The data was collected from 50 respondents by questionnaire method. Simple percentage method is used to for analysis purpose. Garrette ranking technique is used to rank the factor for satisfaction of respondents on different aspect of the study, the percentage position of each rank thus obtained into scores by referring to the table given by Henry E. Garrette. Chi – square test and ANOVA to testing hypothesis. The concept of organic food production has been here for a long time in the form of traditional production methods. But the concept of organic food production never became a widespread phenomenon until government takes necessary step to develop due to lack of subsidies.

Introduction

Organic foods are foods produced by organic farming. While the standards differ worldwide, organic farming in general features cultural, biological, and mechanical practices that foster cycling of resources, promote ecological balance, and conserve biodiversity. In the Green Revolution, the traditional practice of crop rotation gave way in some parts of the world to the practice of supplementing the chemical inputs to the soil through top dressing with fertilizers, e.g. adding ammonium nitrate or urea and restoring soil pH with lime in the search for increased yields, preparing soil for specialist crops, and seeking to reduce waste and inefficiency by simplifying planting and harvesting.

Types of Organic Foods

1. **Organic Vegetables and Fruits:** These are vegetables and fruits which have been produced by organic agriculture. We don’t add chemicals like pesticides, inorganic fertilizers to produce them. They are natural and fresh.

2. **Organic Dairy Products:** Dairy products which are classified as organic are produced from animals which are raised by organic means. They are safe to use
and help keep the body healthy. Organic dairy products include products like milk, ice cream, butter and cheese.

3. **Organic Fish and Meat:** Fishes are considered to be organic if they are reared in fish ponds so that they are fed with organic food. Since fishes found in water bodies such as seas and rivers sometimes feed on inorganic food, they are not considered as organic fishes.

**Statement of the Problem**
- What are uses of organic foods products?
- What are the reasons to promote organic agriculturist from normal agriculturist?
- How much organic food producers satisfied to produce organic food products?
- What are the factors for producing organic food products?
- What are the advantages of organic foods production?
- How organic foods are healthier to consumers?
- What problems are facing by producing organic foods?

**Objectives of the Study**
- To find out the uses of organic foods products to its consumers.
- To know about the reasons to promote as an organic food producers
- To analyze the satisfaction level of organic food producers to produce organic products.
- To study the factors that influences producing organic food products.
- To find out the advantages of organic food production.
- To know about the by uses of organic foods for consumers health.
- To find out the problems faced by organic food producers while producing organic foods
- To providing suggestion to motivate organic food production

**Research Methodology**

**Source of data**
- **Primary data** were collected by questionnaire method and interview schedule method.
- **Secondary data** were collected from websites and related books.

**Sample Design**
Convenient sample method is used to select the respondents.

**Area of Study**
The study has been conducted in Coimbatore district.

**Sample Size**
The sample size is 50 respondents constituting from Coimbatore district.

**Tools**
- **Simple percentage analysis:**
Percentage analysis was carried out and interpretation done keeping in mind the objectives of the study.

- **Chi – square test:**
  
  Chi – square parameter was employed to test the hypotheses spelt out in the study. The calculated value of chi – square is computed with the table value at 5% level of significance and inference drawn.

- **ANOVA:**
  
  **Analysis of variance** is an extremely useful technique concerning researchers. This technique is used when multiple sample cases are involved. Variances are an important statistical measure and are described as the mean of the squares of deviation taken from the mean of the given series of data.

- **Garrett Ranking Test:**
  
  This technique was used to rank organic producers on the different aspects of the study. The orders of merits given by the respondents were converted into ranks by using the formula and the percentage position of the rank thus obtained into scores by referring to the table given by Hendry E. Garrett.

**Limitations of the Study**

- This study limited only to organic foods production.
- Due to time constraint of study, it is restricted to Coimbatore district only and this is not applicable for other districts.
- Findings are based on the responds by respondents, any errors or bias in their response may affect the validity of the findings.
- Due to time constraints it’s difficult to conduct detailed study.

**Analysis and Interpretation**

<table>
<thead>
<tr>
<th>Q. No</th>
<th>Source</th>
<th>Factors</th>
<th>No. of Respondents</th>
<th>%</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Gender</td>
<td>Male</td>
<td>28</td>
<td>56</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Female</td>
<td>22</td>
<td>44</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Age Group</td>
<td>Upto 20 Years</td>
<td>08</td>
<td>16</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td></td>
<td>21 Years – 30 Years</td>
<td>13</td>
<td>26</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>31 Years – 40 Years</td>
<td>12</td>
<td>24</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Above 41 Years</td>
<td>17</td>
<td>34</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Educational Qualification</td>
<td>School Level</td>
<td>19</td>
<td>38</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Degree Level</td>
<td>25</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Diploma Level</td>
<td>06</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Awareness About Organic Foods</td>
<td>Yes</td>
<td>50</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td></td>
<td>No</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Type of Product Produced</td>
<td>Vegetable &amp; Fruits</td>
<td>36</td>
<td>72</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Dairy Products</td>
<td>08</td>
<td>16</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Fish and Meat</td>
<td>06</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>is Healthier to Consumer</td>
<td>Yes</td>
<td>50</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td></td>
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<td>0</td>
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<tr>
<td>7</td>
<td>How Long You Producing Organic Foods</td>
<td>Below 5 Years</td>
<td>17</td>
<td>34</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5 Year to 10 Years</td>
<td>15</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Above 10 Years</td>
<td>18</td>
<td>36</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Reason to Producing Organic Food</td>
<td>Low Expense</td>
<td>08</td>
<td>16</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Taste</td>
<td>11</td>
<td>22</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Healthy</td>
<td>29</td>
<td>58</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Low Risk</td>
<td>02</td>
<td>04</td>
<td></td>
</tr>
</tbody>
</table>
### Advantages of Organic Foods

<table>
<thead>
<tr>
<th></th>
<th>Taste</th>
<th>Healthy</th>
<th>Energetic</th>
<th>Cheaper</th>
<th>Antibiotic</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>12</td>
<td>16</td>
<td>08</td>
<td>08</td>
<td>06</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>100</td>
<td>32</td>
<td>16</td>
<td>16</td>
<td>12</td>
</tr>
</tbody>
</table>

### Whether Face any Problem

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

### Mention the Problem Faced While Online Purchase

<table>
<thead>
<tr>
<th></th>
<th>Delay in Production</th>
<th>Climate</th>
<th>Low Production</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>11</td>
<td>08</td>
<td>06</td>
<td>05</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>100</td>
<td>27</td>
<td>20</td>
<td>17</td>
</tr>
</tbody>
</table>

### Level of Satisfaction

<table>
<thead>
<tr>
<th></th>
<th>Highly Satisfied</th>
<th>Satisfied</th>
<th>Moderate</th>
<th>Dissatisfied</th>
<th>Highly Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>13</td>
<td>26</td>
<td>09</td>
<td>02</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>100</td>
<td>52</td>
<td>18</td>
<td>04</td>
<td>0</td>
</tr>
</tbody>
</table>

### Factors for Satisfaction

<table>
<thead>
<tr>
<th></th>
<th>Profit</th>
<th>Fast Move</th>
<th>Healthy</th>
<th>Taste</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>10</td>
<td>13</td>
<td>14</td>
<td>13</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>100</td>
<td>26</td>
<td>28</td>
<td>26</td>
</tr>
</tbody>
</table>

### Recommend to others

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Data

**Interpretations**

1. Majority 58% of the respondents are male.
2. Majority 34% of the respondent’s age group is above 40 years.
3. Majority 50% of the respondents’ educational qualification is Degree level.
4. Majority 100% of the respondents are aware about organic food production.
5. Moreover 60% of the respondents are spending internet about up to 2 Hours.
6. 72% of the respondents are producing vegetables and fruits.
7. About 36% of the respondents are producing organic foods since more than 10 years.
8. Moreover 58% of the respondents are producing organic foods for the reason of healthy.
9. Majority 32% of the respondents’ producing organic food for the advantage of healthy.
10. Majority 78% of the respondents are facing problem while producing organic foods.
11. Among them 37% of the respondents are facing problem by delay in production.
12. Majority 52% of the respondents satisfaction level is satisfied.
13. Majority 28% of the respondents are satisfied because of healthy.
14. 100 % of the respondents are ready to recommend with others about organic food production.
Garrett Ranking Technique Factors for Satisfaction Regarding Organic Production

<table>
<thead>
<tr>
<th>S. No</th>
<th>Factors</th>
<th>Total Scores</th>
<th>Mean Scores</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Healthy</td>
<td>7763</td>
<td>48.52</td>
<td>I</td>
</tr>
<tr>
<td>2</td>
<td>Antibiotic</td>
<td>7319</td>
<td>45.74</td>
<td>IV</td>
</tr>
<tr>
<td>3</td>
<td>Energetic</td>
<td>7403</td>
<td>46.26</td>
<td>III</td>
</tr>
<tr>
<td>4</td>
<td>Easy production</td>
<td>6289</td>
<td>39.30</td>
<td>VI</td>
</tr>
<tr>
<td>5</td>
<td>Tasty</td>
<td>7578</td>
<td>47.36</td>
<td>II</td>
</tr>
<tr>
<td>6</td>
<td>Cheaper</td>
<td>6804</td>
<td>42.53</td>
<td>V</td>
</tr>
</tbody>
</table>

Source: Primary Data

The table shows that the factors for satisfaction regarding organic production. “Healthy” was ranked first with total score of 7763 and mean score of 48.52. It can be concluded that organic food is Healthy for consumer is first.

Testing of Hypothesis

Chi – Square Test ($\chi^2$)

1) $H_0$: There is no significant relationship between gender and problem faced while organic food production

2) $H_0$: There is no significant relationship between educational qualification and factors for satisfaction

<table>
<thead>
<tr>
<th>S. No</th>
<th>Calculated Value</th>
<th>Table Value</th>
<th>Degree of Freedom</th>
<th>Result of 5% level</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>23.53709</td>
<td>3.841</td>
<td>1</td>
<td>Not significant</td>
</tr>
<tr>
<td>2</td>
<td>10.263</td>
<td>7.875</td>
<td>3</td>
<td>Not significant</td>
</tr>
</tbody>
</table>

Source: Primary Data

1) Hence the test proved not significant relationship between gender and problem faced while online – shopping and null hypothesis should be accepted at 5% level

2) Hence the test proved not significant relationship between educational qualification and factors for satisfaction and null hypothesis should be accepted at 5% level

ANOVA

Relationship between Gender and Recommend to others

$H_0$: there is no relationship between gender and recommend to others for producing organic foods

<table>
<thead>
<tr>
<th>Source</th>
<th>Ss</th>
<th>D.F</th>
<th>M.S.</th>
<th>F Ratio</th>
<th>5% Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Column</td>
<td>42.25</td>
<td>1</td>
<td>42.25</td>
<td>2.08642</td>
<td>161.4</td>
</tr>
<tr>
<td>Between Rows</td>
<td>2652.25</td>
<td>1</td>
<td>2652.25</td>
<td>130.9753</td>
<td>161.4</td>
</tr>
<tr>
<td>Residual</td>
<td>20.25</td>
<td>1</td>
<td>20.25</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Primary Data

Between Columns: The calculated value of 2.08642 is less the table value of 161.4 at 5% level of significance. So the null hypothesis should be accepted.

Between Rows: The calculated value of 130.9753 is less the table value of 161.4 at 5% level of significance. So the null hypothesis should be accepted.
Suggestions
1. It is found that majority of the respondents are faced problem by delay. So the organic producers have to more attention quick production process.
2. On the basis of recommendations of consumer, it’s brought attention of online sites to provide more awareness regarding organic food production.
3. The above reviews have to be carefully taken note of and the government should take appropriate steps to expose and ensure to develop organic food production by providing more subsidies.

Conclusion
The concept of organic food production has been here for a long time in the form of traditional production methods. But the concept of organic food production never became a widespread phenomenon until government takes necessary step to develop due to lack of subsidies. Government also enables to do provide subsidies, they can produce organic foods. Consumers are aware of this, price their inventory competitively. Moreover, Organic producers get bigger audience of their organic products.

Bibliography
Books:

Websites
1. www.google.com

Scope of the Study
This study aims at understanding the reasons to avoiding organic production by normal agriculturists. Even though there are many advantages are available by producing organic foods, only few agriculturists producing organic foods and providing services. So researchers has to developed the interest to study the behind the success of organic productions as a result of survey. The study was found that majority of the organic producers satisfied with organic food production. This study was confined to Coimbatore district. This study was conducted with main objectives to understand why normal producers avoiding to producing organic food production.
SERVICE QUALITY OF KISAN CREDIT CARD SCHEME – REFERENCE TO PRIMARY AGRICULTURAL COOPERATIVE BANK CARDHOLDERS IN DINDIGUL

Dr. I. Irulappan
Assistant Professor of Commerce, Yadava College, Madurai

ABSTRACT

Service quality is playing an increasingly important role in the present environment where there is no further scope for the companies to differentiate themselves other than the quality of the service provided by them. Delivering superior service quality than the competitors is the key for the success of any organization. But, the companies face difficulties in measuring the quality of services offered to the customers. Because unlike measuring the quality of goods, the measurement of the quality of services offered by the companies is difficult due to the three unique features of services viz. intangibility, heterogeneity, and inseparability. In this paper an attempt is made to analyse the service quality stems from a comparison of the Kisan Credit Card holders expectations or desires from the Primary Agricultural Cooperative Banks with their perceptions of the actual service performance.

Keywords: Service quality, Co-operative Banks, Farmers

Introduction

Service quality is based on multiple dimensions. In general, it has two service quality dimensions, the functional aspect and the technical aspect. The functional aspect concern "how" service is received by the customer as the outcome of the process in which the resources are used. However the customer also perceives how the process itself functions, i.e. the functional or process quality dimension. It is a function of the differences between expectation and performance along the quality dimension. Unlike goods quality, which can be easily measured objectively in terms of number of defects and durability, service quality is an elusive construct that may be difficult to measure. In this paper an attempt is made to analyse the service quality stems from a comparison of the Kisan Credit Card holders expectations or desires from the Primary Agricultural Cooperative Banks with their perceptions of the actual service performance.

Gaps in Service Quality

The consumer evaluations of service quality centre on the balance of their expectations and perceptions of a service. Expectations that are met or exceed in a service encounter, or series of service encounters, will result in adequate or ideal service quality evaluations. Alternatively, expectations that are not met will result in negative service quality evaluations. The service quality gap model provides a framework for financial institutions seeking to systematically improve consumer perceptions of service quality. Out of the five gaps mentioned below, Gap-5 the
difference between consumer expectations and perceptions is a direct reflection of gap 1-4. This means that the smaller the discrepancy observed in Gaps 1-4, the more likely consumers will favorably evaluate service quality.

GAP 1: The Knowledge GAP is the difference between customer’s expectation and management’s perceptions of those expectations, i.e. not knowing what customers expects.

GAP 2: The Standards GAP is the difference between management’s perceptions of customer’s expectations and service quality specifications, i.e., improper service-quality standards.

GAP 3: The Delivery GAP is the difference between service quality specifications and service actually delivered i.e. the service performance gap.

GAP 4: The Communication GAP is the difference between service delivery and the communications to customers about service delivery i.e. whether promised match delivery?

GAP 5: The Overall GAP is the difference between customer’s expectation and perceived service. This gap depends on size and direction of the four previous mentioned gaps associated with the delivery on the marketer’s side.

The customer gap (GAP 5) is the focal point of the present study. Empirical data obtained from consumers' results of SERVQUAL, is used to look at the relationship between the five dimensions that customers’ use to form their expectations and perceptions of the service and to identify the key areas of strength and weakness in the service quality delivery process of a Kisan Credit Card Scheme.

Scope of the Study

The service quality of the KCCs should be up to the level of overall satisfaction of the ultimate beneficiaries. This highlights the need for obtaining the feedback from the users (customers) of this innovative product through periodical research. This will lead to refinement, improvement of the product or withdrawal as the case may be. In this context the present paper service quality of KCCs a customer centric analysis, has been undertaken by the authors to identify the overall satisfaction and expectations, which will give proper solution to measure the service quality of the novel savings linked crop insurance scheme.

Objectives of the Study

The main objectives of this paper are to ascertain the level of expectations from Kisan Credit Card scheme among the farmers and to identify the gap between the expectations of perception of Kisan Credit Card holders.

Methodology

The study is based on the primary data. It is an analytical and empirical study based on survey method. To collect primary data a schedule was prepared. The schedule was used to collect necessary information from the sample Kisan Credit Card holders. The schedule was distributed and collected with their responses.
Sampling

Kisan Credit Cards are issued by Commercial Banks, Regional Rural Banks and Primary Agricultural Co-operative Banks. Primary Agricultural Co-operative Banks accounted for maximum share in the issue of KCCs (45.8%) followed by commercial banks (13.2%) and Regional Rural Banks (41.0%). Hence Primary Agricultural Co-operative Banks have been taken as sample banks for the purpose of the study. For the purpose of assessing the service quality 50 respondents have been selected by following convenient sampling method.

Construction of Tools

SERVQUAL, an instrument “for assessing customer perceptions of service quality in service organizations” developed by Parasuraman, was used for this study. The schedule has 21 statements related with five dimensions of tangible, reliability, responsiveness, assertiveness and empathy of Kisan Credit Card Scheme.

Tools of Analysis

The SPSS software program was used to perform statistical analysis of the data collected through the interview schedule specially designed for this study. The data analysed was from 50 Kisan Credit Card holders. Descriptive analysis, paired sample ‘t’ test and ANOVA were used in terms of expectations and perceptions values.

Analysis and Interpretation

The description, correlations and paired-sample t-test used to compare the 21 mean scores for expectation and perception statements. The t-test was to compare the means and confirm $H_1$ and $H_0$ by showing a significant difference between the expectation and perception of customers who use Kisan Credit Card.

### Table 1 Description Statistics (Expectations and Perceptions)

<table>
<thead>
<tr>
<th></th>
<th>Mean</th>
<th>N</th>
<th>Std. Deviation</th>
<th>Std. Error Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pair 1 Exp Avg</td>
<td>5.2988</td>
<td>50</td>
<td>0.4331</td>
<td>1.890</td>
</tr>
<tr>
<td>Per Avg</td>
<td>3.7158</td>
<td>50</td>
<td>0.3136</td>
<td>1.369</td>
</tr>
</tbody>
</table>

Source: Compiled Data.

### Table 2 Correlations (Expectations and Perceptions)

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Correlation</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pair 1 Exp Avg &amp;</td>
<td>50</td>
<td>0.309</td>
<td>0.000</td>
</tr>
<tr>
<td>Per Avg</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Compiled Data.

### Table 3 T- Test (Expectations and Perceptions)

<table>
<thead>
<tr>
<th></th>
<th>95% Confidence Interval of the Difference</th>
<th>‘t’</th>
<th>df</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pair 1 Exp Avg -</td>
<td>1.5830</td>
<td>0.4496</td>
<td>1.962</td>
<td>1.5444</td>
</tr>
<tr>
<td>Per Avg</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Compiled Data.
It is inferred from the table that the difference between the two sets of mean scores was unlikely to occur by chance. The results do not report the magnitude of the intervention’s effect, the degree to which the two variables are associated with one another. In other words, a small difference between groups can become statistically significant but this does not mean that the difference has any practical or theoretical significance. In order to assess the importance of the findings the “effect size” (also known as “strength of association”) can be calculated. This is a set of statistics that indicates the relative magnitude of the differences between means, or amount of total variance in the dependent variable that is predictable from knowledge of the levels of the independent variables. There are a number of different effect size statistics. The one used for this analysis to compare the data was the Eta squared. The Eta Squared was calculated using the following formula:

\[
\text{Eta Squared} = \frac{t^2}{t^2 + N-1}
\]

\[
\text{Eta Squared} = \frac{(9.571)^2}{(9.571)^2 + 50-1}
\]

\[
\text{Eta Squared} = 0.65
\]

The guidelines proposed by J.W. Cohen were taken into account for interpretation. The guidelines showed that for interpreting this effect size is as follows: 0.01 = small effect, 0.06 = moderate effect, 0.14 = large effect. Given the present Eta squared value of 0.65 for the difference between expectation and perception mean scores, the study can conclude that this was a large effect. The paired sample t-test concluded that there is a statistically significant difference in the perceptions mean score (\(M = 3.7158, SD = 0.3136\)) compared to the expectations mean score (\(M = 5.2988, SD = 0.4331, t(49) = 9.571, p < 0.0001\) (two-tailed).

**Conclusion**

The card holders’ choices show that reliability, tangibility and assurance are critical dimensions of the service they expect from the Primary Agriculture Cooperative Banks. The difference between the adequate information that card holders expect and what they actually receive from the banks is important concern that management need to investigate. Adequacy is an essential requirement and quality gaps in this area need urgent attention.

**References**

IMPACT OF GST ON INDIAN ECONOMY –SECTOR WISE ANALYSIS

Dr. S. Rukkumani
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ABSTRACT
Introduction of GST would be a significant step in the field of indirect tax reforms in India. Unifying a large number of Central and State taxes into a single tax and allowing set-off prior-stage taxes will be beneficial for the Indian economy. For the consumers, the biggest gain would be in terms of a reduction in the overall tax burden on goods, which is currently estimated at 25%-30%. GST would also make our products competitive in the domestic and international markets. There may also be revenue gain for the Centre and the States due to widening of the tax base, increase in trade volumes and improved tax compliance. More over this tax, because of its transparency would be easier to administer.

Salient Features of GST
1. The GST would be applicable on the supply of goods or services as against the present concept of tax on the manufacture and sale of goods or provision of services. It would be a destination based consumption tax.
2. It would be a dual GST with the Centre and States simultaneously levying it on a common tax base. The GST to be levied by the Centre on intra-State supply of goods and / or services would be called the Central GST (CGST) and that to be levied by the States would be called the State GST (SGST).
3. The GST would apply to all goods other than alcoholic liquor for human consumption and five petroleum products, viz. petroleum crude, motor spirit (petrol), high speed diesel, natural gas and aviation turbine fuel. It would apply to all services barring a few to be specified.
4. Tobacco and tobacco products would be subject to GST.
5. The GST would replace the following taxes currently levied and collected by the Centre:
   a. Central Excise duty
   b. Duties of Excise (Medicinal and Toilet Preparations)
   c. Additional Duties of Excise (Goods of Special Importance)
   d. Additional Duties of Excise (Textiles and Textile Products)
   e. Additional Duties of Customs (commonly known as CVD)
   f. Special Additional Duty of Customs (SAD)
   g. Service Tax
   h. Central Surcharges and Cess so far as they relate to supply of goods and services
6. State taxes that would be subsumed under the GST are:
   a. State VAT
b. Central Sales Tax

c. Luxury Tax

d. Entry Tax (all forms)

e. Entertainment and Amusement Tax (except when levied by the local bodies)

f. Taxes on advertisements

g. Purchase Tax

h. Taxes on lotteries, betting and gambling

i. State Surcharges and Cesses so far as they relate to supply of goods and services

7. The CGST and SGST would be levied at rates recommended by the GST Council.

8. There would be a floor rate with a small band of rates within which the States may fix the rates for SGST.

9. The list of exempted goods and services would be common for the Centre and the States which would be finalized by GST Council.

10. An Integrated GST (IGST) would be levied and collected by the Centre on interstate supply of goods and services. Accounts would be settled periodically between the Centre and the States to ensure that the SGST portion of IGST is transferred to the destination State where the goods or services are eventually consumed.

11. Tax payers shall be allowed to take credit of taxes paid on inputs (input tax credit) and utilize the same for payment of output tax. However, no input tax credit on account of CGST shall be utilized towards payment of SGST and vice versa. The credit of IGST would be permitted to be utilized for payment of IGST, CGST and SGST in that order.

12. HSN (Harmonised System of Nomenclature) code shall be used for classifying the goods under the GST regime. It is being proposed that taxpayers whose turnover is above Rs. 1.5 crores but below Rs. 5 crores shall use 2 digit code and the taxpayers whose turnover is Rs. 5 crores and above shall use 4 digit code. Taxpayers whose turnover is below Rs. 1.5 crores will not be required to mention HSN Code in their invoices.

13. Exports shall be treated as zero-rated supply. No tax is payable on export of goods or services but credit of the input tax related to the supply shall be admissible to exporters and the same can be claimed as refund by them.

14. Import of goods and services would be treated as inter-State supplies and would be subject to IGST in addition to the applicable customs duties. The IGST paid shall be available as ITC for payment of taxes on further supplies.

15. The laws, regulations and procedures for levy and collection of CGST and SGST would be harmonized to the extent possible.

Impact on Services Sector

Indirect taxes have always been contributing more than direct taxes to the Government’s Revenue. Services solely contribute major part of the whole Gross Domestic Product (GDP) Service Sector contributes significantly in export as well as provide a large scale employment. India’s services sector covers a wide variety of
activities such as trade, hotel and restaurants, transport, storage and communication, financing, insurance, real estate, business services, community, social and personal services, and services associated with construction.

At present service tax provisions applies to all over India except Jammu & Kashmir But GST will extend to all over India including Jammu & Kashmir and also allows Central Govt. to collect the service taxes on rendered services in the state of Jammu and Kashmir which will eventually increase the Govt. Revenue.

In current tax model, service tax is applicable at the rate of 15% on Services rendered. It is expected that under GST regime services will be charged by higher rate of tax ranging between 18% to 26% which will make the services and works contracts more costlier. In addition, the taxpayer has to file three returns in monthly basis instead of two for a year, creating more burdens.

Impact on Retail Sector

India is the fifth largest preferred retail destination globally. The country is among the highest in the world in terms of per capita retail store availability. The Indian retail industry is one of the fastest growing industry in the world. Retail industry in India is expected to grow to US$ 1.3 trillion by 2020. The Government of India has introduced reforms to attract Foreign Direct Investment (FDI) in retail industry. The government has approved 51 per cent FDI in multi-brand retail and increased FDI limit to 100 per cent (from 51 per cent) in single brand retail. Under the existing regime of indirect taxes the burden of indirect taxes of items is around 30% and sometimes it goes beyond that also. This figure of 30% includes excise 12.50% on 80% of the items, VAT 14.50% on 55% of items, entry tax, octroi etc.

GST is a destination based consumption tax in which tax goes to the state where goods or services are actually consumed. Therefore it becomes important to determine the correct place of supply for making payment of tax. On careful reading of model GST law it is clearly written that POS in case of retail sector (B2C) shall be the location of goods at the time of delivery to the recipient i.e. location of store. This whole analysis reveals that in case of B2C transaction in retail sector CGST+SGST shall be charged. In the retail sector, the implementation means a seamless integration of goods and service transaction across the states. It will have benefit at different stages of the value chain.

Rentals are one of the main costs of retailing industry and it attracts service tax at 14.5 per cent. Currently, the retailers cannot set off these costs like the other industries.

This is an additional cost of operating in this industry which is unfair to them. Under GST, taxes on services would be available for set off against taxes on goods. Thus, the retailers would be positively impacted.

Implementation of GST will reduce transaction cost of doing business and bring down prices thus help retail sector and building supply-chain efficiencies in India in a big way. This is thus a win-win legislative reform for all.
Impact on Real Estate

Today, this industry has two primary levies, Service tax and VAT, with overlap of tax base and constant disputes on the rate of tax, given the multiple options available for discharge of taxes across States. This has resulted in diverse practices being followed by developers, across geographies and even within each State. These issues should be put to rest under the GST regime and the practices and positions should be common across India. Hence, the taxes paid by a home buyer across States should more or less be the same.

Real Estate sector has been marred with a lot of controversies in last few years both under VAT and Service Tax. Some of the issues which need to be addressed are:-

i. Valuation of Land - There should be a clear mechanism to arrive at a market value of land in case of composite contracts and where the value has been mentioned in the agreement, the same should be readily accepted.

ii. Relevance of Building Completion certificate - The principles as existing in the current law should be continued even under GST keeping both CGST and SGST at par.

iii. Barter Transactions - Proper valuation mechanism should be drafted to take care of barter transactions.

Services, which would include works contract, are expected to fall under the 18 per cent slab. ICRA expects that at this rate of GST, the impact of the GST regime on the residential real estate prices will be broadly neutral, with some variation across states due to the divergences in current taxation practices,” the agency said in a statement. In the recently concluded Goods and Services Tax (GST) Council meeting, the finance ministry proposed a four tier GST structure, with a lower rate of 6 per cent, two standard rates of 12 per cent and 18 per cent and higher rate of 26 per cent.

"A GST rate of 18 per cent would be higher than the current effective rate of VAT and service tax for sale of under construction property in most states," the agency said. The higher tax rate is expected to be offset to some extent by a reduction in the basic price through better utilisation of input tax credits.

Under the current tax regime, certain input taxes paid by the developer, such as excise duty and central sales tax (CST) on materials used for construction, cannot be offset against indirect taxes collected from customers. However, under the GST regime, there would be better utilisation of these input taxes paid, which can lower the project cost. Net impact to the end customer will be an interplay between the increment in GST rates over the current effective tax rates and the extent of savings on currently unabsorbed input taxes.

Impact on Logistics

Logistics Sector has expanded in the fifty years after independence. Today about 65% goods are carried over through road transport. However the average speed of trucks on Indian roads is about 20 km/ hour. So, a truck in India can cover only 250-300 km a day compared to 700-800 km in developed countries such as the US and Europe.
Logistics sector serves as the backbone for major sectors like Automobiles, Pharmaceuticals, Oil and Gas, Construction etc. The proposed goods and services tax (GST) will help companies reduce logistics cost by 1.5 to 2.5% as they reconfigure their supply chains and bring in key structural changes to the logistics industry. Eliminating delays at check posts will yield an additional savings of 0.4-0.8% of sales. These cost savings are, however, more likely to be gradual and back ended, as corporate will have to realign their supply chain while ensuring minimum business disruption. The impact of GST in logistics is going to be dramatic and revolutionary.

Conclusion

GST will facilitate ease of doing business in India. Integration of existing multiple taxes into single GST will significantly reduce cost of tax compliance and transaction cost. Stable, transparent and predictable tax regime will encourage local and foreign investment in India creating significant job opportunities. GST will eliminate the scope of double taxation in certain sectors due to tax dispute on whether a particular transaction is for supply of goods or provision of service. GST will also have impact on cash flow and working capital. While GST is eagerly awaited by the industry, the legal process to implement GST in India is quite long and complex. After the Constitution Amendment Bill is passed by the Parliament with two-thirds majority, it will have to be passed by at least 15 states. Thereafter GST council has to be constituted which will recommend model GST law and GST rates. On such recommendation, GST Act and Rules have to be enacted by the Parliament and each state assembly. Then implementation date has to be notified, the road ahead is very long.
E-COMMERCE: GROWTH PROSPECT IN INDIA

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ABSTRACT
Ecommerce one of the highest growing business, with India having great market potential for investments. The topics covered include the terms study of commerce, key drivers of growth, market growth potential, investment, retail market, logistics infrastructure, internet regulations, key challenges and future of ecommerce. India is showing tremendous growth in the E-business. India has an internet user base of over 100 million users. The penetration of e-business is low compared to markets like the US and the UK but is growing at a much faster rate with a large number of new entrants. India is yet to witness a breakthrough E-commerce success story particularly in online retail. E-commerce creates new opportunities for business; it also creates new opportunities for education and academics line. It raises key challenges that are being faced by consumers relating to e-commerce viz., Ethical issues, Perceptions of risk in e-service encounters, challenges for e-business education and legal system.

Introduction
Electronic commerce is presently an essential ingredient of India’s trade facilitation policy. Since 1991, after economic reforms explicitly took place in India as a result of opening of the economy with a view to integrate itself with the worldwide economy, the need to facilitate international trade both through policy and procedure reforms has become the foundation stone of India’s trade and fiscal policies. Resultantly, last few years have witnessed a technological revolution accompanied by the widespread use of the Internet, web technologies and their applications. Electronic Business (e-commerce) as part of the information technology revolution became widely used in the world trade in general and Indian economy in particular.

The E-Commerce market has seen unparalleled growth since last year, It is expected that E-Commerce will become $20 million by the year 2018. Ecommerce is growing [1] in rural areas with most of the traffic coming from tier-2 and tier-3 cities. In July 2014 Amazon [3] invested $2 billion in India, following the news of Flipkart raising $1 billion in funding. There are lot of bigger companies in ecommerce market like Snapdeal, Paytm, Flipkart, Amazon, Shopclues and Jabong etc. With numbers of companies increasing the competition is bound to happen for the first position. The retail industries have recorded annual growth of 40-50%, huge investments is expected to flow into logistics sector in future.

Definition
The buying & selling of products & services by businesses & customers through on electronic medium, without using any paper documents. E-commerce is
widely considered the buying & selling of products over the internet, but any transaction that is completed solely through electronic measures can be considered e-commerce. E-commerce is subdivided into three categories: business to business or B 2 B (Cisco), business to consumer or B 2 C (Amazon) & Consumer to consumer C 2 C (eBay).

**Growth of E-Commerce**

As per "India Goes Digital", a report by Avendus Capital, a leading Indian Investment Bank specializing in digital media and technology sector, the Indian ecommerce market was estimated at Rs 28,500 Crore ($6.3 billion) for the year 2011. Online travel constitutes a sizable portion (87%) of this market today. Online travel market in India is expected to reach Rs 54,800 Crore ($12.2 billion) in size by 2015. Indian e-tailing industry is estimated to grow to Rs 53,000 Crore ($11.8 billion) in 2015.

Overall e-commerce market is expected to reach Rs 1,07,800 crores (US$ 24 billion) by the year 2015 with both online travel and e-tailing contributing equally. Another big segment in e-commerce is mobile/DTH recharge with nearly 1 million transactions daily by operator websites.

Apparently, more online users in India are willing to make purchases through the Internet. Overall e-commerce industry is on the edge to experience a high growth in the next couple of years. The e-commerce market in India was largely dominated by the online travel industry with 80% market share while electronic retail (E-Tailing) held second place with 6.48% market share.

**Market Size and Growth**

India’s E-Commerce market was worth about $3.8 billion in 2009, it went up to $12.6 billion in 2013. In 2013, the e-retail segment was worth US$2.3 billion. About 70% of India’s E-Commerce market is travel related. According to Google India, there were 35 million online shoppers in India in 2014 Quarter 1 and is expected to cross 100 million mark by end of year 2016. Compound Annual Growth Rate (CAGR) vis-à-vis a global growth rate of 8-10%. Electronics and Apparel are the biggest categories in terms of sales.

India has greater prospect of market potential with E-Commerce industry growth doubling every year. The sector has grown in E-Travel which accounts of 70% of total commerce. E-commerce caters the need of young population which are under age of 34. Morgan Stanley noted that the market of E-Commerce will rise to $137 million by the year 2020. India’s annual household income has increased in the fiscal year 2015 of the total 246 million household in India. The statistics indicate that household income is expected to reach $3823 in 2015 and become $6790 in 2020. India’s E-Commerce market is on route to become largest market in world.
B2C sales in India from 2011-2016 ecommerce sales in US billion dollars, (Source: Statistical 2016)

Key Drivers in Indian E-Commerce Are

- Large percentage of population subscribed to broadband Internet, burgeoning 3G internet users, and a recent introduction of 4G across the country.
- Explosive growth of Smartphone users, soon to be world’s second largest Smartphone user base.
- Rising standards of living as result of fast decline in poverty rate.
- Availability of much wider product range (including long tail and Direct Imports) compared to what is available at brick and mortar retailers.
- Competitive prices compared to brick and mortar retail driven by disintermediation and reduced inventory and real estate costs.
- Increased usage of online classified sites, with more consumers buying and selling second-hand goods.
- Evolution of Million-Dollar start ups like Jabong.com, Saavn, Make my trip, Book my show, Zomato Flipkart, Snapdeal Etc.
India’s retail market is estimated at $470 billion in 2011 and is expected to grow to $675 Bn by 2016 and $850 Bn by 2020, – estimated CAGR of 10%. According to Forrester, the e-commerce market in India is set to grow the fastest within the Asia-Pacific Region at a Compound Annual Growth Rate of over 57% between 2012–16. As per "India Goes Digital", a report by Avendus Capital, a leading Indian Investment Bank specializing in digital media and technology sector, the Indian e-commerce market is estimated at Rs 28,500 Crore ($6.3 billion) for the year 2011. Online travel constitutes a sizable portion (87%) of this market today. Online travel market in India is expected to grow at a rate of 22% over the next 4 years and reach Rs 54,800 Crore ($12.2 billion) in size by 2015. Indian e-tailing industry is estimated at Rs 3,600 Crore (US$800 mn) in 2011 and estimated to grow to Rs 53,000 Crore ($11.8 billion) in 2015. Overall e-commerce market is expected to reach Rs 1,07,800 crores (US$24 billion) by the year 2015 with both online travel and e-tailing contributing equally.

The State of Indian E-Commerce – Trends and Opportunities

E-commerce has come a long way since its inception and is only getting bigger. As technology continues to grow rapidly, e-commerce retailers are adopting newer techniques to facilitate sellers and buyers to sell and buy online more efficiently, thanks to ever dropping rates of internet surfing both for web and mobile interfaces – which is complimenting to the soaring population of internet users. It has hence become the key force behind driving the trend for ecommerce. The rise of social networks and mass adoption of mobile devices is acting as a catalyst to accelerate this drive further, shaping the e-commerce trends for the Indian market. Consumers are more connected than ever before and have more information and choices at their fingertips today. They are leaving behind their preferences, behaviour and interests, which create a knowledge ground for e-commerce companies to analyze behaviour pattern and offer more interesting and competitive products.

The proliferation of this digital activity and resulting data is a stimulating factor for devising e-commerce strategies, thus affecting the business model and driving growth for ecommerce players in the Indian market. Let us establish more understanding considering the current scenario and in sighting some of the upcoming trends in this space.

Indian E-Commerce to hit Rs 2,11,005 CR in 2016

India might have only 300-odd million Internet users, out of its total population of 1.3 billion. But this has not stopped online commerce from establishing itself in the country. For any other industry, it takes decades of effort to have companies that are worth billion dollars. But in India, out of the nine start ups unicorns, four are horizontal online marketplaces. And despite the recent shutdowns and funding crunch affecting the start up ecosystem, digital commerce has established itself. The latest study by the Internet and Mobile Association of India (IAMAI) has, in fact, found that at a CAGR growth rate of about 30 percent between December 2011 and December 2015, Indian digital commerce stands at Rs 1,25,732
crore. The report estimates that it will hit Rs 2,11,005 crore this year. However, online shopping comes only after online travel, which is valued close to Rs 76,396 crore.

**Advantages of E-Commerce in India, there are Certain Challenges to be Faced which are as Follows**

**Indian customers return much of the commodities they purchase online.**

E-Commerce in India has many first time buyers. This means that they have not yet made up their mind about what to expect from e-commerce websites. As a result, buyers sometimes fall prey to hard sell. But by the time the product is actually delivered, they reveal remorse and return the goods. Though consumer remorse is a global problem, but it is all the more prevalent in a country like India, where much of the growth comes from new buyers. Returns are expensive for e-commerce companies, as reverse logistics presents unique challenges. This becomes all the more complex in cross border e-commerce.

**Cash on Delivery is the Preferred Payment Mode**

Low credit card access and low trust in online transactions has led to cash on delivery being the preferred payment choice in India. Unlike electronic payments, manual cash collection is painstaking, risky, and expensive.

**Payment Gateways Have a High Failure Rate**

As if the preference for cash on delivery was not bad enough, Indian payment gateways have an unusually high failure rate by global standards. E-business companies using Indian payment gateways are losing out on business, as several customers do not attempt making payment again after a transaction fails.

**Internet Penetration is Low**

Internet penetration in India is still a small fraction of what is there in a number of western countries. On top of that, the quality of connectivity is poor in several regions. But both these problems are on their last legs. The day is not far when connectivity issues would not feature in a list of challenges to e-commerce in India.

**Feature Phones Still Rule the Roost**

Though the total number of mobile phone users in India is very high, a significant majority still use feature phones, and not smart phones. As a result this consumer group is unable to make e-commerce purchases on the move. Though India is still a couple of years away from the scales tipping in favour of smart phones, the rapid downward spiral in the price of entry-level smart phones is an encouraging indication. I expect that the next few quarters will witness announcements of new smart phones in India at the $30-40 price point. That should stimulate growth in smart phone ownership. As a result E-Commerce market will also rise further.
Conclusion

The e-commerce market in India has grown by 34 percent in the last seven years, was about USD 600 million in 2011-12 and is expected to touch USD 9 billion by 2016 and USD 70 billion by 2020. According to Forrester, the Indian e-commerce market is expected to grow at a CAGR of over 57 percent between 2012 and 2016, which is the fastest within Asia-Pacific region. The key factors that are driving this growth are the rise of Internet usage (growing at 20 percent) 3G & 4G penetration, and increasing smart phone users with availability of Internet on mobile phones. It is estimated that currently there are 27 million mobile Internet users in India out of which 4 percent are buying products on mobile.

E-commerce growth is inevitable as Indian e-commerce industry is having access to funds both local and international investments. The e-commerce industry will be faced with challenges as it matures but there is potential for growth owing to rising internet users and advancement in technology. Companies will need to work harder to provide better service to customer as more companies will be foraying in commerce business in future.

Reference

A STUDY ON CUSTOMER PREFERENCE TOWARDS PANDYAN GRAMA BANK WITH SPECIAL REFERENCE TO MADUAI DISTRICT

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Yadava College for Men, Madurai

ABSTRACT
Financial institution specially banking industry is one of the areas where many public, private & foreign banks are operating their businesses to different customers in every nook of the country. This study is undertaking the customer preference towards Pandyan Grama Bank at Madurai District. Banking is considered to be the nerve center of trade, commerce and business in a country. It plays a vital role in distributing the money for the development of trade, industry and commerce. Therefore we may say that banking is the life blood of modern commerce. A banker is not only dealers in money but also leaders in economic development of a country. The fundamental aspects of banking i.e. trust and the confidence of the people on the institution remain the same. The majority of the banks are still successful in keeping with the confidence of the customer even though the main problems of the customer are not well aware of the service provided by their bank. Financial institution specially banking industry is one of the areas where many public, private & foreign banks are operating their businesses to different customers in every nook of the country. In the process to attract customers these banks are providing the highest level of service quality to satisfy the varying needs of today's customers, but service quality is not alone sufficient trust among the customers is another important factor which is a predictor of consumer preference.

Keywords: Bank, Customer, Deposits, Performance of Bank Customer.

INTRODUCTION
The banking industry in Madurai District has been faced with enormous challenges that affect performance, management, and reliability. Indian banking industries the biggest challenge is not from its trade unions and banks, but meets in the rising hopes of the customers. Now a day's most of the winning companies are focusing on continuously fulfilling their clientele expectations or beyond, like customer delight. Improving the quality of service is one of the Bank's top priorities. Banks are working towards “Total Customer Satisfaction” in all our services. To ensure this, Bank is conducting “Branch Level Customer Service Committee” meetings regularly once in a month and their suggestions grievances are redressed immediately. During this year “Customer Service Cell” is formed at Head Office to deal exclusively customers grievances complaints and to redress the same within the shortest possible time. The Customer care team will hear the grievances of the customer through the line and take up the issues with the branches / offices and redress the same immediately.

Objective of the Study
- To study about customer preference of Pandyan Grama Bank in Madurai city
• To study the service and performance of the customer satisfaction of Pandyan Grama Bank in Madurai city and
• To identify the service available to the customers at Pandyan Grama Bank in Madurai city.

Research Methodology
The researcher is using both methods like analytical and descriptive in nature. Simple percentage used for data analysis to express easy understanding of this study. This research is based on both primary and secondary data. Primary data were gathered through questionnaire and interview schedule. Secondary data were collected from books, journals and website.

Sampling Design
The personal judgment method has employed for the selection of banks, by using simple random method 300 customers has selected which is collected data based on researcher convenience methodology. This sample pack of 300 customers has duly calculated on the basis of sampling proportion. Researcher used as tools of simple percentage method is used for analysis of data.

Limitation of the Study
The primary data is collected through a structured questionnaire and interview schedule, the sample size is only limited to 300 respondents which has been collected from at Madurai district customers only.

Interpretation and Analysis of Data

<table>
<thead>
<tr>
<th>Table 1 Classification of Table on the Basis of Customers Occupation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Occupation</td>
</tr>
<tr>
<td>-------------</td>
</tr>
<tr>
<td>1. Govt. Employee</td>
</tr>
<tr>
<td>2. Private Employee</td>
</tr>
<tr>
<td>3. Business profession</td>
</tr>
<tr>
<td>4. others</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

Primary Data Interpretation

From the above table shows based on the classification of bank customer occupation, Occupation is a predominant factor that reveals the customer social class, lifestyle and willingness to buy and ability to buy because occupation provides the income which influences the purchases and services. Out of 50 respondents, 18% of the respondent’s works as the Government Employee, followed by 38% of the respondents are working as a Private Employees, 24% of the respondents are working in Business Profession and rest of 20% of the respondents are working such other work. We could say majority of customers use bank service and who belong to government employee.
Table 2 Classification of Table on the Basis of Customers Experience

<table>
<thead>
<tr>
<th>Period of Operation</th>
<th>No of Respondent</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. less than one year</td>
<td>60</td>
<td>20%</td>
</tr>
<tr>
<td>2. one to five year</td>
<td>108</td>
<td>36%</td>
</tr>
<tr>
<td>3. six to ten year</td>
<td>84</td>
<td>28%</td>
</tr>
<tr>
<td>4. Above ten year</td>
<td>48</td>
<td>16%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>300</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Primary data

Interpretation

Table 2 reveals the details about the customers having accounts in specific banks and the number of years of having transactions with banks. Out of 50 respondents, 20% of the respondent have less than the one year experience, 36% of the respondents have 1-5 years experience, followed by 28% of the respondents have 6-10 years experience, and finally 16% of the respondents had more than 10 experience its very minimal respondents.

Table 3 Classification of Table on the Basis of Customer Preferences of Bank Deposit Schemes

<table>
<thead>
<tr>
<th>Types Account</th>
<th>No of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. saving Deposit Account</td>
<td>132</td>
<td>44%</td>
</tr>
<tr>
<td>2. current Deposit Account</td>
<td>30</td>
<td>10%</td>
</tr>
<tr>
<td>3. Recurring Deposit Account</td>
<td>84</td>
<td>28%</td>
</tr>
<tr>
<td>4. Fixed Deposit Account</td>
<td>45</td>
<td>18%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>300</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Primary Data

Interpretation

Table 3 represents, that, out of 50 respondents, 44% of the respondents had savings bank deposits account, 10% of the respondent had a current account, 28% of the respondents had a recurring deposit account and 18% of the respondents had fixed deposit account. However, choosing a particular bank and its service schemes depends on the psychological factors like preferences, perception about schemes offered, influence of media, relatives, colleagues as well as mindset of the people.

Table 4 Classification of Table on the Basis of Customer Satisfaction on Bank Service Schemes

<table>
<thead>
<tr>
<th>Service Provided by the Bank</th>
<th>No of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Highly Satisfied</td>
<td>66</td>
<td>22%</td>
</tr>
<tr>
<td>2. Satisfied</td>
<td>114</td>
<td>38%</td>
</tr>
<tr>
<td>3. Average</td>
<td>84</td>
<td>28%</td>
</tr>
<tr>
<td>4. Not satisfied</td>
<td>36</td>
<td>12%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>300</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Primary Data
Interpretation

Table 4 shows the customer preferences and their satisfaction with respect to bank Deposit availability. It is measured through customers’ opinion about interest rates, Deposit processing time, reason for preferring particular banks services and overall satisfaction. Out of 50 respondents, 22% of the customer are highly satisfied for bank service, followed by 38% of the customer are satisfied for bank service, 28% of the customers are feel bank services are average and 12% of the customers who were not satisfied due to tardy services, penalties, interest rate confusion, hidden charges. Hence, the bankers should treat customer’s issues in a solvable manner, then only any bank can retain the customer for a long term else there may be chances of customer’s switchover and loss of profitable customers.

Classification Chart of Bank Customers

Findings
1. Out of 300 respondents, 38% of the respondent’s works as the Private Employee, followed by 24% of the respondents are working as a Business Profession.
2. Out of 300 respondents, 36% of the respondents have 1-5 years experience, followed by 28% of the respondents have 6-10 years experience.
3. Out of 300 respondents, 44% of the respondents had savings bank deposits account, 28% of the respondents had a recurring deposit account.
4. The overall service of the bank, 22% of the customers agree that they are highly satisfied, 38% of the custome agreed satisfied, 28% of the customers agreed the bank service is average and finally 12% of the customers feel that bank service is not satisfied.

Suggestion
1. This research suggests that overall service about Pandyan Gama Bank at Madurai Town. The bank is applying charges for deposit other than home branch, if a customer deposits other than home branch may give exemptions from their charges.
2. Pandyan Grama Bank must motivate to use Mobile banking, net banking and other services to their consumers.
3. Bank must give priority to their consumers to operate satisfactory bank service. Bank could ensure to customers about such a tardy services, penalties, interest rate confusion, hidden charges

Conclusion

The study is aimed at measuring the customers’ preference and satisfaction levels for services offered by Pandyan Grama Bank at Madurai. It has been moving towards the achievement of its corporate vision of becoming the best bank in the industry in respect of profit maximization, customer’s satisfaction and technology services. The introduction of credit cards system, E-Banking, mobile banking, and Net banking have resulted improvements of the customer service. Besides the level of customer satisfaction is also assessed on going basic through in house surveys corrective measure are intimated wherever warranted to conclude that all the customers are well settled and satisfied with the online banking services rendered by the bank.
PRODUCTION AND MARKETING OF ROSE FLOWER IN MADURAI DISTRICT

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ABSTRACT
Floriculture is a fast emerging and highly competitive industry. With the continuous introduction of new cultivators and new crops, cultural techniques are changing and hence new products are developing. Ornamental crop culture technology is improving with the availability of equipment and there is a sea change in the trend of consumers. A new generation of growers is coming forward to employ modern technology for maximizing production and offer quality produce for consumer acceptability, thus fetching a better price. It has emerged as a lucrative profession with the much higher potential for returns compared to other agri-horticultural crops.
Keywords: Rose flower, Competitive industry, Floriculture.

Introduction
Agriculture is recognized as the key to India’s economy. Agriculture is the backbone of our nation. Floriculture is the art and knowledge of growing flowers to perfection. It deals with the cultivation of flowers and ornamental crops from the time of planting to the time of harvesting. It also includes production of planting materials through seeds, cutting, budding, grafting and marketing of flowers and flower produces. It includes cultivation of flowering and ornamental plants for sales or for use as raw materials in cosmetics, perfume industry and also pharmaceutical sector. Rose is one of the nature’s beautiful creations and is universally acclaimed as the ‘Queen of Flowers’. No other flower is a better symbol of love, adoration, innocence and other virtues than the rose.

General Observations
- Hi-tech floriculture is recent development in India.
- Government given incentives to green house floriculture unit.
- Export oriented green house unit have been set-up by entrepreneurs and progressive farmers.
- Green house floriculture does require higher capital initially.
- Many researchers concluded that green house and field cultivators have been facing many problems related to production and proper marketing.
- Floriculture business in U.S Economy has experienced, green house floriculture is much expensive due to expensive labour, and comparatively field cultivation was
Field cultivation of flower do required family labour.

Roses

In Rose, in the marketing of roses three channels were observed. Channel I – Producer-Commission agent- Retailer- Consumer (in Madurai market) Channel II- Producer- Retailer- Consumer. Channel III – Produces-Consumer (Local market)

Since Madurai is a big market, 65% flowers were sold through channel I and remaining 32% and 3% were sold through channels II and Channels III. Thus the local market sale was only 3%. Marketing cost, margins and producer’s share in consumer’s rupee is given below for roses sold after making garlands.

<table>
<thead>
<tr>
<th>S. No</th>
<th>Particulars</th>
<th>Channel I</th>
<th>Channel II</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Rs/Q</td>
<td>%</td>
<td>Rs/Q</td>
</tr>
<tr>
<td>1</td>
<td>Producer’s share</td>
<td>1465</td>
<td>51.72</td>
</tr>
<tr>
<td>2</td>
<td>Marketing costs</td>
<td>657</td>
<td>22.91</td>
</tr>
<tr>
<td>3</td>
<td>Commission charges</td>
<td>99</td>
<td>3.74</td>
</tr>
</tbody>
</table>

Importance of the Study

The study area has more facilities for production and marketing of Rose flower in Madurai District. There is necessity for researcher to meet cultivators wholesaler and Retailers. The study will provide some useful guidelines to the growers engaged in the Rose production and marketing to enhance their standard of business and standard of living.

Review of Literature

Shashidhara (2011) in his study on socio-economic profile of drip irrigation farmers in Shimoga and Davanagere district of Karnataka found out that, majority of the farmers belonged to medium innovativeness category (47.50 per cent) followed by low (31.66 per cent) and high (20.83 per cent) innovativeness category, respectively.

Objectives of the Study

- To find out the area, production and marketing of Rose flower in Madurai district
- To identify the constraints in cultivation and marketing of rose flowers.
- To offer suitable suggestions for the improvement of production and marketing of Rose flower

Method of Data Collection

The primary data has been collected through questionnaire and interview schedule and collects secondary data from books, journals, thesis, reference books, websites and magazines.

Sampling Size

Randomly 150 respondents were selected for this study.
Table 1 Socio-Economic Character Percentage Analysis

<table>
<thead>
<tr>
<th>Demographic Variable</th>
<th>No of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Below 20</td>
<td>18</td>
<td>18</td>
</tr>
<tr>
<td>21-30</td>
<td>29</td>
<td>29</td>
</tr>
<tr>
<td>31-40</td>
<td>16</td>
<td>16</td>
</tr>
<tr>
<td>41-50</td>
<td>24</td>
<td>24</td>
</tr>
<tr>
<td>51-60</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>64</td>
<td>64</td>
</tr>
<tr>
<td>Female</td>
<td>36</td>
<td>36</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td><strong>Educational Qualification</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Below School Level</td>
<td>48</td>
<td>48</td>
</tr>
<tr>
<td>School Level</td>
<td>24</td>
<td>24</td>
</tr>
<tr>
<td>Graduate</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>Post- Graduate</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Professional</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td><strong>Monthly Income</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Below Rs. 10000</td>
<td>34</td>
<td>34</td>
</tr>
<tr>
<td>Rs. 10001-20000</td>
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<td>36</td>
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<tr>
<td>Rs.20001-30000</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Rs.30001-50000</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>Rs.50000 and above</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td><strong>Type of Family</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Joint</td>
<td>52</td>
<td>52</td>
</tr>
<tr>
<td>Nuclear</td>
<td>48</td>
<td>48</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Data

Interpretation

Table 1 indicates that 29 % of the respondents are age group of 21-30, 64 % of the respondents are Male, 48% of the respondents are below school level, 36 % of respondents are Monthly income, and 52% of the respondents are Joint family.

Production Constraints Faced by Hi-Tech Floriculture Units

Table 2 Problems faced by Hi-tech Floriculture Units

<table>
<thead>
<tr>
<th>S. No</th>
<th>Problems</th>
<th>Percent of Growers Reporting</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Huge investment requirement</td>
<td>26</td>
<td>I</td>
</tr>
<tr>
<td>2</td>
<td>Non-availability of quality indigenous planting material</td>
<td>24</td>
<td>II</td>
</tr>
<tr>
<td>3</td>
<td>Scarcity of labour</td>
<td>20</td>
<td>III</td>
</tr>
<tr>
<td>4</td>
<td>Irregular supply of electricity</td>
<td>6</td>
<td>VI</td>
</tr>
<tr>
<td>5</td>
<td>Pest and diseases attack</td>
<td>12</td>
<td>V</td>
</tr>
<tr>
<td>6</td>
<td>Poor harvest during rainy season</td>
<td>12</td>
<td>IV</td>
</tr>
</tbody>
</table>

Source: Primary Data
Interpretation

Table indicates that 26% for Huge investment hold I Rank. Non-availability of quality indigenous planting material holds II Rank. Scarcity of labour holds III Rank.

### Table 3 Constraints Faced by Wholesalers

<table>
<thead>
<tr>
<th>S. No</th>
<th>Constraints</th>
<th>Percentage to the Total</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Lack of infrastructure</td>
<td>36</td>
<td>I</td>
</tr>
<tr>
<td>2</td>
<td>Storage</td>
<td>4</td>
<td>VI</td>
</tr>
<tr>
<td>3</td>
<td>Transportation</td>
<td>22</td>
<td>II</td>
</tr>
<tr>
<td>4</td>
<td>High price fluctuations</td>
<td>20</td>
<td>III</td>
</tr>
<tr>
<td>5</td>
<td>Grading</td>
<td>6</td>
<td>V</td>
</tr>
<tr>
<td>6</td>
<td>Lack of continuous supply</td>
<td>11</td>
<td>IV</td>
</tr>
<tr>
<td>7</td>
<td>Packaging materials</td>
<td>1</td>
<td>VII</td>
</tr>
</tbody>
</table>

Source: Primary Data

Interpretation

Table 3 indicates 36% results for Lack of infrastructure hold I Rank. Transportation holds II Rank. A high price fluctuation holds III Rank.

### Table 4 Problem Faced by Retailer

<table>
<thead>
<tr>
<th>S. No</th>
<th>Problems</th>
<th>Percentage to the Total</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Procurement of Rose flower</td>
<td>14</td>
<td>III</td>
</tr>
<tr>
<td>2</td>
<td>Price fluctuations</td>
<td>23</td>
<td>II</td>
</tr>
<tr>
<td>3</td>
<td>Quick deterioration in quality</td>
<td>37</td>
<td>I</td>
</tr>
<tr>
<td>4</td>
<td>Lack of new varieties</td>
<td>5</td>
<td>VI</td>
</tr>
<tr>
<td>5</td>
<td>Lack of regular supply</td>
<td>7</td>
<td>V</td>
</tr>
<tr>
<td>6</td>
<td>Wastage of flowers</td>
<td>12</td>
<td>IV</td>
</tr>
<tr>
<td>7</td>
<td>Lack of regular consumers</td>
<td>2</td>
<td>VII</td>
</tr>
</tbody>
</table>

Source: Primary Data

Interpretation

Table 4 indicates that, 37% of results for Quick deterioration in quality hold I Rank. A Price fluctuation holds II Rank. It is followed Procurement of rose flower, Wastage of flowers, Lack of regular supply, Lack of new varieties and Lack of regular consumers.

Null Hypothesis

There is no significant relationship between the profiles of the respondents and level of satisfaction.

### Table 5 Profile of the respondents and level of satisfaction

<table>
<thead>
<tr>
<th>S.No</th>
<th>Categories</th>
<th>Degree of freedom</th>
<th>Calculated value</th>
<th>Table value @5%</th>
<th>Inference</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Age</td>
<td>8</td>
<td>15.81</td>
<td>15.5</td>
<td>Significant</td>
</tr>
<tr>
<td>2</td>
<td>Gender</td>
<td>2</td>
<td>0.22</td>
<td>5.99</td>
<td>Not significant</td>
</tr>
<tr>
<td>3</td>
<td>Educational Qualification</td>
<td>8</td>
<td>17.79</td>
<td>15.5</td>
<td>Significant</td>
</tr>
<tr>
<td>4</td>
<td>Monthly Income</td>
<td>8</td>
<td>12.8</td>
<td>15.5</td>
<td>Not significant</td>
</tr>
<tr>
<td>5</td>
<td>Type of family</td>
<td>2</td>
<td>20.61</td>
<td>5.99</td>
<td>Significant</td>
</tr>
</tbody>
</table>

Source: Primary data
Interpretation

From the above table Gender and Monthly income computed value at 5 percent level is less than the table value. Therefore the null hypothesis accepted. Regarding Age, Educational Qualification and Type of family computed value is higher than the table value. Hence it can be concluded that the null hypothesis is rejected.

Conclusion

This paper concludes that the area of Rose production and marketing of improved farming technology has increased and also production has increased more than one decade in Madurai district. There is a need to boost up the production and marketing of Rose flowers. The efforts made by the Government to improve the marketing system could improve the efficiency and help in increasing the producers share in the consumer’s rupee in the case of food grains and oil seeds to a great extent. But very little has been done in the case of flowers for improving the production and marketing efficiently.

Reference

IMPACT OF GST ON INDIAN ECONOMY

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ABSTRACT
This paper is an analysis of what the impact of GST (Goods and Services Tax) will be on Indian Tax Scenario. Here stated with a brief description of the Indian economical and its tax structure. Then the need arose for the change in tax structure from traditional to GST model. GST has be detailed discuss in this paper as the background, silent features and the impact of GST in the present tax scenario in India. The Goods and Services Tax (GST) is a value added tax to be implemented in India, the decision on which is pending. GST is the only indirect tax that directly affects all sectors and sections of our economy. The goods and services tax (GST) is aimed at creating a single, unified market that will benefit both corporate and the economy. The changed indirect tax system GSTGoods and service tax is planned to execute in India. Several countries implemented this tax system followed by France, the first country introduced GST. Goods and service tax is a new story of VAT which gives a widespread setoff for input tax credit and subsuming many indirect taxes from state and national level India is a centralized democratic and therefore the GST will be implemented parallel by the central and state governments as CGST and SGST respectively. In this article, I have started with the introduction, in general of GST and have tried to highlight the objectives the proposed GST is trying to achieve. Thereafter, I have discussed the stages of GST, GST tax structure, impact of GST, GST of Indian economy, and a recent tax regime in India.

Keyword: Tax structure, recent tax in India, Indian economy, impact of CST.

Introduction
Initially, it was conceptualized that there would be a national level goods and services tax, however, with the release of First Discussion Paper by the Empowered Committee of the State Finance Ministers on 10.11.2009, it has been made clear that there would be a “Dual GST” in India, taxation power – both by the Centre and the State to levy the taxes on the Goods and Services. Almost 150 countries have introduced GST in some form. While countries such as Singapore and New Zealand tax virtually everything at a single rate, Indonesia has five positive rates, a zero rate and over 30 categories of exemptions. In China, GST applies only to goods and the provision of repairs, replacement and processing services. GST rates of some countries are given below. Country Australia France Canada Germany Japan Singapore Sweden New Zealand Rate of GST 10% 19.6% 5% 19% 5% 7% 25% 15% World over in almost 150 countries there is GST or VAT, which means tax on goods and services. Under the GST scheme, no distinction is made between goods and
services for levying of tax. In other words, goods and services attract the same rate of tax. GST is a multi-tier tax where ultimate burden of tax fall on the consumer of goods/services. It is called as value added tax because at every stage, tax is being paid on the value addition. Under the GST scheme, a person who was liable to pay tax on his output, whether for provision of service or sale of goods, is entitled to get input tax credit (ITC) on the tax paid on its inputs.

Taxes increase cost of compliance. In this scenario, the introduction of GST is considered crucial for economic growth. GST will have quite a favorable impact on Indian economy. Some factors will have more favorable impact compared to others under the proposed GST.

**Major milestones in Indirect Tax reform**


**Features of GST**

Stable, transparent and predictable tax regime will encourage local and foreign investment in India creating significant job opportunities. Electronic processing of tax returns, refunds and tax payments through ‘GSTNET’ without human intervention, will reduce corruption and tax evasion. Built-in check on business transactions through seamless credit and return processing will reduce scope for black money generation leading to productive use of capital. GST will eliminate the scope of double taxation in certain sectors due to tax dispute on whether a particular transaction is for supply of goods or provision of service such as licensing of intellectual properties like patents and copyrights, software, e-commerce and leasing.

It is also pertinent to note that all indirect taxes will not be subsumed in GST. Electricity duty, stamp duty, excise duty and VAT on alcoholic beverages, petroleum products like crude, natural gas, ETF, petrol and diesel will not be subsumed in GST on its introduction. These taxes will form part of the cost of these goods when used as inputs in downstream products. Hence those sectors where these goods form significant input cost such as plastics and polymers, fertilisers, metals, telecom, air transport, real estate will not get full benefit of GST. Major beneficiary of GST would be sectors like FMCG, Pharma, Consumer Durables and Automobiles and warehousing and logistic industry. High inflationary impact would be on telecom,
banking and financial services, air and road transport, construction and development of real estate

Current Vs Proposed Regime of Indirect Tax in India

Multiplicity of Taxes

Presently, the Constitution empowers the Central Government to levy excise duty on manufacturing and service tax on the supply of services.[18] Further, it empowers the State Governments to levy sales tax or value added tax (VAT) on the sale of goods. This exclusive division of fiscal powers has led to a multiplicity of indirect taxes in the country. In addition, central sales tax (CST) is levied on interstate sale of goods by the Central Government, but collected and retained by the exporting States. Further, many States levy an entry tax on the entry of goods in local areas. Taxes by Union Government, State Governments and the local governments have resulted in difficulties and harassment to the tax payer. He has to contact several authorities and maintain separate records for each of them.

Complex

The taxes are levied by central government as well as state government. So, a person has to maintain accounts which will comply with all the applicable laws. This multiplicity of taxes at the State and Central levels has resulted in a complex indirect tax structure in the country that is ridden with hidden costs for the trade and industry.

Cascading effects of taxes In current indirect tax structure in India, there is cascading of taxes due to ‘tax on tax’. No credit of excise duty and service tax paid at the stage of manufacture is available to the traders while paying the State level sales tax or VAT, and vice versa. Further, no credit of State taxes paid in one State can be availed in other States. Hence, the prices of goods and services get artificially inflated to the extent of this ‘tax on tax’.
Tax Rate under the proposed GSTAs per the decisions made by all will of GST Council on November 3, 2016, The tax rates would be at 4 slabs of 5%, 12%, 18% and 28%. Luxury and demerit goods will be taxed at 28% plus cess. Daily needs will be taxed at 5%.

Migration of the existing taxpayers to GST regime all the existing taxpayers registered under VAT, Service Tax, and Excise are required to furnish the details at GST Common portal for the purpose of migrating themselves into GST regime. Renewed GST concerns with heterogeneous State laws on VAT, the debate on the necessity for a GST has been reignited. The best GST systems across the world use a single GST, while India has opted for a dual GST mode.

### Stages of Tax on GST

#### Stage 1

Imagine a manufacturer of, say, shirts. He buys raw material or inputs cloth, thread, buttons, tailoring equipment — worth Rs 100, a sum that includes a tax of Rs 10. With these raw materials, he manufactures a shirt. In the process of creating the shirt, the manufacturer adds value to the materials he started out with. Let us take this value added by him to be Rs 30. The gross value of his good would, then, be Rs 100 + 30, or Rs 130. At a tax rate of 10%, the tax on output (this shirt) will then be Rs 13. But under GST, he can set off this tax (Rs 13) against the tax he has already paid on raw material/inputs (Rs 10). Therefore, the effective GST incidence on the manufacturer is only Rs 3 (13 – 10).

#### Stage 2

The next stage is that of the good passing from the manufacturer to the wholesaler. The wholesaler purchases it for Rs 130, and adds on value (which is basically his ‘margin’) of, say, Rs 20. The gross value of the good he sells would then be Rs 130 + 20 — or a total of Rs 150. A 10% tax on this amount will be Rs 15. But again, under GST, he can set off the tax on his output (Rs 15) against the tax on his purchased good from the manufacturer (Rs 13). Thus, the effective GST incidence on the wholesaler is only Rs 2 (15 – 13).

#### Stage 3

In the final stage, a retailer buys the shirt from the wholesaler. To his purchase price of Rs 150, he adds value, or margin, of, say, Rs 10. The gross value of what he sells, therefore, goes up to Rs 150 + 10, or Rs 160. The tax on this, at 10%, will be Rs 16. But by setting off this tax (Rs 16) against the tax on his purchase from the wholesaler (Rs 15), the retailer brings down the effective GST incidence on himself to Re 1 (16 – 15). Thus, the total GST on the entire value chain from the raw material/input suppliers (who can claim no tax credit since they haven’t purchased anything themselves) through the manufacturer, wholesaler and retailer is, Rs 10 + 3 + 2 + 1 or Rs

### Impact of Goods and Service TAX

#### Food Industry

The application of GST to food items will have a significant impact on those who are living under subsistence level. But at the same time, a complete exemption...
for food items would drastically shrink the tax base. Food includes grains and cereals, meat, fish and poultry, milk and dairy products, fruits and vegetables, candy and confectionary, snacks, prepared meals for home consumption, restaurant meals and beverages. Even if the food is within the scope of GST, such sales would largely remain exempt due to small business registration threshold. Given the exemption of food from CENVAT and 4% VAT on food item, the GST under a single rate would lead to a doubling of tax burden on food.

**Housing and Construction Industry**

In India, construction and Housing sector need to be included in the GST tax base because construction sector is a significant contributor to the national economy.

**FMCG Sector**

Despite of the economic slowdown, India's Fast Moving Consumer Goods (FMCG) has grown consistently during the past three – four years reaching to $25 billion at retail sales in 2008. Implementation of proposed GST and opening of Foreign Direct Investment (F.D.I.) are expected to fuel the growth and raise industry's size to $95 Billion by 201835.

**Rail Sector**

There have been suggestions for including the rail sector under the GST umbrella to bring about significant tax gains and widen the tax net so as to keep overall GST rate low. This will have the added benefit of ensuring that all inter – state transportation of goods can be tracked through the proposed Information technology (IT) network.

**Financial Services**

In most of the countries GST is not charged on the financial services. Example, In New Zealand most of the services covered except financial services as GST. Under the service tax, India has followed the approach of bringing virtually all financial services within the ambit of tax where consideration for them is in the form of an explicit fee. GST also include financial services on the above grounds only.

**Impact on Small Enterprises**

There will be three categories of Small Enterprises in the GST regime. Those below threshold need not register for the GST. Those between the threshold and composition turnovers will have the option to pay a turnover based tax or opt to join the GST regime. Those above threshold limit will need to be within framework of GST. Possible downward changes in the threshold in some States consequent to the introduction of GST may result in obligation being created for some dealers. In this case considerable assistance is desired. In respect of Central GST, the position is slightly more complex. Small scale units manufacturing specified goods are allowed exemptions of excise up to Rs. 1.5 Crores. These units may be required to register for payment of GST, may see this as an additional cost.

**Impact of GST in Indian Economy**

- Reduce tax burden on producers and foster growth through more production.

This double taxation prevents manufacturers from producing to their optimum capacity and retards growth. GST would take care of this problem by providing
tax credit to the manufacturer. Various tax barriers such as check posts and toll plazas lead to a lot of wastage for perishable items being transported, a loss that translated into major costs through higher need of buffer stocks and warehousing costs as well. A single taxation system could eliminate this roadblock for them.

- A single taxation on producers would also translate into a lower final selling price for the consumer. Also, there will be more transparency in the system as the customers would know exactly how much taxes they are being charged and on what base. GST would add to government revenues by widening the tax base. GST provides credits for the taxes paid by producers earlier in the goods/services chain. This would encourage these producers to buy raw material from different registered dealers and would bring in more and more vendors and suppliers under the purview of taxation.

- GST also removes the custom duties applicable on exports. Our competitiveness in foreign markets would increase on account of lower cost of transaction. The proposed GST regime, which will subsume most central and state-level taxes, is expected to have a single unified list of concessions/exemptions as against the current mammoth exemptions and concessions available across goods and services.

Conclusion

GST is the most logical steps towards the comprehensive indirect tax reform in our country since independence. GST is leviable on all supply of goods and provision of services as well combination thereof. All sectors of economy whether the industry, business including Govt. departments and service sector shall have to bear impact of GST. All sections of economy viz., big, medium, small scale units, intermediaries, importers, exporters, traders, professionals and consumers shall be directly affected by GST... One of the biggest taxation reforms in India – the Goods and Service Tax (GST) -- is all set to integrate State economies and boost overall growth. GST will create a single, unified Indian market to make the economy stronger. Experts say that GST is likely to improve tax collections and boost India’s economic development by breaking tax barriers between States and integrating India through a uniform tax rate.

On the whole of India could be followed single point tax system in future events, the foreigner can be established business industry in India through prime minister make in India scheme and also increased employment opportunities there. Moreover huge foreign investors can be established large industries in Tamil Nadu specifically Madurai to Tuticorin national highway and also domestic investor offered to started small industries an account of prime minister announced startup scheme.

Due to cascading tax effect, It would be possible to be increased number of tax payer and also business man could be disclosed original account and pay fair tax. At presently indirect taxes could be charged to tax on manufacturing commodities minimum rate is 19.5% (production tax at the rate of 12.5% + CST 2% +VAT-5%) and maximum rate is 29% (production tax at the rate of 12.5% + CST 2% +VAT-14.5%). Due to consumer benefits recommended for GST tax rate on essential commodities
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does not exceed 18% and also RNR tax rate 16%. Finally overall tax revenue 60% could recover from indirect taxes, it can be increased every year. So it would be possible for India to sustain its growth.

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EMERGING AGRARIAN CRISIS AND FARMERS SUICIDES IN INDIA

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ABSTRACT
Agriculture sector has been the backbone of Indian economy which ranks only second after China and European Union, in term of farm output worldwide. Agriculture is equally true that the darkest sides of the green revolution are equally horrible resulted into the epidemic of farmers suicide, soil fertility, ecological imbalance and widened rural inequality and indebtedness. This paper presented the farmer crisis in India, major causes behind the emerging agrarian crisis issue of farmers' suicide; problems and prospects, vicious debt circle and need of reform. The detailed discussion regarding the agrarian crisis demands a well structured agricultural policy management from the side of government of India to reduce the risk involved in agrarian practices. The decline in both productivity and profitability is a vital factor leading to chaos and disruption in farm sector need to be managed with optimum strength and prudence. The threat perception related to risk management in agriculture such as; yield variability, price uncertainty determined by local demand-supply factor, credit scarcity, income or weather related uncertainties, need some serious re-think and calculated efforts. Moreover, the recent crisis in agriculture needs to be handled in the wider perspective, including ecological and socio-economic roots of the crisis.

Introduction
Agriculture sector has been the backbone of Indian economy which ranks only second after China and European Union, in term of farm output worldwide. Agriculture is equally true that the darkest sides of the green revolution are equally horrible resulted into the epidemic of farmers suicide, soil defertility, ecological imbalance and widened rural inequality and indebtedness.

Farmer Crisis in India
The history of agrarian crisis goes back into colonial rule in India. There have been frequent agitations against the anti-farmer policies of colonial Britain. In the post colonial India, some serious attempts have been made under the aegis of Nehru-Mahalanobis foundation. However, the situation remained bleak as the food grain production grew only is 12 per cent, while the population grew by 40 per cent between the periods. The successive drought in 1964-66 further escalated the agrarian scenario and the net food production went back to the level of 1957-58.

The early 1980s saw the emergence of powerful farmer movements and government was forced to execute the forwarded grievances of the peasants. The increased new peasant movement and demonstration against urban centered biased policy, un remunerative prices, high rate of indebtedness and increased input expenditure became rampant in all parts of India in 1980s.
The post economic reforms (1990s) further escalated the agrarian crisis in India by trade liberalization resulting into dominance of powerful global corporate monopoly in all the stages of agriculture in India. The crisis became more rampant with the emergence of fractured verdict in parliamentary election since 1990s. The coalition government remained relatively weak and fragile in formulating any formidable agrarian policy to tame the emerging challenges.

**Major Causes Behind the Emerging Agrarian Crisis**

The crisis related to agriculture in India is varied and versatile. The multiplicity of the causes makes it even more complex to bring under any effective solution to both state and central government. Indian agrarian scenario is considerable affected by both natural and anthropogenic causes. Some of the vital reasons behind the emerging crisis in agrarian sector in India are discussed below in details.

**The Absence of Basic Infrastructure**

The poor state of basic infrastructures such as, irrigational accessibility, abject state of electricity required for various agrarian activities, absence of advanced tools and technologies for better agrarian performance are some of the fundamental issues behind the emerging agrarian crisis in India. The absence of required transportations especially in the hilly terrain of northern Indian to transport the goods produced in the field remains a primary issue of concern. It has been experienced that the entire western Himalayan stated in India are extremely suitable for Agro-Horticulture based economy. Due to the poor infrastructural connectivity it remains a major hurdle. Moreover, the absence of high yielding seed is also at responsible for the average yield in India is generally 30 per cent to 50 per cent of the highest average yield in the world.

**Ecological Roots of the Present Crisis**

Amongst the variety of reason, ever escalating ecological imbalance is one of the leading causes behind the worsening agrarian conditions in India. The crisis is more threatening in arid and semi-arid regions of India. The increased commercialization of agriculture/cultivation of cash crop has put additional burden on the soil fertility and productivity. The increased use of fertilizers and pesticides has contributed to the depletion of soil fertility. The practice of ecologically incompatible cropping system has led to both declines in productivity and imbalance in eco-system. The uncertainty in weather conditions is one of the prime factors responsible for emerging agrarian crisis. The analysis of P.K. Aggarwal reveals that, there would be 3 to 7 per cent lose in the productivities of wheat, soybean, mustard, groundnut, and potato if, there is 1 degree Celsius increase in earth’s temperature.

**The Impacts of Liberalization, Privatization and Globalization of World Economy**

The monopolistic global financial architecture, its rigged ruled and extremely self-centered double-standard rules of powerful nations has put serious restrict in on
the independent growth of agriculture in the developing countries. The powerful Western Capitalism, multi-national corporations, patent regimes; and the WTO regime have wide-ranges of control on the agrarian policy of the poor nations. These global financial institutions has powerful influence on the important agrarian issues of price, credit, insurance and high yielding seed and advanced technology transfer to the developing nations. One important issue related to the impacts of globalization can be dealt in the context of quality seed distribution to the poor farmers. In many parts of India especially, in Karnataka, farmers committed suicide on the ground that, they couldn’t access seed for their tilted land. The reason behind the emerging crisis is the control of multinational seed industries over seeds distribution.

Presently,” the top 10 global seed companies control one-third of the $ 23 billion commercial seed trade; the top 10 pesticide manufacturers account for over 90 per cent of the $ 30 billion dollar global market; the top 10 account for 44 per cent of total sales; the top 10 firms hold 61 per cent of the animal veterinary market valued at $ 16 billion”. In other words, very few companies are dominating the areas of plant breeding, pesticides and fertilizers.

Faulty Provision of New Agricultural Policy

The introduction of NAP has wide-range of contradiction and drawbacks which strengthened corporate monopolies and contract mafia to control agrarian structure in India. The marginalization of small farmer and growing conditions for bonded labour is one of the serious faults of the NAP which seek immediate repulsion and amendment. The NAP is widely influenced by international financial architectures and has therefore, widely ignored the basic interests of the marginal farmers. The increased encirclement of global capitalism in the form of structural adjustment has eroded the welfare nature of state authority in recent decades.

For instance, the Tamil Nadu Government in 2001 went to World Bank for loan which granted agriculture re-construction loan with plenty of restrictions and conditions. One important condition imposed by the WB was that, the Tamil Nadu Government should withdraw from the power sector as regulator and distributor of power. This condition itself from power subsidy and private monopolist drastically increased the power tariff in the state. Similar consequences of globalization also remained manifest ant in other parts of the country. The study conducted by Jodhka, suggested some drastic policy implementations to rationalize the semi-feudal agrarian relationships and introduce some debt respite incentives to the poor marginalized farmers in rural India.

Issue of Farmers Suicide; Problems and Prospects

The ever increasing horrific incidents of farmers suicide in all parts of the nation in past one-and-half decades has raised serious apprehension to the state of agriculture in India. The Suicide Mortality Rate for male farmers in India increased from 12.3 in 1996 to 19.2 in 2004. However, the trend improved to 18.2 in 2005. The Bidder and Thansavor districts of Tamil Nadu were severely jolted when 23
farmers committed suicide due to crop loss in the short period from December 1997 to May 1998. The year since 2000 saw a whooping increase in the farmer’s suicide in all parts of the country. The first half of the 2000s experienced as many as 86,922 farmers` suicides, of which, 86 per cent were males. The states where SMR for male farmers was higher than the national average of 17.5 includes, Kerala, Maharashtra, Chhattisgarh, Karnataka, Tamil Nadu and Andhra Pradesh.

The increased numbers of farmer’s suicide is symptomatic to variety of reasons carrying inter-connecting cause-effect relationships. In addition to natural roots most importantly, climate change causing monsoon uncertainty, extended droughts and severe flood, the human mismanagement, most notably, low output of crops, shrinking farm subsidy, crop insurance and agriculture credit especially to poor and landless farmers has been at the root of the crisis. More importantly, to control the price irregularities, private credit and input market required some serious re-thinking and amendments. More sensitized efforts from the governmental endeavor in the form of increased financial and technological structure to address fundamental requisites of agriculture are urgently required.

Vicious Debt Circle

The increased amount of debt especially among the small and landless farmers is at the root of agrarian crisis and farmer suicide in India. The increased climatic uncertainty, shrinking market, shrinking farm subsidies, stagnant minimum support prices by the state has led the farmers to humiliation and suicide. The latest NSSO revealed the fact that, “an Indian farmer’s family has an average debt of Rs. 12,585. The Oynjab farmers top the list with Rs. 41,575 followed by Kerala with Rs. 33,907, Haryana Rs. 26,007, Andhra Pradesh Rs. 21,965 and Tamil Nadu Rs. 21,963. In fact, Andhra Pradesh witnessed highest percentage of farmers under indebtedness (82.0 per cent) followed by Tamil Nadu (74.5 per cent) and Punjab (65.4 per cent). In Karnataka 61.6 per cent of farmers were indebted. Some of the basic facts related to farmer’s suicides in India are described below:

- More than 100000 farmers have taken their lives since 1997.
- 86.5 per cent of farmers who took their own lives were financially indebted
- Their average debt was about $ 835.
- On average, there has been one farmer’s suicide every 32 minutes since 2002.

Need to Reform and Rationalize the Demand and Supply of Agricultural Production

It is a great paradox that, in spite of huge food grain surplus of around 38 million ton; the largest numbers of malnourished people on the earth is in India. Although the government of India introduced Public Distribution System in 1960’s to narrow down the social inequality and starvation though, the nation is home to 233 million hungry people greater than the combined hungry people in Sub-Shaharan Africa. The absence of an effective regulatory and observatory institutional mechanism to control the irregularities and corruption in PDS system has widely deprived the least privileged to their basic human rights. Similarly it is equally a
great paradox that, Punjab, the “Food Bawl” of India which contribute about 70 per cent to annual food grain production in the country has also experienced the cases of farmer's suicide. According to a study conducted by Bryan Newman “A farmer allegedly committed suicide after failing to sell off his paddy crop in the Nadala Mandi premises in Kapurthla district on Sunday night”. The Punjab government has even decided to rehabilitate the families of farmers who committed suicide through introducing a policy in 2001.

The Impacts of Liberal and New-liberal Economic Policy

The opposition of WTO clauses in many parts of developing countries reflects the horrific consequences of globalization on poor countries the protest by Lee Kyung-Hae, a South Korean farmer who was holding a banner that read, “WTO Kills Farmers”, who latter committed the first suicide against globalization is the strong manifestation of the disastrous impacts of liberalized economy to developing nations. Similarly, the deregulation and liberalization of Indian economy in 1990s is also responsible for the emerging agrarian crisis. The historic shift in the public policy from an agrarian economy to industrial and market economy has done great harm to agricultural sector in India. Post economic reform, specifically from 1995-2004 witnessed the suicide incident of around 1,50,000 farmers from many Indian states most notably, Andhra Pradesh, Karnataka, Kerala, Tamil Nadu, Maharashtra, Gujarat and Punjab. The year 2004 was the darkest period for countryside of Andhra Pradesh, when 400 farmers committed suicide between the periods May to June. Similarly, in 2004, 600 people committed suicide in the Ananathapur district of Andhra Pradesh due to agrarian distress.

Decreased Productivity and Structural Imbalance

The present agrarian crisis is widely experienced as the result of Structural perversion and low productivity. The share of agriculture has horribly dipped from a whopping 46.3 per cent in 1951-1956 to 16.6 per cent by 2009. However 65 per cent people are still employed in agricultural practices. The area under agriculture was 131.16 million hectare in the year 1983-1984 which went down by 121.91 million hectare in 2001-2001. The increased inter sectoral imbalance in tem of employed work force and productivity is at the root of farmer suicide in India. The augmented marginalization of agriculture from public policy on the line of new-liberalism is a major factor responsible for the present state of agrarian anarchy. The increased percentage of marginal landholders which was 39.1 per cent in 1960-1961 increased by 71 per cent in 2003 and ever shrinking landmass engaged under Agriculture has created have in the life of rural farmers. The annual growth rate of agriculture by Gross Domestic Product which was around 4 per cent in early 1980s dipped horribly into a negative ratio of -2 per cent 2000-2001.

Low Output from Agriculture

Agriculture practice has high risk intensity in comparison to other sectors of business. It is more hazardous to a country where more than 65 per cent of farmers
are relied on rain- God for their agrarian fate. The dilemmas of Abundance of Water and Paucity of Water, over crop and low production have brought the farmers to misery. The poor return from the agriculture in more profound among the marginal land holders and small farmers. It has been estimated in a study that, two fifths of the farmers belonging to the category of marginal land holders are desired to shift to other sectors for their livelihood. The Situation Assessment Survey of Farmers, 2003 indicates that the landless, lower marginal, upper marginal, small and semi-medium farmers has been categorized as most vulnerable which has greater monthly per capita consumption than monthly per capita income. However, the income is higher than their consumption expenditure, amongst medium and large farmers.

Need of Reform

The growing menace of marginalization of the agriculture sector resulting into horrific incidence of farmers suicides in all parts of the nation is a serious challenge not only to the socio-economic fabric of the nation but have serious implication and challenges to the building in India. The ignorance of agriculture from public policy to personal efforts could bring disastrous consequences to a nation where more than half of the population is directly dependent to agriculture for their very survival. It is therefore, necessary to re-think on the growing crisis in agriculture with plan, purpose and innovation. Constructive thinking. Holistic strategy and inclusive approach could well attribute to the slogan” Jai Jawan Jai Kisan” popularized by Lal Bahadur Shashtri, the late, Prime Minister of headed by a noted agriculture specialist, M.N. Swaminathan could work as an effective remedial to the plight of over 600 million farmers in India.

Infrastructure Building Campaign

At the outset of the agrarian reform the construction of basic infrastructure remains the leading priority. The issue of irrigation, power and advanced farming tools and technology are the prior assets that could bring cheer on the face of the Indian framers. Inadequate irrigation supply remains a major challenge in the abject state of agriculture in India. In the year 2009-2010, the Union Ministry of Agriculture identified 337 districts in 14 states as water scarce and drought hit areas.

Need to Rationalize the Present Agrarian Structure in India

The agrarian structure in India needs to be rationalized so that the marginalized farmers and landless farmers may get rid of the hegemonic and powerful landowners lobby.

Increased Public Spending on Agriculture

India is comparatively a new country in the global arena which is in the path of progress and consolidation. The Indian socio-economic setting needs greater care and protection for the poor and under-privileged strata of the society. Although, the spending in agriculture could be a non-profitable business to the government as the net profit from agriculture have been experienced lower than other sectors such as
industry and service. However, the fulfillment of the basic needs is more significant than spending money on luxury goods as Joan Rawls, a contemporary American Philosopher mentioned in his most celebrated work, A Theory of Justice, “you cannot compensate for the sufferings of the distressed by enhancing the joy of the prosperous”.

Conclusion

The detailed discussion regarding the agrarian crisis demands a well structured agricultural policy management from the side of government of India to reduce the risk involved in agrarian practices. The decline in both productivity and profitability is a vital factor leading to chaos and disruption in farm sector need to be managed with optimum strength and prudence. The threat perception related to risk management in agriculture such as; yield variability, price uncertainty determined by local demand-supply factor, credit scarcity, income or weather related uncertainties, need some serious re-think and calculated efforts. Moreover, the recent crisis in agriculture needs to be handled in the wider perspective, including ecological and socio-economic roots of the crisis.

References
ANALYSIS OF AAVIN MILK SUPPLIER’S FACTORS IN MADURAI

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ABSTRACT
In India Milk production is dominated by small and marginal landholding farmers and also by landless laborers who in aggregate own 70% of the national milch animal herd. Usually one or two milch animals enable the farmers to generate sufficient income to break the vicious subsistence agricultural-debt cycle. Milk is highly a perishable commodity and the surplus can’t be stored for a long time. The members of the society are much tempted to supply milk to the private milk traders. This affects the supply of milk to the society and the union. Another main reason for incurring losses is due to lack of knowledge on systematic network construction for collection of milk for the union from various societies located in the study area. Supply chain is an integrated manufacturing process wherein raw materials are converted into final products, then delivered to customers. India is the highest milk producer in the entire globe. India is well known as the ‘Oyster’ of the global dairy industry, with opportunities galore for the entrepreneurs globally. It might be a dream for any nation in the world to capitalize on the largest and fastest growing milk and milk products’ market. The dairy industry in India has been witnessing rapid growth with liberalization.

Key Words: Aavin Milk, Societies, Supplier & Madurai.

Introduction
India, the biggest democratic country in the world, is mainly made of villages. Co-operative movement was started in the country to alleviate the poverty in the rural villages of our nation. With the sole aim of uplifting the standard of living of millions of illiterate and downtrodden people living in these villages by harnessing and canalizing their resources and energies through cooperative endeavors. The milk industries remain strategically important to the economy with backward and forward links to several ancillary sectors. Under section 11 of the Indian Contract Act of 1872 a minimum of 25 or more individual owning milch animals can form a Primary Dairy Co-operative Society with one or more villages as its area of operations. During 200910, out of 9534 functioning societies only 6841primary Milk Producers’ Co-operative societies were earning profit. Milk is a highly perishable commodity and the surplus cannot be stored for a long time. The demand for milk is almost uniform throughout the year.

Objectives of the Study
- To study the Madurai District cooperatives milk societies.
- To identify the factors influencing the supplier to provide milk to the society in the study area.
To make suggestions based on findings

Scope of the Study

This study deals the supply management with the Aavin Milk supplier's influencing factors to supplied the societies in Madurai Urban and semi-urban. This study does not cover supply management in other parts of Madurai District.

Methodology

In this paper factors influencing the members' utilization of the societies have been analyzed. The percentage analysis has been applied to find out the factors influencing the supply of milk to the society. For this purpose the main factors such as, family size, group leader, distance, literacy, other income and land holding have been taken as independent variables and milk supplied to the society as dependent variable. The data collected for this study is primary and secondary in nature. The researcher has followed random sampling method. Sixty respondents were selected for this study.

Limitations of the Study

The study is limited to Madurai selected area only and the sample size is only 60. The result cannot be considered as a total reflection of the entire Aavin milk supply management.

Reviews

Chinnaiyan et al (1980) in their study “Marketing of Milk in Erode Taluk in Tamilnadu” covered the market functionaries, market channel and price structure. Market structure was identified as oligopolistic at the assembling level as well as in distribution level. Pramod and Raja Sekhar (2011) discussed about the various risks and uncertainties from a dairy industry perspective and their impact at various stages of the supply chain. The study concluded that the vulnerabilities in terms of risks and uncertainties get multiplied with the perishability nature of the raw material that is milk which the industry deals in.

Milk Industry – A View

The first co-operative milk supply union was formed early in 1912. But it did not produce tangible results. In 1927 Madras co-operative Milk Supply Union Limited was started with 13 feeder societies and a share capital of Rs.242. The Dairy Development Department was established in 1958 in Tamilnadu. With the adoption of 'Anand pattern' in the State of Tamilnadu, Tamilnadu Co-operative Milk Producers' Federation Limited was registered in the State on 1st February 1981. Tamilnadu Dairy Development Corporation Ltd., were transferred to the newly registered Tamilnadu Co-operative Milk Producers' Federation Limited, popularly known as "Aavin". The milk production in Tamilnadu per day is 145.88 Lakh litres. Co-operative milk supply unions were founded primarily based on the Indian Co-operative Societies Act of 1912, as amended in 1932. The concept of dairying has been practiced from prehistoric period. As the time progressed certain technological innovations were adopted in dairying. Co-operative milk supply unions were founded primarily based on the Indian Co-operative Societies Act of 1912, as amended in
1932. The Dairy Development Department was established in 1958 in Tamilnadu. With the adoption of 'Anand pattern' in the State of Tamilnadu, Tamilnadu Co-operative Milk Producers' Federation Limited was registered in the State on 1st February 1981. Tamilnadu Dairy Development Corporation Ltd., were transferred to the newly registered Tamilnadu Co-operative Milk Producers’ Federation Limited, popularly known as "Aavin". The Chennai City Co-operative Milk Supply Union was the first to install a High Temperature Short Time (HTST) cooling plant.

Table 1 Influencing Factors of Suppliers

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Variables</th>
<th>Frequency</th>
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<tr>
<td></td>
<td>Satisfied</td>
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<td>42</td>
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<tr>
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<tr>
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<tr>
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<td>Satisfied</td>
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<tr>
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<td>Neither HS Nor S</td>
<td>13</td>
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<tr>
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<td><strong>Total</strong></td>
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<td><strong>100</strong></td>
<td></td>
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<tr>
<td>Medical facility for cattle</td>
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<tr>
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Source: Primary Data
Table 2 Level of Satisfaction of Milk supplied Factors

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<th>Particulars</th>
<th>Respondents</th>
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<td><strong>Total</strong></td>
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<td><strong>100</strong></td>
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</table>

Source: Primary Data

Findings

- It reveals the 43%of them of the respondents belongs to the Small size of family.
- Among the total 60 Respondents, 59% are live in short distance of milk society.
- It is found that 47% of respondents have completed School level education.
- Sixty Nine percentages of the respondents earn a low level of income from others.
- Among the total respondents 43% of the respondents are hold the small size land.
- Fifty two percentages of respondents high satisfied and satisfied like utilization of society because it is a government corporation

Suggestion

- Aavin can motivate the small size family members to become as society members.
- Aavin has to introduce good schemes to attract all sorts of people
- To take necessary steps to feed to illiterate people about their schemes.
- To create awareness to the big and to the marginal size land holders.
- Aavin may strengthen milk supply chain towards suppliers are identifying and giving constant encouragements.
- To make small land holders loyal towards Aavin.
Conclusion

The most repeated and the undisputable saying which holds good even today is that agriculture is the backbone of Indian economy. Dairying is one of the sub-sectors of agricultural economy. The remedy lies in educating the people on scientific and modern methods of rearing milch animals, procuring, processing transporting storing and distributing dairy products.

Reference
1. Annual Report of Co-operative Dairy Society
A STUDY ON CUSTOMER AWARENESS ON GREEN BANKING SERVICES WITH SPECIAL REFERENCE TO INDIAN BANK IN MADURAI CITY

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Dr. K. Alagar
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ABSTRACT

A bank is a financial institution and a financial intermediary that accepts deposits and channels those deposits into lending activities, either directly or through capital markets. Banks offer different channels to access their different banking products and services through ATM, Branch, Mobile banking, Internet banking, etc. Green banking will be mutually beneficial to the consumers, banks, industries and the economy. The study aims to identify opinion and awareness of bank employees and customers as regards to green banking concept in Indian bank in Madurai. Also it aims to find the customers usage relating to Green Banking Service. It is necessary to identify various initiatives taken by bank on the concept of green banking in order to influence customer and make them user friendly. Researcher will study the impact of different Green age group of customers with regard to green initiatives taken by Indian bank in Madurai.

Key words: Green Banking, Customer Awareness, Green Banking Initiatives, Online Banking

Introduction

Today every business organizations and corporations are adopting “GO GREEN” concept because of the increasing friendly attitude of the society towards the environment. Banks play a critical role in the economic development of the Nations by providing various Socio-Economic activities like Job creation, wealth generation, Poverty eradication, entrepreneurial activity etc. Besides these activities, banks are introducing the practices of green banking in order to protect the environment and to reduce carbon emission. Green banking will be mutually beneficial to the Consumers, banks, industries and the economy. For consumers this shift towards green banking means that more deposit and loan products will be available through online and mobile banking. Green banks should also have lower fees and give rate reductions on loans going towards energy-efficient projects. This is banking beyond pure profit. Another important aspect of green banking is the involvement and outreach from the individual banks to their local community.

Meaning of Green Banking

Green Banking is an umbrella term banks sustainable in economic, environment, and social dimensions. It aims to make banking processes and the use of IT and physical infrastructure as efficient and effective as possible, with zero or
minimal impact on the environment. Making IT infrastructure (including data center) and physical infrastructure (including buildings) Greener and taking initiatives so that a bank could itself generate electricity for its own consumption. Generally speaking awareness comprises a human's perception and cognitive reaction to a condition or event. Awareness does not necessarily imply understanding, just an ability to be conscious of, feel or perceive. To create more awareness for the customers, many banks can be involved in programmes that support the environmentally friendly products and services.

**Green Banking Financial Products**
- Green Credit Cards
- Green Deposits Green
- Reward Checking Accounts
- Green Saving Accounts
- Mobile banking and online banking

**Green Banking Services by Indian Bank**

*Indian Bank*

Indian Bank is an Indian state-owned financial services company headquartered in Chennai, India. It has 2000 employees, 2400 branches and is one of the big public sector banks of India. It has overseas branches in Colombo, Jaffna, Sri Lanka, Singapore, and 229 correspondent banks in 69 countries. The Government of India has owned the bank, which celebrated its centenary in 2007.

**Review of Literature**

Schmidheiny and Zorraquin (1996), “Green banking is generally defined as promoting environmentally friendly practices that aid customers in reducing their carbon footprint through their banking operation activities. These practices include such things as online banking, statements, bill payments, and account opening. Banks also invest in internal initiatives to reduce their own carbon footprint”.

**Statement of the Problem**

Indian Banks introduced Green Banking services since 1996. As the use of Green Banking services are increasing day by day, it is important to study the customer awareness towards Green Banking services in Madurai. This study is one of such an attempt.

**Objective of the Study**
- To Measure the customer perception regarding services rendered by Indian Bank in Madurai.
- To know which age group of customers is using different Green Banking facilities.
- To study the marketing strategies of Green Banking services by Indian Bank.
- To trace the growth and development of Green Banking in India and Indian bank in particular.
Research Methodology

The research methodology used in this study is based on primary as well as secondary data. The primary data was collected from the study conducted through questionnaire. Secondary data for the study has been collected from websites of Indian banks and the published and unpublished documents of the bank are also to be referred.

Sampling Method

For the survey, stratified random sampling technique has been planned. The sample size includes 150 customers of the bank to be selected.

Tools Used

The statistical tools such as Percentage Analysis, Chi square test have been used for the purpose of analyzing data collected.

Data Analysis and Interpretation

Table 1 Age of Respondents: Percentage Analysis

<table>
<thead>
<tr>
<th>Criteria</th>
<th>No. of Respondents</th>
<th>% of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below 25</td>
<td>10</td>
<td>7</td>
</tr>
<tr>
<td>25-35</td>
<td>40</td>
<td>27</td>
</tr>
<tr>
<td>35-45</td>
<td>50</td>
<td>33</td>
</tr>
<tr>
<td>45-55</td>
<td>30</td>
<td>20</td>
</tr>
<tr>
<td>Above55</td>
<td>20</td>
<td>13</td>
</tr>
<tr>
<td>Total</td>
<td>150</td>
<td>100</td>
</tr>
</tbody>
</table>

Interpretation

Table 1 show the age wise under customer of Indian Bank under the study 33% of the respondents belong to the age group of 35-45, 27% belong to the age group of 25-35, 20% belong to the age group 45-55 and 13% belong to the age group of above55, 10% belong to the age group of below 25 respectively.

Table 2 Awareness about Green Banking

<table>
<thead>
<tr>
<th>Criteria</th>
<th>No. of Respondents</th>
<th>% of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>145</td>
<td>96</td>
</tr>
<tr>
<td>No</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Total</td>
<td>150</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Data

Interpretation

It is inferred from the table 4 that 96% of the respondents are aware of the Green Banking services provided by their bank and 4% of the respondents are not aware of the Green Banking services provided by their bank.

Chi-square Analysis: Hypothesis

H₀: There is no relationship between age of customers and awareness of Green Banking.
H₁: There is a relationship between age of customers and awareness of Green Banking.
Table 3 Awareness of Green Banking * Age of Customers

<table>
<thead>
<tr>
<th>Awareness of Green Banking</th>
<th>Age of Customers</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Be-25 %</td>
<td>25-35 %</td>
</tr>
<tr>
<td>Yes</td>
<td>8</td>
<td>5%</td>
</tr>
<tr>
<td>No</td>
<td>2</td>
<td>1%</td>
</tr>
<tr>
<td>Total</td>
<td>10</td>
<td>6%</td>
</tr>
</tbody>
</table>

Source: Primary Data

Interpretation

5 cells (50.0%) have expected N less than 5. The minimum expected N is 1.26. Since the p value (662.5) is greater than the table value (0.05). Therefore, this test shows that there is no relationship between the age of customers and their awareness of Green Banking. (Chi – square = 9.42, p = 662.5). Therefore H₀ is accepted.

Findings

● 33% of the respondents fall in the age group of 35-45 and minimum age group is below 25.
● Among the respondents, 96% of the respondents avail Net Banking services. Majority of the respondents 96% are aware about Green Banking.
● There is no relationship between age of customers and awareness of Green Banking.
● There is no relationship between age of customers and usage of Green Banking.
● There is no significant difference in the convenience of using Green Banking with regard to age of customers.
● There is a significant difference in the cost saved by using Green Banking with regard to age of customers.
● There is no significant difference between feature availability and age of customers.
● There is no significant difference between risk privacy and age of customers.

Suggestions

● Bankers may educate the customers with Green Banking initiatives such as Green Channel Counter 67%, Green Loans 50 %, Green Checking & Energy-efficient branches and loans 33% etc.
● Reward or Incentive can be given to the users of Green Banking.
● Conducting Workshops, Seminars, loan mela to the bank employees as well as to the customers
● Personal Identification Number (PIN)/ Password to be kept secret.
● Awareness green banking to bring illiterate people under the scope.

Conclusion

Banks are responsible corporate citizens. Banks believe that every small ‘GREEN’ step taken today would go a long way in building a greener future and that
each one of them can work towards to better global environment. ‘Go Green’ is an organization wide initiative that moving banks, their processes and their customers to cost efficient automated channels to build awareness and consciousness of environment, nation and society. From the above research we can see that green initiatives like Green Mortgages, E – Investment services, Conducting workshops and seminars for green banking, Providing recyclable debit and credit cards is not familiar in Green initiatives by the bank as per the respondents.

References
CONSUMER BEHAVIOUR TOWARDS AACHI FOOD PRODUCTS IN MADURAI CITY-A STUDY

Dr. Y. Fathima
Assistant Professor, Department of Commerce, E.M.G. Yadava Women’s College, Madurai

ABSTRACT
Consumer behavior is important in helping us to forecast and understand the products as well as brand preference. Aachi food products faced lot of problems in selling their products to the real persons who are in need. In order to capture the market for their products they made a lot of advertisements by covering both rural and urban area people. They created awareness about their instant food products to the public through effective advertisement in various ways. In order to know the consumer behavior towards Aachi food products the researcher has chosen this topic. The data related to the topic are collected through questionnaire and it was analyzed with the help of appropriate statistical tools. The results are presented in table and are exhibited by charts. Suitable suggestions were given to improve the marketing of Aachi food products on the basis of findings.

Keywords: Consumer Behaviour, Advertisement, Brand

Introduction
Consumer is the king of the market. Each and every company should produce their product by having consumers in their mind and their products should satisfy the consumer’s needs. In marketing, customer satisfaction is the most important term and it is a measure of how goods and services produced and supplied by a company meet customer’s expectation in the market. It is a key element of business strategy.

Consumer behavior is one of the stimulating and challenging areas in market studies. Understanding the behavior of the consumer is of great challenge. In everyday life instant food products plays a dominant role and more number of housewives depend on the instant food products as it makes their life easy go. Instant food products make them to cook anytime with less time, energy, labour etc., By considering all these facts AACHI food products occupies majority share in the market and it provides lot of employment opportunities. It reaches to all the levels of people through its strong marketing network and its success lies in the innovation of manufacturing procedures.

Profile of the Company
“Creativity often consists of merely turning up what is already there” (Mr. D. Padmasingh Isaac, Chairman & Managing Director- AACHI Group of companies)

“Aachi “is a fond reference to “Grand Mother “in chettinad Tamil. Aachi brand was established and registered in the year 1998. Aachi group of companies a Chennai based Fast Moving Consumer Goods Company focusing on masala and food products.
It has introduced many varieties in their production and it gets succeeded. It includes Spices & Masalas, Pickles, Paste & Curry, and Ready to cook food products.

It is a south Indian food product having high quality in their ingredients. It presently has a presence across 12 states in the country. It entered most of the North Indian states. The capacity expansion plans under progress include setting up of an R&D at an investment of Rs 9 crore to bring in changes to the products to suit the international tastes and standards. This Trading Company has received many awards and certificates. Among them few are: National Award 2016 from President of India, Most Influential Leader 2017 by ERTC, India’s fastest growing brand award given by FAST 50.

Need for the Study

In order to know the effectiveness of sales and consumer satisfaction towards Aachi food products the researcher made this study.

Objectives of the Study

1. To study the awareness about Aachi food products in Madurai city
2. To analyze the most effective media of advertisement of Aachi food products
3. To find out the influencing factor that affects the purchasing pattern of the consumer of Aachi food product in Madurai city.

Research Methodology

Research Design: It is Exploratory and Descriptive design
Sampling Design: The sample size of the specific study is 100 and Simple Random Sampling: Technique is employed.
Methodology: For this study both primary and secondary data are collected. Statistical tools such as Percentage analysis and Chi-Square tests were applied for analysis.

Statement of the Problem

In today’s world large numbers of trading companies are entering into the market to satisfy the consumer needs by producing large number of instant food products. Aachi, the famous group producing food products occupies majority share in Indian market and they are getting ready to face market at international level with international standards. In order to compete with large number of manufacturers they should have large scale production and they should satisfy the consumers all over the world with advanced high quality food products.

Limitation of the Study

The area of the study is limited to Madurai City alone.

Review of Literature

- Ali M (1992) discussed in his study that to create awareness of high fat content of pies, studied consumer and producer awareness about nutrition labeling on packaging. For this, seven leading pie brands were analyzed for fat content and
are ranged from 7.1 to 19.2% fat. Potato topped or cottage pies had the lowest fat content (7.1-9.2% fat). Most pies did not display nutritional labeling on packaging. Over half of the consumers (52%) who responded to the survey (42% response rate) were aware of the campaign. The study was successful at raising consumer awareness about the high fat content of pies and influencing the food environment with a greater availability of lower fat pies. It is possible to produce acceptable lower fat pies and food companies should be encouraged to make small changes to the fat content of food products like pies. Potato topped pies are lower in fat and are widely available. Regular pie eaters could be encouraged to select these as a lower fat option.

- Amitha (1998) deals in her study that there is complete agreement between ranking given by the housewives and working women regarding the reasons promoting them to buy Instant food products. Age, occupation, education, family size and annual income had much influence on the per capita expenditure of the Instant food products.

- Banumathy and Hemameena, M (2006) discussed in their study on brand preference of soft drinks in rural Tamil Nadu that using Garrets ranking technique, to rank factors influencing the soft drinks preferred by rural consumer. They found that, the product quality was ranked as first, followed by retail price. Good quality and availability were the main factors, which influenced the rural consumers of a particular brand of a product.

- Bristow. D. N, Schneider. K. C., and Schuler. D. K., (2002) discussed in their study that the change in consumption pattern was due to changes in food habits. If income and urbanization increase among consumers, the percentage of income spent on consumption increases. The urban consumers' preferred mostly branded products compared to rural consumers. The most significant factors influencing buying decisions were accessibility, quality, regular supply, door delivery and the mode of payment.

Data Analysis and Interpretation

Related data for the specified study are collected from the respondents through questionnaire and the collected data's are analyzed through Percentage analysis, Mean, Standard deviation and Hypothesis testing was made by applying chi-square test.

Percentage Analysis

<table>
<thead>
<tr>
<th>Brand Names</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aachi</td>
<td>45</td>
<td>45</td>
</tr>
<tr>
<td>Sakthi</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>Sree Annapoorna</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>Avitaa</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Anjali</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>MTR</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>
Table 2 Opinion of the Respondents Regarding the Taste of Aachi Food Products

<table>
<thead>
<tr>
<th>Alternatives</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>21</td>
<td>21</td>
</tr>
<tr>
<td>Good</td>
<td>52</td>
<td>52</td>
</tr>
<tr>
<td>Average</td>
<td>21</td>
<td>21</td>
</tr>
<tr>
<td>Bad</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Very Bad</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>No Response</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Table 3 Health Perception of Respondents Regarding Aachi Food Products

<table>
<thead>
<tr>
<th>Alternatives</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good for Health</td>
<td>42</td>
<td>42</td>
</tr>
<tr>
<td>Not Good</td>
<td>53</td>
<td>53</td>
</tr>
<tr>
<td>Don’t Know</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>
Table 4 Opinion Regarding the Attribute “Safe for Consumption”

<table>
<thead>
<tr>
<th>Safe for Consumption</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>35</td>
<td>35</td>
</tr>
<tr>
<td>No</td>
<td>60</td>
<td>60</td>
</tr>
<tr>
<td>Don’t Know</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Table 5 Opinion of the Respondents Regarding Price of Aachi Food Products

<table>
<thead>
<tr>
<th>Opinion</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>Reasonable</td>
<td>75</td>
<td>75</td>
</tr>
<tr>
<td>Low</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Table 6 Opinion Regarding Effective Media of Advertisement for Aachi

<table>
<thead>
<tr>
<th>Effective Media</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>45</td>
<td>45</td>
</tr>
<tr>
<td>Newspaper</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>Radio</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>Exhibition</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Internet</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Table 7 Influencing Factors for Not Purchase of Aachi Food Products

<table>
<thead>
<tr>
<th>S. No</th>
<th>Particulars</th>
<th>Spices &amp; Masala</th>
<th>Pickles, Paste &amp; Curry</th>
<th>Ready to Cook Food products</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Low cost incurs for home preparation</td>
<td>10(0.1)</td>
<td>8(0.08)</td>
<td>5(0.05)</td>
<td>23(0.23)</td>
</tr>
<tr>
<td>2</td>
<td>Differences in tastes (between home prepared and purchased)</td>
<td>6(0.06)</td>
<td>5(0.05)</td>
<td>3(0.03)</td>
<td>14(0.14)</td>
</tr>
<tr>
<td>3</td>
<td>Dislike of purchased product by the family members</td>
<td>9(0.09)</td>
<td>5(0.05)</td>
<td>3(0.03)</td>
<td>17(0.17)</td>
</tr>
<tr>
<td>4</td>
<td>High price of market product</td>
<td>6(0.06)</td>
<td>8(0.08)</td>
<td>4(0.04)</td>
<td>18(0.18)</td>
</tr>
</tbody>
</table>
Mean & Standard Deviation

Table 8 Influencing Factors of Consumers to Purchase Aachi Food Products

<table>
<thead>
<tr>
<th>S. No</th>
<th>Particulars</th>
<th>N</th>
<th>Mean Value</th>
<th>Standard Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Taste</td>
<td>100</td>
<td>4.3</td>
<td>2.918</td>
</tr>
<tr>
<td>2</td>
<td>Flavour</td>
<td>100</td>
<td>4.75</td>
<td>2.311</td>
</tr>
<tr>
<td>3</td>
<td>Quality</td>
<td>100</td>
<td>4.89</td>
<td>1.563</td>
</tr>
<tr>
<td>4</td>
<td>Aroma</td>
<td>100</td>
<td>5.02</td>
<td>1.005</td>
</tr>
<tr>
<td>5</td>
<td>Variety</td>
<td>100</td>
<td>4.9</td>
<td>1.243</td>
</tr>
<tr>
<td>6</td>
<td>Availability</td>
<td>100</td>
<td>4.62</td>
<td>1.943</td>
</tr>
<tr>
<td>7</td>
<td>Image</td>
<td>100</td>
<td>4.18</td>
<td>2.672</td>
</tr>
<tr>
<td>8</td>
<td>Packaging</td>
<td>100</td>
<td>3.34</td>
<td>3.239</td>
</tr>
</tbody>
</table>

Interpretation

The table shows that the most influencing factor to purchase aachi food products is Aroma and it is followed by other factors such as Variety, Quality, Flavor, Availability, Taste, Image and Packaging.

Testing of Hypothesis: Chi-Square Test

a) There is no association between gender & overall satisfaction towards Aachi food Products
b) There is no association between age & overall satisfaction towards Aachi food Products
c) There is no association education & overall satisfaction towards Aachi food Products

Table 9 Profiles of the Respondents and Level of Satisfaction

<table>
<thead>
<tr>
<th>S .No</th>
<th>Categories</th>
<th>Degree of Freedom</th>
<th>Calculated Value</th>
<th>Table Value @5%</th>
<th>Inference</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Gender</td>
<td>2</td>
<td>73.711</td>
<td>5.99</td>
<td>Significant</td>
</tr>
<tr>
<td>2</td>
<td>Age</td>
<td>6</td>
<td>3.261</td>
<td>12.6</td>
<td>Not Significant</td>
</tr>
<tr>
<td>3</td>
<td>Educational qualification</td>
<td>6</td>
<td>3.161</td>
<td>12.59</td>
<td>Not Significant</td>
</tr>
</tbody>
</table>

Source: Primary data

Interpretation

From the above table computed value at 5 percent level is less than the table value for the variables Age and Educational Qualification. Therefore the null hypothesis accepted whereas for Gender table value is less than the calculated value. Hence it can be concluded that the null hypothesis is rejected.
Research Findings

● 45% of the sample respondents are consuming Aachi Food Product
● 52% of the sample respondents opined that the Aachi food product is good.
● Regarding Health Perception 53% of the sample respondents stated that instant Aachi food product is not good for health.
● 60% of the sample respondents felt that instant aachi food products are not safe for consumption.
● 75% of the respondents stated that price of Aachi food product is reasonable
● 45% of the sample respondents opined that Television advertisement plays an important role for Aachi food products
● The most influencing factor to purchase Aachi food products is Aroma
● 23% of the sample respondents felt that preparation of instant food products is cheaper than the Market products

Conclusion

Consumer behaviour is a stimulating sphere consisting of the consumers themselves. Consumption of increase of instant food products is due to increase in urbanization, breaking up of the traditional joint family system, time, convenience, changing lifestyles and increasing level of affluence in the middle income group. Instant food products are found today in the kitchen shelves of every Indian household. All the respondents are aware of various instant food products. The ready availability and saving of the time are the reasons for consuming instant food products. Food zones and supermarkets are the major source of purchase of instant food products. The consumer’s relationship with food and other everyday goods has changed dramatically, not only in the way products are purchased, but also in the way they are consumed.

References

5. www.fmcgmarketers.com
6. www.consumersreports.com
7. www.aachiwikipedia.com
AN EMPIRICAL STUDY ON RURAL CONSUMER BEHAVIOUR WITH RESPECT TO CORPORATE SECTOR BRANDS IN FMCG CATEGORY

P. Janaki, S. Swedha & S. Sujithra
Assistant professor, Sri Krishna Arts &Science College

ABSTRACT
With a population already in excess of one billion people, India has caught in the eyes of multinational corporations across the globe as a place of opportunity for exploring new markets. Rural areas in particular exemplify these differences in understanding the characteristics that make the people and the market in rural India unique can help corporations to enter this market with success. Two-thirds of the countries consumers live in the rural area and almost half of the national income is generated in rural market. Rural marketing is a process of delivering better standard of living and quality of life to the rural environment taking into consideration the prevailing rural milieu. According National Council for Economic Research, the market penetration of Fast Moving Consumer Goods (FMCG) in rural India is on increase. The present study entitled “An Empirical Study On Rural Consumer Behaviour With Respect To Corporate Sector Brands In FMCG Category” was carried out with the respective of analyzing the buyer Behaviour in rural markets. The study was carried out with the sample size of 100 rural consumer of FMCG selected based on non probability sampling method namely convenience sampling, from the study area Therampalayam, a rural area in Mettupalayam taluk of Coimbatore city. The data were collected using a structured interview schedule and analyzed using descriptive statistics, non parametric test such as Chi-square test and Friedman two-way. It is concluded that the approach strategies and marketing mix need to be modified and examined from rural consumer perspective to be successful in the rural markets.

Introduction
“The rural market is a significant part of our marketing strategy which enables to help the consumer link with our product”

-Sanjeev Gupta

With a population already in excess of one billion people, India has caught in the eyes of multinational corporations across the globe as a place of opportunity for exploring new markets. While India has portions of their population that would be considered wealthy or middle class by western standards, a much greater percentage of India’s population is low income. As a result they spend money, live and use products differently than the countries were most multinational corporations originate. Rural areas in particular exemplify these differences in understanding the characteristics that make the people and the market in rural India unique can help corporations to enter this market with success. The key characteristics define the term rural determine the types of products and packages that are typically used in rural India.
Rural Marketing

“Rural marketing can be seen as a function which manages all those activities involved in assessing, stimulating and converting the purchasing power into an effective demand for specific products and services and moving them to the people in rural area to create satisfaction and a standard of living to them and thereby achieves the goals of the organizations”(Ankita Khandkar)

Features of Indian Rural Markets

A location is defined as rural if at least 75 per cent of the population is agrarian. About two thirds of India’s more than 1 billion people live in rural areas and almost 170 Million of them are poor. Poverty is deepest among scheduled castes and tribes in the country’s rural areas. Rural India can be compared to a pyramid. Rich farmers and businessmen who constitute around 5 per cent of the population occupy the tip. The next level belongs to those with a regular income and the base is occupied by a vast majority of daily usage labourers. Its unique features are

- **Large and scattered market**
  The rural market of India is large and scattered in the sense that it consists of over 63 crore consumers from 5, 70,000 villages spread throughout the country.

- **Major income from agriculture**
  Nearly 60 percent of the rural income is from agriculture. Hence rural prosperity is tied with agricultural prosperity.

- **Low standard of living**
  The consumer in the village area do have a low standard of living because of low literacy, low per capita income, social backwardness, low savings etc.

- **Traditional outlook**
  The rural consumer values old customs and tradition. They do not prefer changes.

- **Diverse socio-economic background**
  Rural consumers have diverse socio-economic backwardness. This is different in different parts of the country.

- **Infrastructure facilities**
  The infrastructure facilities like roads, warehouses, communication system and financial facilities are inadequate in rural areas. Hence physical distribution becomes costly due to inadequate infrastructure facilities.

Fast Moving Consumer Goods

Products which have a quick turnover, and relatively low cost are known as Fast Moving Consumer Goods (FMCG). FMCG products are those that get replaced within a year. Fast Moving Consumer Goods (FMCG) also known as Consumer Packaged Goods (CPG) is products that have a quick turnover and relatively low cost. Though the absolute profit made on FMCG products is relatively small, they generally sell in large numbers and so the cumulative profit on such products can be large.

The Indian FMCG sector is the fourth largest in the economy. Indian FMCG market has been divided for a long time between the organized sector and the
unorganized sector. Unlike the US market for FMCG market remains highly fragmented with roughly half the market going to unbranded, unpackaged home made products. This presents a tremendous opportunity for makers of branded products who can convert consumers to buy branded products.

At present, urban India accounts for 66 percent of total FMCG consumption, with rural India accounting for the remaining 34 percent. However, rural India accounts for more than 40 percent consumption in major FMCG categories such as personal care, fabric care, and hot beverages. In urban areas, home and personal care category including skin care, household care and feminine hygiene will keep growing at relatively attractive rates. Within the foods segment, it is estimated that processed foods, bakery, and dairy are long-term growth categories in both rural and urban areas.

The Top 10 Companies in FMCG Sectors are Hindustan Unilever Ltd, ITC (Indian Tobacco Company), Nestlé India, GCMMF (AMUL), Dabur India, Asian Paints (India), Cadbury India, Britannia Industries, Procter & Gamble Hygiene and Health Care, Marico Industries.

**FMCG Sector in India**

The Indian FMCG sector is the fourth largest in the economy. The Indian Fast Moving Consumer Goods industry began to shape during the last fifty odd years. The FMCG sector is a corner stone of the Indian economy.

Globally, the FMCG sector has been successful in selling products to the lower and middle income groups and the same is true in India. Over 70 per cent of sales is made to middle-class households today and over 50 per cent is in rural India. The sector is excited about a burgeoning rural population whose incomes are rising and which is willing to spend on goods designed to improve lifestyle.

The Fast Moving Consumer Goods sector includes companies like Indian Tobacco Corporation (ITC), Godrej, Hindustan Lever Limited (HLL), Gujarat Cooperative Milk Marketing Federation (GCMMF-Amul) and Dabur India Limited has national presence and regional presence by many companies as well unbranded locally manufactured goods constitute the FMCG sector. All these have shown strong global presence in the rural sector and it can be said that all the Fast Moving Consumer Goods companies should target the rural sector. Some Fast Moving Consumer Goods products like toothpaste, hair oil and other like shampoos have done much better in the rural areas than the urban and the semi urban areas. It has been a phenomenon that the sales of many companies have gone up Coca Cola, Nestle and Godrej too have also reported better sales in rural areas.

**Market Penetration Of FMCG In Rural India**

At present, urban India accounts for 66 percent of total FMCG consumption, with rural India accounting for the remaining 34 percent. However, rural India accounts for more than 40 percent consumption in major FMCG categories such as personal care, fabric care, and hot beverages. In urban areas, home and personal care category including skin care, household care and feminine hygiene will keep growing...
at relatively attractive rates. Within the foods segment, it is estimated that processed foods, bakery, and dairy are long-term growth categories in both rural and urban areas.

Table 1.1 Market Penetration of FMCG in Rural India (In Percentage)

<table>
<thead>
<tr>
<th>Category</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Household Care</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Detergent/Soap</td>
<td>93</td>
<td>92</td>
<td>92</td>
<td>92</td>
</tr>
<tr>
<td>Washing powder/Liquid</td>
<td>95</td>
<td>96</td>
<td>96</td>
<td>97</td>
</tr>
<tr>
<td>Insecticide</td>
<td>17</td>
<td>20</td>
<td>21</td>
<td>21</td>
</tr>
<tr>
<td>Personal Care</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Toilet soap</td>
<td>98</td>
<td>98</td>
<td>98</td>
<td>99</td>
</tr>
<tr>
<td>Shampoo</td>
<td>68</td>
<td>77</td>
<td>80</td>
<td>83</td>
</tr>
<tr>
<td>Hair oil and dressing</td>
<td>84</td>
<td>85</td>
<td>85</td>
<td>86</td>
</tr>
<tr>
<td>Skin cream</td>
<td>64</td>
<td>71</td>
<td>71</td>
<td>72</td>
</tr>
<tr>
<td>Food and Beverages</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tea</td>
<td>92</td>
<td>93</td>
<td>93</td>
<td>93</td>
</tr>
<tr>
<td>Coffee</td>
<td>14</td>
<td>15</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>Milk food drink</td>
<td>7</td>
<td>8</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Oil/ghee/Vanaspathi</td>
<td>98</td>
<td>97</td>
<td>98</td>
<td>98</td>
</tr>
</tbody>
</table>

Source: National Council for Applied Economic Research

The Top 10 Companies in FMCG Sectors are Hindustan Unilever Ltd, ITC (Indian Tobacco Company), Nestlé India, GCMMF (AMUL), Dabur India, Asian Paints (India), Cadbury India, Britannia Industries, Procter & Gamble Hygiene and Health Care, Marico Industries. The personal care category has the largest number of brands, i.e., 21, inclusive of Lux, Lifebuoy, Fair and Lovely, Vicks, and Ponds. There are 11 HLL brands in the 21, aggregating Rs. 3,799 crore or 54 percent of the personal care category. Cigarettes account for 17 percent of the top 100 FMCG sales, and just below the personal care category. ITC alone accounts for 60 percent volume market share and 70 percent by value of all filter cigarettes in India.

The foods category in FMCG is gaining popularity with a swing of launches by HLL, ITC, Godrej and others. This category has 18 major brands, aggregating Rs. 4,637 crore. Nestle and Amul slug it out in the powders segment. The food category has also seen innovations like softies in ice creams, chapattis by HLL, ready to eat rice by HLL and pizzas by both GCMMF and Godrej Pillsbury. This category seems to have faster development than the stagnating personal care category. Amul, India’s largest foods company has a good presence in the food category with its ice-creams, curd, milk, butter, cheese and so on. Britannia also ranks in the top 100 FMCG brands, dominates the biscuits category and has launched a series of products at various prices.

Objectives of the Study

To find out the association between socio-economic profile respondents study the role of marketing mix in influencing the purchase behavior of the respondents and level of satisfaction in national brand, regional brand and unbranded FMCG.
Table 1 Distribution of Respondents based on Socio-Economic Profile

<table>
<thead>
<tr>
<th>Variables</th>
<th>No of respondents N(100)</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Age in years</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20-35</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>35-50</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>50-65</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>60</td>
<td>60</td>
</tr>
<tr>
<td>Female</td>
<td>40</td>
<td>40</td>
</tr>
<tr>
<td><strong>Marital status</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Married</td>
<td>90</td>
<td>90</td>
</tr>
<tr>
<td>Unmarried</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td><strong>Education</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Primary</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>Higher secondary</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>Graduate</td>
<td>35</td>
<td>35</td>
</tr>
<tr>
<td>Post graduate</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td><strong>Occupation</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Self-employed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Agriculture</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>Non-agriculture</td>
<td>45</td>
<td>45</td>
</tr>
<tr>
<td>Wage</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Agriculture</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>Non-agriculture</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td><strong>No of members in family</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Two</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>Four</td>
<td>55</td>
<td>55</td>
</tr>
<tr>
<td>Five</td>
<td>30</td>
<td>30</td>
</tr>
<tr>
<td><strong>Annual income</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Destitute (Below Rs 16,000)</td>
<td>Nil</td>
<td>Nil</td>
</tr>
<tr>
<td>Aspirants (Rs 16,000-Rs 22,000)</td>
<td>30</td>
<td>30</td>
</tr>
<tr>
<td>Climbers (Rs 22,001-Rs 45,000)</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>Consumers(Rs 45,001-Rs 2,15,000)</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>Very rich (Above Rs 2,15,000)</td>
<td>30</td>
<td>30</td>
</tr>
<tr>
<td><strong>Household Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Television</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Radio</td>
<td>30</td>
<td>30</td>
</tr>
<tr>
<td>2 in 1 Tape Recorder</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>Computer</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>Computer with Internet</td>
<td>10</td>
<td>10</td>
</tr>
</tbody>
</table>

Source: Primary data

It is understood that from the table 1 majority of the respondents (50 percent) belong to the age group between 20 and 35 years, male respondents constitute 60 percent and the remaining 40 percent were female and majority of respondents were married. The classification of the respondents based on education showed that 35 percent were graduate and another 25 percent were studied up to higher secondary, 15 percent were post graduate and remaining 30 percent of respondents had education up to primary level. The respondents engaged themselves in self-employment has been classified into agricultural and non-agricultural activities. 45 percent of the respondents were non-agricultural and 25 percent were engaged in agriculture. Among wage earners 15 percent were engaged in agricultural activities and only 15 percent were in non-agricultural activities. The family size and
income will indicate household purchasing pattern. Small families can maintain higher living standards as they have more discretionary purchasing power. About 80 percent of the respondents have small families. The respondents were classified into Destitutes, Aspirants, Climbers, Consumers and Very rich based on their ownership pattern and consumption behaviour across various segments as per National Council of Applied Economic Research. The income level of respondents showed that there was no destitute who has annual income below Rs 16,000. The destitutes is one who is considered as market for only basic and essential commodities. The aspirants indicate the market for basic durable goods with annual income between Rs 16,001 and Rs 22,000, of the total respondents, 30 percent were aspirants. The climbers with annual income between Rs 22,001 and Rs 45,000 and the consumer with Rs 45,001, to Rs 2, 15,000, constitute market for consumables and consumer durables. 25 percent of the respondents represent this class. The very rich with the annual income above Rs 2, 15,000 represents the market for international brands, constitutes 30 percent of the respondents (Exhibit 1). Majority of the respondents (20 percent) owned Television, 30 percent owned radio, 15 percent of the respondents owned 2 in 1 Tape recorder and 25 percent of the respondents owned computer in rural area and only 10 percent of the respondents have owned computer with internet. It is inferred that majority of the respondents with the small family size and higher levels of income with majority of the respondents under the classification of climbers and consumers. Wider reach of television and radio in the rural households.

Conclusion

The essence of modern marketing is to satisfy the customer, and naturally all the marketing activities should revolve around the customers and their buying behaviour. The key to ensure customer satisfaction lies in understanding the customer, his likes, dislikes, buying behaviour, buying motives and buying practices. In the light of this, rural consumer behaviour provides a sound basis for identifying and understanding consumer needs. Knowledge of customer behaviour is important for effective marketing efforts and practices. The unique features of FMCG provides a brand market base as it is relatively low cost and has quick turn over. The rural FMCG market has its own set of challenges. Therefore, organizations need to unlearn and then relearn the marketing strategies and tactics that will enable harnessing the immense rural potential. The approach strategies and marketing mix need to be modified and examined from rural consumers’ perspective to be successful in the rural market. It is hoped that the present study will be found useful for the FMCG marketers waiting since long to tap the unexplored rural markets.

References

A COMPARATIVE STUDY OF E-BUSINESS PORTALS WITH SPECIAL REFERENCE TO AMAZON.COM, FLIPKART.COM, SNAPDEAL

ABSTRACT
Ecommerce portals are now trending in India. It is growing in every place and customers are showing interest in using these portals effectively. There are so many portals which are unique in their features and the design of website. After analyzing the whole model of E-commerce I found basically three business Models have evolved over a period of time in this space and each has its own Pros & cons. Rest all business models are mix and match following 3 shopping sites.
Keywords: Amazon, Snapdeal, Flipkart.

Introduction
E-Commerce in India is one of the fastest growing & emerging economies of the world, having a very huge consumer base & a big mass connected to Internet (approx. 100 million). The E-business trend have been catching up in the country with the increasing rates of local& domestic firms using the E-business model to do business which is very different from the traditional way of doing business in India, it has lead to a interesting trend in the market for the online shopping starting right from ordering food, grocery, vegetables, fruits, taxis, electronics & so on.

Exciting Aspects of Online Shopping
Online purchase websites have paved way for many big business giants to pop up into the scene. It was implemented keeping in mind the one basic idea - to ease out the shopping sprees at just the touch of a button. When the whole world has gone digital why not shopping. The usual tendency of the people when we mention online buying is all about the big e-commerce giants dominating the market in the present scenario. However, online buying is not simply subsided to one particular domain. There are various genres which are classified by these Indian shopping sites, most popular ones are listed below:
- Groceries.
- Fashion and Lifestyle.
- Kitchen and Home Accessories.
- Automobiles and Industrial Tools.
- Computers and Electronics.
- Food and Health.
Advantages of Online Shopping

- Availability of multiple products at just a simple click.
- Experience best shopping
- Great deals and discount offers –
- Easy Payments via debit card, credit cards, online banking, EMIs, etc.
- Easy return policies.
- Extended warranty offers and services.
- Detailed tracking facilities for better monitoring of the placed orders.
- Highly compliant with the latest market trends and updates.
- 24*7 online assistance systems.
- Provides better business opportunities and employability for maintaining the websites.
- Faster and comparatively cheaper solutions.

Limitation of Online Shopping

- The product might be deceptive.
- Lack of an internet connection defeats its purpose
- Any technical glitches can lead to misguided payments.
- The prices are very high compared to the original prices in the traditional markets.

Statement of the Problem

The Internet, which was barely an idea centuries before, has taken on a massive revolutionary trend in the recent decades. It has become a part and parcel of our daily lives. Indian shopping sites have offered creative and smart solutions, thus simplifying our lifestyle and providing greater benefits on the universal scale. One subtle aspect that has gained importance with the increasing internet revolution in the country are the highly definitive trending Indian shopping sites. Of course, the traditional methods of shopping do exist, but online shopping services are targeted for effective delivery at the doorstep and at affordable prices which is a recommendable factor of customer.

Objectives of the Study

- To study Exciting Aspects of Online Shopping and its pros and cons
- To study customer satisfaction among the user of E-Business portals performance
- To know the score of leading Online Shopping sites.

Online Shopping Sites

Amazon.com

Amazon intends to provide its customer with a dynamic shopping experience by dealing in categorized departments with respect to comparable products. Amazon is rapidly rising to the top. On May 28, it had 24.1% monthly active users (MAU)
Critical Analysis of Amazon.com

<table>
<thead>
<tr>
<th>S. No</th>
<th>Pros</th>
<th>Cons</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Very Large market Place</td>
<td>Low Margins</td>
</tr>
<tr>
<td>2</td>
<td>Easy of management</td>
<td>Success of this model is dependent on external partners</td>
</tr>
<tr>
<td>3</td>
<td>Competitive Rates</td>
<td>High risk in terms of charge backs &amp; Disputes by buyers</td>
</tr>
<tr>
<td>4</td>
<td>Less Capital intensive</td>
<td>Many Seller might sell products without secured track</td>
</tr>
</tbody>
</table>

Flipkart

Flipkart is one of the best of all Online Shopping sites in India since 2007. It is known to introduce it's popular payment method under cash on delivery (cod) policy in the country, ensuring customer satisfaction in diverse sections of the country.

Critical Analysis of Flipkart

<table>
<thead>
<tr>
<th>S. No</th>
<th>Pros</th>
<th>Cons</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>It Provide Very Good service</td>
<td>When the website is slow it will takes long time to load</td>
</tr>
<tr>
<td>2</td>
<td>Delivery on time</td>
<td>No overnight delivery</td>
</tr>
<tr>
<td>3</td>
<td>Good product quality prod</td>
<td>Storage facility is low compared to other sites</td>
</tr>
<tr>
<td>4</td>
<td>Fair rate compared to market rate</td>
<td>The Transaction speed is slow</td>
</tr>
</tbody>
</table>

Snapdeal

Snapdeal greatly works upon the dedicated customer service checkpoints to cover up the vision to be the best online purchase website providing satisfactory customer experiences and making its way up in the best e-commerce sites in India. SnapDeal offers everything from local daily deals on restaurants, spas, travel to online products deals. They offer you best price with free shipping.

Snapdeal is an e-commerce company based in India. It is a daily deals website that features discount offers across lifestyle segments such as dining, health & beauty, entertainment and travel. It also offers discounts on products like electronics, perfumes, watches, bags, sunglasses, coaching classes, apparels and mobile phones.

Critical Analysis of Snapdeal

<table>
<thead>
<tr>
<th>S. No</th>
<th>Pros</th>
<th>Cons</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Cost of operation is very low</td>
<td>Ultra low margin business</td>
</tr>
<tr>
<td>2</td>
<td>Very easy business operations</td>
<td>Unknown brands</td>
</tr>
<tr>
<td>3</td>
<td>Lot of upcoming Brands</td>
<td>Discount is available Marketing cost to generate traffic on website is high</td>
</tr>
<tr>
<td>4</td>
<td>Good Ecommerce Portal</td>
<td>Not for mid-large business</td>
</tr>
<tr>
<td>5</td>
<td>Excellent Product range</td>
<td>Managing coupon logistics is difficult</td>
</tr>
</tbody>
</table>

Ranks given by 50 respondents for online shopping sites

<table>
<thead>
<tr>
<th>S. No</th>
<th>Online shopping sites</th>
<th>Rank/position</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Amazon.com</td>
<td>I</td>
</tr>
<tr>
<td>2</td>
<td>Flip kart</td>
<td>II</td>
</tr>
<tr>
<td>3</td>
<td>Snapdeal</td>
<td>III</td>
</tr>
<tr>
<td>4</td>
<td>Big Basket/pepper fry/Tata cliq</td>
<td>IV</td>
</tr>
<tr>
<td>5</td>
<td>Shop clues</td>
<td>V</td>
</tr>
<tr>
<td>6</td>
<td>Myntra/Jabang/voonik</td>
<td>Vi</td>
</tr>
</tbody>
</table>

Findings and Suggestions

• More than 75% of online buyer en light the Factors that online shopping site is very easy to navigate, which helps users to easily search for the contents or
products online, it even allows users to search by using various filters like by price range, search by brands, by age group, by hot-selling etc.

• If a certain product is not available or is out of stock it even ask users to input its details & then when the products is available the desired users are informed, this really helps one connected to the products they are seeking & leads to repeat & frequent purchases.

• It’s very quick to process the payments & transactions by a every efficient & flexible

• To sumup with the following benefits enjoyed by the online user

• Convenience No crowds
• Better prices Payment Options
• More variety Product Reviews
• Fewer expenses & Wish List/Registry.
• Price comparisons Real-Time Inventory
• Less compulsive shopping
• Express Checkout
• Order Tracking
• Special Offers

Conclusion

The amount of popularity Indian shopping sites have gained in the recent decades serves testimony to the fact that it is a niche in itself, and through the exercise of careful discretionary standards, people can actually benefit from the services it stands to offer an experience online shopping in India. This niche is predicted to achieve enhanced revolutionary standards with the advancement of technology and incorporation of highly advanced creative marketing strategies for greater efficacy on the economic scale.

References

A STUDY ON CAREER OBSTACLES OF WOMEN MANAGERS IN HIGHER EDUCATION SECTOR

Mrs. K. Sangeetha
Assistant Professor, Department of B.Com (CA)
Fatima College, Madurai

Introduction

Women have been working for generations and form a vital component of the economically active labour force. Beyond the labour level number of women entering into the decision making position has increased significantly throughout the world reflecting the changing status of women in society. Among the various sector Higher education was recognized as a powerful instrument of socioeconomic advancement of the society in general and a vehicle for upward social mobility for deprived and marginalized sections. Earlier, school teaching and nursing were the occupations first permitted to middle and upper class and caste women in the Indian society. When women entered university teaching, their status was significantly higher than that of school teachers. Since most positions in the management of higher education are given to academics who make a mark as researchers, scholars or teachers it is important to understand this preferences and to look at how women who enter academe perform. Although women have held practically every position in the management of higher education, their representation is extremely small. It is important to note that even the women’s colleges in the country, which exclusively serve women students, do not always have women principals. The purpose of the study is to demonstrate career obstacles that influence women managers’ (Principals, Vice Principals And Head of the Department) career development who are working in Government, Aided and Self finance Arts and Science colleges. This study investigated relevant factors, processes, and experiences of women who entered as a faculty in the higher education field and became a manager in arts and science colleges.

Objective of the Study

1. To analyze the demographic profile of the respondents of the study.
2. To know the career obstacle that hinders the career development of women managers.
3. Do career obstacles differ for Women managers according to their Marital Status, Age, Work experience, Income, Designation and Type of Management etc.

Review of literature

1. Parvathy Reddy (2006) “An investigation of the barriers that impede the career advancement of women in management”, in his study he investigated the career
barriers women experience in the workplace. His study result says the barriers which most women perceive and experience in the organisation are identified as racial discrimination, followed by sex discrimination and job market constraints.

2. Sheila Ramazan (2010) “Women in management” In his study he indicated that female need to overcome of their fear of being open, because female tend to be more reserved and scared of being criticized which needs to be improved.

3. Suma Chitins (2013), “India: The Place of Women in the Management of Higher Education in India” In her study she made a strong recommendation that training courses for women managers must alert them to their responsibilities in this direction, and guide them on how they can present a united front so as to bring about the structural changes required and to reduce political intervention.

Research Methodology

Fatima College and Lady Doak College, Meenakshi College is the study area selected for this research. Primary data is collected through well structured questionnaire. Samples of 50 women managers holding Principal, Vice Principal and Head of the Departments from government, aided and self finance arts and science colleges. Simple random sampling method is used to select the samples. For the purpose of analysis the data were further processed by using statistical tools. The statistical tools are 1) Simple Percentage 2) One Way ANOVA

Limitations of the Study

The study is restricted to the selected samples of Fatima College, Lady Doak College and Meenakshi College and hence the result of the study cannot be generalized.

Analysis and Interpretations

Table no 1 shows the demographic details of the respondents 56% of respondents are Hindu, 62% of respondents are PhD holders, 88% of respondents are married and 58% of respondents are above the age group of 51 years.

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Factor</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Religion</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Hindu</td>
<td>56</td>
</tr>
<tr>
<td></td>
<td>Christian</td>
<td>42</td>
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<tr>
<td></td>
<td>Muslim</td>
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<tr>
<td>2</td>
<td>Educational Qualification</td>
<td></td>
</tr>
<tr>
<td></td>
<td>M. Phil</td>
<td>38</td>
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<td></td>
<td>P. hD</td>
<td>62</td>
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<tr>
<td>3</td>
<td>Marital Status</td>
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<tr>
<td></td>
<td>Single</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Married</td>
<td>88</td>
</tr>
<tr>
<td></td>
<td>Widow</td>
<td>2</td>
</tr>
<tr>
<td>4</td>
<td>Age</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Below 40</td>
<td>18</td>
</tr>
<tr>
<td></td>
<td>41-50</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>Above 51</td>
<td>58</td>
</tr>
</tbody>
</table>

Table no 2 reveals work details of respondents 88% of the respondents are in the post of Head of the Department, 32% respondents are having 21-30 years of
teaching experiences, 54% of respondents are receiving Income above Rs1,00,000, 40% of respondents are working in Aided college, 54% of respondents are belongs to science major, 90%of the respondents are not a first generation learners and finally 86%of respondents had continuous career pattern.

Table 2 Work Details of Respondents

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Factors</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Designation</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Experience</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Income</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Type of College Management</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Major</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>First Generation Learners</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Career Pattern</td>
<td></td>
</tr>
</tbody>
</table>

Table no 3 shows the descriptive statistics details of the career obstacles. The result shows among the 15 obstacles the top 3 obstacles which is perceived by most of the women managers in their career was “Limited time and support”, Family responsibility” and “Age or late start”.

Table 3 Descriptive Statistics Details of Career Obstacles

<table>
<thead>
<tr>
<th>S. No</th>
<th>Career Obstacles</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Age/late start</td>
<td>3.06</td>
</tr>
<tr>
<td>2</td>
<td>Family responsibility</td>
<td>3.33</td>
</tr>
<tr>
<td>3</td>
<td>Community and caste</td>
<td>2.64</td>
</tr>
<tr>
<td>4</td>
<td>Lack of confidence</td>
<td>2.66</td>
</tr>
<tr>
<td>5</td>
<td>Lack of role mode /mentor</td>
<td>2.59</td>
</tr>
<tr>
<td>6</td>
<td>Lack of network</td>
<td>2.84</td>
</tr>
<tr>
<td>7</td>
<td>Lack of career aspiration</td>
<td>2.72</td>
</tr>
<tr>
<td>8</td>
<td>Decision making difficulties</td>
<td>2.68</td>
</tr>
<tr>
<td>9</td>
<td>Dissatisfaction with career</td>
<td>2.02</td>
</tr>
<tr>
<td>10</td>
<td>Limited time/ support</td>
<td>3.27</td>
</tr>
<tr>
<td>11</td>
<td>Lack of appropriate credentials</td>
<td>2.84</td>
</tr>
<tr>
<td>12</td>
<td>Gender discrimination</td>
<td>2.81</td>
</tr>
<tr>
<td>13</td>
<td>Lack of opportunities</td>
<td>2.74</td>
</tr>
<tr>
<td>14</td>
<td>Higher education norms</td>
<td>2.79</td>
</tr>
<tr>
<td>15</td>
<td>Political influence</td>
<td>2.72</td>
</tr>
</tbody>
</table>

Table no 4 depicts the results of One Way ANOVA with respect to career obstacles based on the various personal and career factors of respondents. The results indicate that there is a significant difference in the career obstacles with respect to
age, teaching experiences and Income. The other factors are not significantly different so this implies that the null hypothesis can only be partially accepted. Tukey Post Hoc test was conducted for the significantly different factor that is “Age”, “Teaching experience” and “Income”. The result shows managers whose age are below 40 years have faced higher level of career obstacles and with regarding teaching experience who are below 15 years have perceived higher level of career obstacles similarly Managers who receives income below Rs 50,000 have faces higher level of career obstacles.

Table 4 One Way ANOVA analysis of Career Obstacles with Personal Factors

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Factors</th>
<th>F</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Age</td>
<td>16.83</td>
<td>.000**</td>
</tr>
<tr>
<td>2</td>
<td>Marital status</td>
<td>0.1</td>
<td>0.905</td>
</tr>
<tr>
<td>3</td>
<td>Teaching Experience</td>
<td>17.35</td>
<td>.000**</td>
</tr>
<tr>
<td>4</td>
<td>Managerial experiences</td>
<td>1.94</td>
<td>0.144</td>
</tr>
<tr>
<td>5</td>
<td>Income</td>
<td>14.48</td>
<td>.000**</td>
</tr>
<tr>
<td>6</td>
<td>Type of management</td>
<td>6</td>
<td>0.123</td>
</tr>
<tr>
<td>7</td>
<td>Designation</td>
<td>2.158</td>
<td>0.128</td>
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</table>

Findings and Suggestions

The top three Career Obstacles which is highly perceived by women managers are “Limited time or support”, “Family Responsibility” and “Age or late start”.

- Women managers should develop network and relationships which helps to overcome the Obstacle that is “Limited time and support”.
- Family responsibilities like marriage and child bearing should not affect the careers. Prioritizing the responsibilities for the day and by planning ahead one can able to juggle her personal and professional lives with ease.
- The study reveals women in the age group of below 40 years and teaching experiences of below 15 years are facing high level of career barriers. They can overcome this by having more positive attitude towards work and personal life which would lead a better future.
- Managers whose Income is below Rs 50,000 per month had perceived higher level of Career Obstacle. This may due Lack of finance to fulfill the career development factors like completing PhD. This can be overcome by clearing NET or SET exam which is considered equivalent to PhD.

Conclusion

The academic career system has unique features, which made it dissimilar from other career systems. Succeeding in an academic career requires extra efforts from academics especially when it refers to women. In spite of various Career Obstacles women can achieve through their active involvement and distinctive contribution that is the only identity to enhance their career in higher education sector especially in arts and science stream.

References


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IMPACT OF GST IN INDIAN ECONOMY

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ABSTRACT

Goods and Services Tax is expected to provide the much needed stimulant for economic growth in India by transforming the existing basis of indirect taxation towards free flow of goods and services within the economy and also eliminating the cascading effect of tax on tax. In view of the important role that India is expected to play in the world economy in the years to come, the expectation of GST being introduced is high not only within the country, but also in neighboring countries and in developed economies of the world. This paper explain the impact of GST in Indian economy.

Key Words: GST, Indian Economy

Introduction

The GST is basically an indirect tax that brings most of the taxes imposed on most goods and services, on manufacture, sale and consumption of goods and services, under a single domain at the national level. In the present system, taxes are levied separately on goods and services. The GST is a consolidated tax based on a uniform rate of tax fixed for both goods and services and it is payable at the final point of consumption. At each stage of sale or purchase in the supply chain, this tax is collected on value-added goods and services, through a tax credit mechanism.

Salient Features of GST

The GST Framework could easily be one of the most important tax reforms to be tabled for discussion in the Parliament. It does bring with some problems, like division of taxation power between Centre and State. The GST will be applicable on the basis of Destination principle.

GST has two components

One levied by Centre and the other levied by the States. However, the basic features of law such as chargeability, definition of taxable event and taxable person, measure of levy including valuation provisions, basis of classification etc. will be uniform across these statutes as far as practicable.

Integrated GST (IGST)

The scope of IGST Model is that centre would levy IGST which would be CGST plus SGST on all inter-state transactions of taxable goods and services with appropriate provision for consignment or stock transfer of goods and services. IGST will be combination of CGST and SGST and the same will be collected by the Centre in the Origin State.
Impact of GST in Indian Economy

- Reduce tax burden on producers and foster growth through more production. This double taxation prevents manufacturers from producing to their optimum capacity and retards growth. GST would take care of this problem by providing tax credit to the manufacturer.
- Various tax barriers such as check posts and toll plazas lead to a lot of wastage for perishable items being transported, a loss that translated into major costs through higher need of buffer stocks and warehousing costs as well. A single taxation system could eliminate this roadblock for them.
- A single taxation on producers would also translate into a lower final selling price for the consumer.
- Also, there will be more transparency in the system as the customers would know exactly how much taxes they are being charged and on what base.
- GST would add to government revenues by widening the tax base.
- GST provides credits for the taxes paid by producers earlier in the goods/services chain. This would encourage these producers to buy raw material from different registered dealers and would bring in more and more vendors and suppliers under the purview of taxation.
- GST also removes the custom duties applicable on exports. Our competitiveness in foreign markets would increase on account of lower cost of transaction.
- The proposed GST regime, which will subsume most central and state-level taxes, is expected to have a single unified list of concessions/exemptions as against the current mammoth exemptions and concessions available across goods and services.

Positive impact on Indian Economy

- Speeds up economic union of India.
- Better compliance and revenue buoyancy replacing the cascading effect [tax on tax] created by existing indirect taxes. Tax incidence for consumers may fall. Lower transaction cost for final consumers.
- By merging all levies on goods and services into one, GST acquires a very simple and transparent character.
- Uniformity in tax regime with only one or two tax rates across the supply chain as against multiple tax structure as of present.
- Increased tax collections due to wide coverage of goods and services.
- Improvement in cost competitiveness of goods and services in the international market.

Conclusion

The introduction of Goods and Services Tax would be a very noteworthy step in the field of indirect tax reforms in India. By amalgamating a large number of Central and State taxes into a single tax, it would alleviate cascading or double taxation in a major way and pave the way for a common national market. From the consumer point of view, the biggest advantage would be in terms of reduction in the overall tax burden on goods and services. Introduction of GST would also make
Indian products competitive in the domestic and international markets. This tax, because of its transparent character, would be easier to administer. However, once implemented, the system holds great promise in terms of sustaining growth for the Indian economy.

References
CLOUD COMPUTING – NEED FOR AN HOUR

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ABSTRACT
Innovations are necessary to ride the inevitable tide of change. Most of enterprises are striving to reduce their computing cost through the means of virtualization. Cloud Computing offers better computing through improved utilization and reduced administration and infrastructure costs. Cloud Computing is the sum of Software as a Service (SaaS) and Utility Computing. In this paper I discuss the basically theoretical and explain the cloud computing concept as well as relay general information about the cloud architecture, deployment and delivery models of the cloud. I also discuss the Limitations, benefits and drawbacks of the Cloud Computing.

Introduction
Cloud computing is a modern day trend in the computing industry in which elastic and scalable IT-enabled proficiencies are conveyed as a service to customers via the internet. It is a computing paradigm, where a large pool of systems is connected in public or private networks, to provide infrastructures that are dynamically scalable, for applications, data and file storage systems. With the emergence of this technology, the computation cost, content storage, application hosting, and delivery is significantly reduced. Cloud computing is a practical way to undergo direct cost benefits and it has the potential of transforming an enterprise data centre from a capital intensive setup to a capital saving environment.

Many companies have invested in Cloud Computing technology by building their public clouds, which include Amazon, Google and Microsoft. These companies are often releasing new features and updates of their services. For instance Amazon Web Services (AWS) released a Security2 and Economics3 center on their website to have academic and community advice regarding these issues (Khajeh-Hosseini et al., 2010b, p2).

Objectives
- To study the cloud architecture
- To study the delivery models of the Cloud Computing.
- To study the functions of Cloud Computing
- To study the benefits and Problems of cloud Computing
Methodology

This study is based on only Secondary data. Secondary data are collected from Advanced Books, Journals, Dissertations, thesis and Websites.

Definition

There have been many definitions of Cloud Computing by different researchers. Barkley RAD defines Cloud Computing as:

“Cloud Computing refers to both the applications delivered as services over the Internet and the hardware and systems software in the datacenters that provide those services. The services themselves have long been referred to as Software as a Service (SaaS). The datacenter hardware and software is what we will call a Cloud. When a Cloud is made available in a pay-as-you-go manner to the general public, we call it a Public Cloud; the service being sold is Utility Computing. We use the term Private Cloud to refer to internal datacenters of a business or other organization, not made available to the general public. Thus, Cloud Computing is the sum of SaaS and Utility Computing, but does not include Private Clouds. People can be users or providers of SaaS, or users or providers of Utility Computing”.

How the Cloud Works

This could be explained by considering conventional servers years ago (before the advent of virtualization), an enterprise installs an operating system (OS) on its hardware and has an email exchange client running on its operating system suffers the problem of dependency. Dependency here refers to the fact that the email exchange server depends on everything below it. For instance, if the OS gets a virus, or the hard disk crashes, or the CPU fan stops functioning, this will consequently shut down the email exchange services from the email server. In other words, since the application is installed on the OS and the OS is installed on the hardware, so if either the OS or the hardware fails, the application also consequently fails.

The idea of cloud computing is to try and disconnect these dependencies between the application, the OS and the hardware. This is made possible through the virtualization technology which enables the OS to be placed in a container-like structure (cluster) running on the hardware with a virtualization software running on it. In case the hardware of this server fails, the cluster can be taken out of the failed server and placed in another hardware that is functioning properly or configured to automatically complete this function. A cluster can also determine if one of its servers is down and it redirects traffic of requests away from it and it also performs load balancing if need arises.

Because the computers are set up to work together, the applications can take advantage of all that computing power as if they were running on one particular machine. Cloud computing also allows for a lot of flexibility. Depending on the demand, the user can increase how much of the cloud resources accordingly without the need for assigning specific hardware for the job, or just reduce the amount of resources assigned to the user when they are not necessary.
From a small enterprise's point of view, the idea really is that information can be kept in a cloud or on the Internet and as such it is not compulsory to store important data on company computers. The beauty of this is that if the computer fails, the data is not lost because sensitive data would have been replicated and stored elsewhere prior to systems failure. So, all that is required of the enterprise is to replace the broken computer systems, get access to the internet and retrieve all the information stored in the cloud. For example, some applications (like Google Docs), allow the creation of documents online.

An enterprise can create a report or maybe use a spread sheet, and if the computer's hard disk, or any of their external storage devices breaks, there will be no cause for alarm because the next time the enterprise's system is able to access the internet, the same document will be available. This is because the document was stored on applications servers on the cloud. Another great advantage of cloud computing is that these documents can be shared with other users in the enterprise, and even more users can be invited to collaborate on it and any one of these users can edit it in real time. The saved document could be easily published as a web page or can also be made accessible to the rest of the organization or the wider world via the internet.

Cloud Computing Architecture

NIST (National Institute of Standards and Technology) is a well accepted institution all over the world for their work in the field of Information Technology. I shall present the working definition provided by NIST of Cloud Computing. NIST defines the Cloud Computing architecture by describing five essential characteristics, three cloud services models and four cloud deployment models (Cloud Security Alliance, 2009, p14).

Cloud Service Models

There are Three Cloud Services Models as follows:

Cloud Software as Service

This is a capability in which the consumer can use the provider's applications running on the cloud.

Cloud Platform as Service

In this type of service, the consumer can deploy, the consumer created or
acquired applications created by using programming languages or tools provided by
provider, on the cloud infrastructure.

Cloud Infrastructure as Service
This is a capability provided to the consumer by which, it can provision
processing, storage, networks and other fundamental computing resources where the
consumers can deploy and run the software (i.e. operating systems, applications)
(Cloud Security Alliance, 2009, p16).

Cloud Deployment Models
They will follow the deployment models

Public Cloud
The cloud infrastructure is available to the general public.

Private Cloud
The type of the cloud, that is available solely for a single organization.

Community Cloud
In this type of cloud deployment model, the infrastructure of the cloud is
shared by several organizations and supports a specific community with shared
concerns.

Hybrid Cloud
This is a cloud infrastructure that is a composition of two or more clouds i.e.
private, community or public (Cloud Security Alliance, 2009, p17).

Risk Assessment
Organizations with a need for the highest level of uptime should be skeptical
as they evaluate cloud computing, especially if they already have systems in place
that may be more reliable than cloud computing. One metric to consider in evaluating
a cloud vendor is their downtime history. OC12079 Benefits and risks of cloud
computing If certain functions are mission-critical, cloud computing may not be the
complete solution. For such organizations, a hybrid model may be beneficial. Non-
mission-critical functions could be performed on the cloud. A hybrid model can also
introduce mobile access without applying it universally throughout an organization.
Other organizations have security and regulatory compliance requirements to satisfy.
For example, University of Wisconsin developed guidelines to comply with the Health
Insurance Portability & Accountability Act of 1996 (HIPAA). Specifically, it requires
that certain IT staff – only those with related responsibilities – are able access server
rooms or remove equipment. 5 Cloud computing does not comply with these
guidelines. This is true for health records at University of Wisconsin, but may not
apply to student records.

Advantages of Cloud Computing
Speaking about advantages of Cloud Computing we present bellow the main
benefits for businesses in general, focusing at some points on examples for small
businesses:

Cost Efficiency
Cloud computing is probably the most cost efficient method to use, maintain
and upgrade, as explained in [5]. Traditional desktop software costs companies a lot, in terms of finance. Adding up the licensing fees for multiple users can prove to be very expensive for the establishment concerned. The cloud, on the other hand, is available at much cheaper rates and hence, can significantly lower the company’s IT expenses. Besides, there are many one-time-payment, pay-as-you-go and other scalable options available, which makes it very reasonable for the company in question. Paper [6] adds up that it lowers the cost for smaller firms which intend to apply the compute-intensive techniques.

**Almost Unlimited Storage**

Storing information in the cloud gives you almost unlimited storage capacity.

**Backup and Recovery**

Since all the data is stored in the cloud, backing it up and restoring the same is relatively much easier than storing the same on a physical device. Furthermore, most cloud service providers are usually competent enough to handle recovery of information. Hence, this makes the entire process of backup and recovery much simpler than other traditional methods of data storage.

**Automatic Software Integration**

In the cloud, software integration is usually something that occurs automatically. This means that Cloud users don’t need to take additional efforts to customize and integrate their applications as per own preferences. This aspect usually takes care of itself.

**Easy Access to Information**

Once the users register in the cloud, they can access the information from anywhere, where there is an Internet connection. This convenient feature lets users move beyond time zone and geographic location issues.

**Quick Deployment**

Lastly and most importantly, Cloud computing gives the advantage of quick deployment. Once opting for this method of functioning, the entire system can be fully functional in a matter of a few minutes. Of course, the amount of time taken here will depend on the exact kind of technology that is needed for the business.

**Easier Scale of Services**

It makes it easier for enterprises to scale their service according to the demand of clients.

**Deliver New Services**

It makes possible new classes of applications and deliveries of new services that are interactive in nature.

**Disadvantages of Cloud Computing**

In spite of its many benefits, as mentioned above, Cloud computing also has its disadvantages. Businesses, especially smaller ones, need to be aware of these aspects before going in for this technology. The main risks involved in Cloud Computing are:

**Technical Issues**

Though it is true that information and data on the Cloud can be accessed any
time and from anywhere, there are moments when the system can have some serious malfunction. Businesses should be aware of the fact that this technology is always prone to outages and other technical issues. Even the best Cloud service providers run into this kind of trouble, in spite of keeping up high standards of maintenance.

**Security in the Cloud**

The other major issue of Cloud is represented by security. Before adopting this technology, beneficiaries should know that they will be surrendering all their company’s sensitive information to a third-party cloud service provider. This could potentially impose a great risk to the company. Hence, businesses need to make sure that they choose the most reliable service provider, who will keep their information totally secure. Switching to the cloud can actually improve security for a small business, as mentioned by Michael Redding, managing director of Accenture Technology Labs. "Because large cloud computing companies have more resources, he says, they are often able to offer levels of security an average small business may not be able to afford implementing on its own servers" (Outsource IT Headaches to the Cloud (The Globe and Mail)).

**Prone to Attack**

Storing information in the cloud could make the companies vulnerable to external hack attacks and threats; therefore there is always the lurking possibility of stealth of sensitive data.

**Possible Downtime**

Cloud computing makes the small business dependent on the reliability of their Internet connection.

**Cost**

At first glance, a cloud computing application may appear to be a lot cheaper than a particular software solution installed and run in-house. Still, the companies need to ensure that the cloud applications have all the features that the software does and if not, to identify which are the missing features important to them. A total cost comparison is also required. While many cloud computer vendors present themselves as utility-based providers, claiming that they only charge for what customers use, Gartner says that this isn't true; in most cases, a company must commit to a predetermined contract independent of actual use. Companies need to look closely at the pricing plans and details for each application.

**Inflexibility**

Choosing a Cloud computing vendor oftenly means locking the business into using their proprietary applications or formats. For instance, it is not possible to insert a document created in another application into a Google Docs spreadsheet. Furthermore, a company needs to be able to add and/or subtract Cloud computing users as necessary as its business grows or contracts.

**Lack of Support**

Anita Campbell (OPEN Forum) writes, "Customer service for Web apps leaves a lot to be desired - all too many cloud-based applications make it difficult to get customer service promptly – or at all. Sending an email and hoping for a response within 48 hours is not an acceptable way for most of us to run a business".
Conclusion

In this research work, I tackled the affects of Cloud Computing in the enterprises. Cloud Computing is a very hot topic nowadays and many enterprises are interested in it. Most of the enterprises have idea about it but still there is confusion about the real definition of Cloud Computing. This is understandable as this technology is in its infant stage however, as it evolved from Grid Computing therefore, most of the enterprises which have used Grid Computing are better able to understand the term Cloud Computing. There are many Problems of Cloud Computing for enterprises. These Problems include Technical Issue, Security, inflexibility, elasticity and cost. We conclude that while Cloud computing technology can prove to be a great asset to companies, it could also cause harm if not understood and used properly. We consider Cloud computing to be an opportunity for small businesses to balance the efforts implied by IT management of course limited by the disadvantages of Cloud, some of them presented in this paper. The first and most important concern is given by security issues related to having their business data in the Cloud or, in a simpler way, having their data out on the Internet. Nevertheless, the recommendation would be to begin adopting Cloud Computing for a smaller part of their business applications in order to be able to count down the benefits and also to identify the risks.
ICT AND E-BUSINESS IN BANKING INDUSTRY

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Introduction
The modern age banking customers often transacts through their ‘friendly device’ that enables them to conduct with the high penetration of technology in all the fields, the customers and users have become entices and these people expect everything to happen at the click of the mouse. In the present scenario, most of the business organizations are using the internet for a variety of communication tasks, such as promotion of consumer awareness and interest, providing information and consultation, facilitating two-way communication with customers through e-mail, stimulating product trial and enabling customers to place orders. In order to avail the benefits those are accrued through using Internet, financial institutions like banks are transforming themselves and conducting their business electronically. This transformation from normal banking to electronic banking enabled customers to transact online, while saving on various factors.

E-banking
E-banking may be defined as “Delivery of banks services to a customer at his office or home by using electronic technology can be termed as E-banking”. In the ever changing global scenario banking business proved to be agile in adopting latest technology to improve its services and efficiency. Banks have evinced interest in delivering value added products and services with the help of rapidly evolving electronic and Tele-communication technologies. Online banks need to be “real cash managers”. They do the job of electronic Bill presentation and payment (EBPP). For small enterprises and medium scale business it is a real time cash manager its main function lies in bridging the gap between customer and bank one-to-one banking. E-banking is a kind of statistic that would take a bank middling brick and mortar branches to manage the lakhs of accounts at the speed of light. It will operate through internet, extranet and intranet.

E-revolution with the banks
The contours of banking transactions had already started taking place through the Internet way back in 1995. The Internet promised an ideal platform for
commercial exchange, helping banks to achieve new levels of efficiency in financial
transactions by strengthening customer relationship, promoting price discovery and
spend aggregation and increasing the reach. Electronic finance offered considerable
opportunities for banks to expand their client base rationalize their business while
the customers' received value in the form of savings in time and money.

Product distribution channel is one key issue that should continue to engage
banker’s attention with “innovative products at lower prices” as the guiding principle.
Internet banking is emerging as a most cost effective and convenient delivery channel
due to its internet facilities.

E-Banking Transactions

Internet banking can be performed at various levels. At the lowest level, one
can surf a bank's website just to browse through information. It is not necessary to
have a account at the bank. In this capacity, the website serves as an electronic
brochure with details on all the services offered by the bank.

At the next level, one can apply for an account or an service through the
bank's website. Log in details like personal identification numbers usernames and
passwords are sent home by courier in tightly sealed envelopes. This may necessitate
a visit to the bank to verify your identity and sign some documents. Once authentication
details are received and are in place, then we can log in from any

At the third level, the bank can function as a payment facilitator for B2C
e-commerce. This enables customers to pay utility bills online or pay fro goods
purchased from online shops. Now the banks are partnering cellular phone service as
for Mobile banking.

- Account enquiry
- Fund transfer
- Payment of electricity, water, telephone bills etc.
- Request for issuance of cheque book, draft etc.
- Statement of accounts.
- Access to latest Schemes.
- Access to rates of interest and other service changes.

Aspects of E-banking

Technology in banking has been used in four major ways

- To handle a greatly expanded customer base.
- To reduce substantially the real cost of handling payments.
- To liberate the banks from the traditional constraints on time and place.
- To introduce new products and services.

More and more people are using e-banking products and services and because
a larger section of banks future will be of customer base. The banks must be able to
provide the various e-banking products and services.
Credit Cards

Plastic cards that enable the user to buy goods on credit, paying outstanding sums on his or her account in monthly installments. Credit card is a postpaid card. Bank credit cards are widely used by many customers because of its various tangible benefits. Credit cards offer a sale, flexible and convenient means for conducting transactions.

Debit Cards

It is a plastic card connected with electromagnetic Identification that can use to pay for things purchased directly from his bank account debit card, the card holder must have adequate balance debit card, and the card holder must have adequate balance in his account. It is widely accepted by merchants at the point of sale.

Electronic Fund Transfer

It facilitates transfer of funds from any branch or e-bank to any other branch in shortest time. In this system, the payer and the receiver of the funds may be in different cities and the banks may also be different. EFTs is initiated through devices like cards or codes. It uses computer and electronic technology as a sub statute for checks and other paper transaction.

Automatic Teller Machine (ATM)

ATM is a device that allows customers who have an ATM Card to perform routine banking transactions without interacting with the human teller. It can be accessed from anywhere at any time. There is an ATM that can identify customers by scanning the iris of a person’s eye. The scanned image is compared with a large database to verify the match. It designed to protect bank customers from thieves using stolen ATM cards.

Smart Cards

The smart card also known as chip card contains a computer chip embedded within the plastic that provides many unique capabilities. Smart cards may be either memory cards or microprocessor cards.

Generally, memory cards are just pre-paid cards (one used in public telephone (or) automatic vending machine). They become useless if the card value is exhausted. Microprocessor cards have more storage capabilities and are dynamic and re-loadable. They are available with wide variety of features.

Mobile Banking (or) Wireless Application Protocol (WAP)

WAP is a hot technology that is heralding sweeping changes in the fields of Tele-communication and IT and revolutionizing the world of internet, which will soon let the user to do the activities through mobile phone.

Mobile banking using the WAP enabled cell phone is the next logical step for banks to improve customer service. A Customer will be able to use his cell phone, to download electronic cash from his account on to a smart card, which can be used to pay for goods etc.,

Electronic Clearing Service

The instruments like cheque, draft and bills require traditional clearing. The mutual account between banks must be settled as quickly as possible. Thus an electronic system paves way for an easy and quick clearing who have to make bulk
payments to a large number of beneficiaries prepare the credit instructions on the magnetic media and submit the same to RBI through their bankers. RBI processes the data, arrives at interbank settlement and provides bank and branch wise reports containing the details of payments to facilitate fast payment to the beneficiaries.

**Traditional Vs E-Banking**

In traditional banking, the customer has to visit the branch of the bank in person to perform the basic banking operations viz., account enquiry, funds transfer, cash withdrawals etc., the brick and mortar structure of a bank is essential to perform the banking functions.

On the other hand, E-banking enables the customers to perform the basic banking transaction by sitting at their office or at homes through PC or LAPTOP. The customers can access the banks website for viewing their account details and perform the transaction on account as per their requirements. With E-banking, the brick and mortar structure of the traditional banking gets converted into a click and portal model, thereby giving a concept of virtual banking a real shape. Thus today’s banking is no longer confined to branches. Customers are being provided with additional delivery channels which are more convenient and cost effective to customers and to the banks respectively. These delivery channels of banks include ATM, Telebanking, Internet banking, Mobile banking etc., thus E-banking facilitates banking transactions by customers round the clock globally.

**Catalysts of E-banking**

- Low operating cost
- Government support
- Technology
- Efficiency
- Convenience
- Provides access to the international banks
- Improves customer service
- Better financial management
- Saves time and energy

**Challenges of E-banking**

- Operational risk
- Strategic risk
- Legal risk
- Reputation risk
- Banking risk
- Heavy investment is required
- Misuse of bank accounts is uncontrollable
- Security and privacy breach will pave way to spoilage of good relation between banker and customer
- Cost factor
Building Security and Fostering

National and international supervisory bodies are increasingly aware of their role in fostering the security and reliability of online financial institutions. The major driving force behind the rapid spread of E-banking all over the world is its acceptance as an extremely cost-effective delivery channel of banking services compared to other existing channels. However, Internet is not an unmixed blessing to the banking sector. It has also brought about new forms of risks which banks conducting E-banking expose themselves to. They must be conscious of different types of risks viz., the risk can be eliminated over a period of time by the following major controls and security.

a) Server side security
   - User Authentication
   - Firewalls
   - Protection of documents

b) Transmission security
   - Encryption
   - Secure E-mail
   - Secure HTTP
   - Secure Electronic Transaction
   - Security and multicasting

c) Client side security
   - Viruses, worms and Trojan houses
   - External viewers
   - Applets
   - Privacy

Is E-banking Safe?

E-banks know this so they take great precautions to protect our money. Internet banks have high-end encryption and firewalls to protect our account. Recent achievements through E-banking in India:

The information technology enhances the E-banking facilities in various dimensions. Some of the recent innovations and achievements in this field are listed below.

Negotiated dealing system (NDS)

It is an electronic platform that will facilitate dealings in the money and the government securities market. The NDS will enable its members to put their bids electronically for under the liquidity adjustment facility (LAF). The NDS members will not have to put in their bids in the physical form for the LAF auctions held by the RBI.
Structured financial messaging system (SFMS)

The institute of development and research in banking technology (IDRBI) has developed the SFMS. This SFMS is based on well defined standards. It is advancement over the info net which is already in existence, while the infinite provided a medium for communication of information, the structured financial messaging system (SFMS) extends a secure, structured messaging solution which allows faster transaction processing.

Increase in EFT limit

Scheduled commercial banks have raised the limit for individual transactions under the electronic fund transfer (EFT) scheme. This proves the authenticity and efficiency of the banks in transferring funds electronically.

E-banking in India

India can be said to be on the threshold of a major banking revolution with net banking having already been unvested. At present the total internet users in the country are estimated at more than 90 lakh. The facility of accessing their accounts from anywhere in the world by using a home computer with internet connection is particularly fascinating to not-resident Indians and high net worth individuals having multiple bank accounts.

Players in the Indian Scenario

The competition is three concerned. That is among the ICICI bank, HDFC bank and City bank, UTI, SBI, Bank of Baroda and Corporation bank are joining the game. Among the foreign banks, HSBC and standard chartered bank too have major plans. ICICI bank and HDFC bank are going whole hog over internet banking.

Bottlenecks in Implementing E-banking

Adoption of Technology

The new generation private banks and the foreign banks talk of E-banking by virtue of a lean network and absence of legacy systems but the public sector with a vast network have to put in strenuous effort to adopt technology for bringing E-banking to their customers.

Customer Acceptance

The customers won’t believe intermediaries like computer. They will like to deposit money in their traditional way one. Here people won’t accept machines instead increase of men.

Cost of Technology

The cost of acquiring a PC and other equipment for enabling oneself to do on line banking is still not within the reach of middle class or upper middle class customer.

Lack of Preparedness

The banks are not only behind the bind in developing a customer friendly on line presence, but most of them are usefully unprepared for and blissfully unaware of underlying changes in banking and personal finance using heralded in by internet development.
Lack of Standardization
Standardization of operating systems, systems software and application software throughout the banking industry is a necessary condition which may have to pursue proven high quality software is a must for high tech banking.

Lack of Legal and Legislative Frame Work
In India, the legal and legislative framework is not conductive to electronic banking. Legislative support is essential for protecting the interest of the customers and banks in various areas relating to E-banking and payment systems.

The ground for legislative framework has been cleared by passing of IT Act 2000 by the parliament recently.

Lack of Infrastructure Back Bone
The telecommunication network is in a bad state in our country. Difficulty in getting connected due to outdated and inadequate lines is severe problem. Low number of Internet users and high cost of connectivity etc., are problems of growth of web based banking services.

Conclusion
In the scenario of severe competition and escalating expectation of customers for newer products, and alterative delivery channels, the dimensions of banking are being redefined. The key to survival of banks therefore is retention of customer’s loyalty by providing them with value added services tailored to their needs, using state of technology art information technology. It is a choice between survival and extinction.

References
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Introduction

Many of us find it increasingly difficult to connect in the modern world, both with ourselves and others. An important factor in our ability to successfully connect is emotional intelligence. When it comes to happiness and success in our relationships, career and personal goals, emotional intelligence (EQ) matters just as much as the more well known, intellectual ability (IQ). We need emotional intelligence to turn intention into action, in order to make informed decisions about the things that matter most to us, and to connect to others in productive and nurturing ways.

What you can do

- Learn to recognize and pay attention to all your emotions
- Incorporate emotions in your decision-making process
- Stay present without planning the future or analyzing the past
- Be aware of the nonverbal messages you send others
- Use humor and play to relieve stress

What is Emotional Intelligence?

Emotional intelligence (EQ) is the ability to identify, use, understand, and manage your own emotions in positive ways to relieve stress, communicate effectively, empathize with others, overcome challenges and defuse conflict. This ability also allows us to recognize and understand what others are experiencing emotionally. This recognition and understanding is, for the most part, a nonverbal process that informs thinking and influences how well you connect with others.

Emotional intelligence differs from how we think of intellectual ability, in that emotional intelligence is a learned—not acquired. This learning can take place at any time in life so the social and emotional skill set, known as emotional intelligence, is something we can all have.

It is important to remember that there is a difference, however, between learning about emotional intelligence and applying that knowledge to your life. Just because you know you should do something doesn't mean you will—especially when you become overwhelmed by stress, which can override your best intentions. In order to permanently change behavior in ways that stand up under pressure, you need to
learn how to overcome stress in the moment and in your relationships in order to remain emotionally aware.

**Emotional Intelligence is Commonly defined by Four Attributes**

1. **Self-awareness** – You recognize your own emotions and how they affect your thoughts and behavior. You know your strengths and weaknesses, and have self-confidence.

2. **Self-management** – You’re able to control impulsive feelings and behaviors, manage your emotions in healthy ways, take initiative, follow through on commitments, and adapt to changing circumstances.

3. **Social awareness** – You can understand the emotions, needs, and concerns of other people, pick up on emotional cues, feel comfortable socially, and recognize the power dynamics in a group or organization.

4. **Relationship management** – You know how to develop and maintain good relationships, communicate clearly, inspire and influence others, work well in a team, and manage conflict.

**Why is Emotional Intelligence so Important?**

As we know, it’s not the smartest people that are the most successful or the most fulfilled in life. You probably know people who are academically brilliant and yet are socially inept and unsuccessful at work or in their personal relationships. Intellectual intelligence (IQ) isn’t enough on its own to be successful in life. Yes, your IQ can help you get into college, but it’s your emotional intelligence (EQ) that will help you manage the stress and emotions when facing your final exams. IQ and EQ exist in tandem and are most effective when they both are elevated and building off one another.

**Emotional Intelligence Affects Your Performance at School or Work**

Emotional intelligence can help you navigate the social complexities of the workplace, lead and motivate others, and excel in your career. In fact, when it comes to gauging important job candidates, many companies now view emotional intelligence as being as important as technical ability and use EQ testing before hiring.

**Your Physical Health**

If you’re unable to manage your emotions, you probably are not managing your stress either. This can lead to serious health problems. Uncontrolled stress can raise blood pressure, suppress the immune system, increase the risk of heart attack and stroke, contribute to infertility, and speed up the aging process. The first step to improving emotional intelligence is to learn how to relieve stress.

**Your Mental Health**

Uncontrolled emotions and stress can also impact your mental health, making you vulnerable to anxiety and depression. If you are unable to understand, be comfortable with, and manage your emotions, you’ll be at risk of being unable to form
strong relationships which can leave you feeling lonely and isolated.

**Your Relationships**

By understanding your emotions and how to control them, you're better able to express how you feel and understand how others are feeling. This allows you to communicate more effectively and forge stronger relationships, both at work and in your personal life.

**What is Social Intelligence and Why Does it Matter?**

Social intelligence is closely related to emotional intelligence. Our emotions evolved to serve a social purpose that enables us, as humans, to survive. The ability to recognize friend from foe, to reduce stress, and return our nervous system to a state of balanced equilibrium and to feel loved and happy is essential. These essential abilities all depend on successful emotional communication that is nonverbal and connects you to other people and their emotions.

**Social Emotional Communication Can Instantly Convey**

- The friendliness or unfriendliness of another person
- Another person's interest in us
- Another person's caring for or about us
  Personal and social attributes play off one another. The world is a social place and we are social beings.

**Building Emotional Intelligence: 4 Key Skills to Increasing Your EQ**

The key skills for building your EQ and improving your ability to manage emotions and connect with others are:

1. Self-awareness
2. Self-management
3. Social awareness
4. Relationship management

**Building Emotional Intelligence Key Skill 1: Self-awareness**

The science of attachment teaches that present day emotional experience is a reflection of early life emotional experience. Your ability to experience core feelings like anger, sadness, fear, and joy most likely depends on the quality and consistency of your early life emotional experiences. If your emotions were understood and valued, your emotions became valuable assets later in life. But, if your emotional experiences were confusing, threatening or painful, you most likely did your best to distance yourself from them. Being able to connect to your emotions—having a moment-to-moment connection with your changing emotional experience—is the key to understanding how emotion influences your thoughts and actions.

**What Kind of a Relationship do you have with Your Emotions?**

Do you experience feelings that flow, encountering one emotion after another as your experiences change from moment to moment?
Are your emotions accompanied by physical sensations that you experience in places like your stomach, throat, or chest?

Do you experience individual feelings and emotions, such as anger, sadness, fear, joy, each of which is evident in subtle facial expressions?

Can you experience intense feelings that are strong enough to capture both your attention and that of others?

Do you pay attention to your emotions? Do they factor into your decision making?

If any of these experiences are unfamiliar, your emotions may be turned down or turned off. In order to be emotionally healthy and emotionally intelligent, you must reconnect to your core emotions, accept them, and become comfortable with them.

**Mindfulness Practice Builds Self–Awareness as it Reduces Stress**

Mindfulness is the practice of purposely focusing your attention on the present moment—and without judgment. The cultivation of mindfulness has roots in Buddhism, but most religions include some type of similar prayer or meditation technique. Mindfulness helps shift your preoccupation with thought toward an appreciation of the moment, physical and emotional sensations, and brings a larger perspective on life. Mindfulness calms and focuses you, making you more self-aware in the process.

**Key skill 2: Self-management**

Being emotionally aware is just the first step to emotional management. In order for you to engage your emotional intelligence, you must also be able use your emotions to make constructive decisions about your behavior. When you become overly stressed, you can lose control of your emotions and the ability to act thoughtfully and appropriately.

Think about a time when you have been overwhelmed by stress. Was it easy to think clearly or make a rational decision? Probably not. This is because while your brain can manage feeling and thinking at the same time, when we become overly stressed, our ability to both think clearly and accurately assess emotions—our own and other people’s—becomes compromised.

Emotions are important pieces of information that tell us about ourselves and others but in the face of stress that takes us out of our comfort zone, we can become overwhelmed and lose control of ourselves. With the ability to manage stress, and stay emotionally present you can learn to receive disturbing pieces of information without letting this information override your thoughts and self-control. You will be able to make choices that allow you to control impulsive feelings and behaviors, manage your emotions in healthy ways, take initiative, follow through on commitments, and adapt to changing circumstances.
**Key skill 3: Social Awareness**

Social awareness is the skill needed to pick up on the largely nonverbal cues others constantly send. These cues speak to the emotions others are experiencing and give you a more precise idea of their experience what is truly important to them. When groups of people send out similar nonverbal cues, you are able to read and understand shared joint experiences. In order to do these things, you will have to know how to suspend your thoughts in order to experience nonverbal cues that change from one moment to the next. Ironically, not thinking about goals and objectives when with other people is what you need to further those objectives.

**Mindfulness is an ally of Emotional and Social Awareness:**

Social awareness is a moment-to-moment experience that can’t take place while we are thinking about something else. When we are in our heads, planning the future or analyzing the past we cannot be present in the moment. This makes it especially difficult to pick up on subtle nonverbal cues. The myth of multitasking must be ignored. Although we can switch subjects very quickly, when we do so, we miss the subtle emotional shift—taking place in other people—that help us to understand them.

- We are actually more likely to further our social goals and objectives by setting our thoughts, intentions, and goals aside in social situations and instead, focusing on the interaction itself. Moment-to-moment social awareness is an empowering personal process.
- Following the flow of another person's emotional responses is a give-and-take process that requires us to also pay attention to the flow of our own emotional experience.
- A common fear is that by paying attention to others we diminish self-awareness but the opposite is really true. We gain self-awareness by taking the time and putting in the effort to pay attention to others.

Paying attention to what you experience emotionally as you listen to others also illuminates your own beliefs and values. It's easy to mouth popular ideas and values that may not really be a good fit for you. But, when you feel discomfort hearing others express these views, you have learned something important about yourself.

**Key skill 4: Relationship Management**

Working well with others is a process that begins with emotional awareness and your ability to recognize and understand what other people are experiencing. Once emotional awareness is in play, you can effectively develop additional social/emotional skills that will make your relationships more effective, fruitful and fulfilling.

Become aware of how effectively you use nonverbal communication. It's impossible to avoid sending nonverbal messages to others about what we think and feel. The many muscles in the face surrounding the eyes, nose, mouth and forehead—none of which are weight-bearing like other muscle—help us to wordlessly convey our own emotions as well as read other peoples' emotional intent.
The emotional part of our brain is always on—and even if we ignore its messages—others won't. Recognizing the kinds of nonverbal messages that we send to others can be a huge part improving our relationships. See Nonverbal Communication.

Use Humor and Play to Relieve Stress
Humor, laughter and play are natural antidotes stress. They lessen your burdens and help you keep things in perspective. Laughter brings your nervous system into balance, reducing stress, calming you down, sharpening your mind and making you more empathic. See Laughter is the Best Medicine.

Learn to See Conflict as an Opportunity to Grow Closer to Others
Conflict and disagreements are inevitable in relationships. Two people can't possibly have the same needs, opinions, and expectations at all times. However, that needn't be a bad thing. Resolving conflict in healthy, constructive ways can strengthen trust between people. When conflict isn't perceived as threatening or punishing, it fosters freedom, creativity, and safety in relationships. See Conflict Resolution Skills.

Conclusion
So is there anything new about emotional intelligence? In some ways, emotional intelligence really is not new. In fact, it is based on a long history of research and theory in personality and social, as well as I/O, psychology. In fact, one of his main points was that the abilities associated with emotional intelligence have been studied by psychologists for many years, and there is an impressive, and growing, body of research suggesting that these abilities are important for success in many areas of life.

However, rather than arguing about whether emotional intelligence is new, I believe it is more useful and interesting to consider how important it is for effective performance at work. Although I have not had the time to cover very much of it, I hope I have shown that there now is a considerable body of research suggesting that a person's ability to perceive, identify, and manage emotion provides the basis for the kinds of social and emotional competencies that are important for success in almost any job. Furthermore, as the pace of change increases and the world of work makes ever greater demands on a person's cognitive, emotional, and physical resources, this particular set of abilities will become increasingly important. And that is good news for I/O psychologists, for they are the ones who are best situated to help clients to use emotional intelligence to improve both productivity and psychological well-being in the workplace of tomorrow.
MARKETING PROBLEMS OF POWER LOOM INDUSTRIES IN TAMIL NADU

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Introduction

History of weaving looms can be traced back to 17th century. The first power loom was invented by Edmund Cartwright in 1785. Originally Power looms were with shuttle, and they were very slow. But as the industrial demands for faster production accelerate, faster looms without shuttle came in use in early part of 20th century. As developments and innovations take place, various types of looms were developed for faster production.

Today, Air-jet, Water-jet, Rapier and other computer operated looms are used to maximize production of special materials. The power loom sector produces more than 60% of cloth in India and textile ministry’s estimation says that more than 60% of the country’s cloth exports originated from that sector. With its employment of 4.86mn workers, the power looms sector comprised approximately 60% of total textile industry employment.

Power loom Industry is the major contributor to Indian Textile industry as 62% of the textiles production in India is done on Power looms. Indian Power loom Industry is equipped with 2.43 million registered looms producing 54,000 square meter fabrics and accounting for 57.45 lakhs number of direct & indirect employment. It is concentrated in clusters across Erode, Salem, Madurai, Ichalkarnaji, Sholapur, Bhiwandi, Bhiwara and Malegaon, among others. The industry produces wide range of fabrics ranging from grey, printed fabric, dyed fabric, cotton fabric, various mix of cotton, synthetic, and other fibers.

Statement of the Problem

The present study is an attempt to analyse the functioning of the power loom industry and assessing the problems suffered by the industry in Tamil Nadu in general. The study is expected to reveal the deficiencies if any, and enable to suggest appropriate measures for the problems of the industries, and thereby serve the interest of weavers, traders & consumers more effectively.

Objectives

1. To state the History and present stage of the Power loom Industries with special reference to Tamil Nadu.
2. To analyse the Socio-Economic profile of Power loom Industry of Tamil Nadu.
3. To analyse the problems and issues of Power loom industries.
4. To provide concrete recommendations on the basis of findings for overall development of Power loom industries and to enhance its efficiency.

Research Methodology
The study involves the data collected from the primary as well as secondary sources. The primary data was collected primarily from 600 power loom units constituting the major source of data for the study. The secondary data was collected from Websites and Newspapers.

Present Position of Tamil Nadu Power Loom Sector
The power loom sector in Tamil Nadu plays significant role in meeting the clothing needs of the people. The power loom sector in Tamil Nadu is next only to Maharashtra in terms of number of power looms. In the liberalized economic environment, the delicensed power loom sector has been steadily registering good progress and provides more employment at lower prices, which results in losses.

Production of cloth as well as generation of employment has been rapidly increasing in this sector. It also contributes significantly to the export earnings of the country. The power loom sector in Tamil Nadu provides employment to around 11.46 lakh workers both directly and indirectly. As against 23.24 lakh power looms in India, 5 lakh power looms are located in Tamil Nadu. The global market has become an overwhelming incentive for new investment and there has then occurred a veritable explosion of capacity cotton-based complexes, the most important being the Tamil Nadu clusters. Tamil Nadu cluster consists of Coimbatore, Tirupur, Salem, Karur, Erode, Madurai and Chennai. Coimbatore & Tirupur Districts are the most industrialized district in the state. The majority of spinning and weaving units are occupied in Coimbatore district.

Analysis and Interpretation

Table 1 Socio Economic Profile of the Respondents

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Factor</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ownership</td>
<td>Proprietorship</td>
<td>492</td>
<td>82</td>
</tr>
<tr>
<td></td>
<td>Partnership</td>
<td>148</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>600</td>
<td>100</td>
</tr>
<tr>
<td>Business Background</td>
<td>Family Business</td>
<td>312</td>
<td>52</td>
</tr>
<tr>
<td></td>
<td>New Business</td>
<td>288</td>
<td>48</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>600</td>
<td>100</td>
</tr>
<tr>
<td>No. of Power loom</td>
<td>Below 10 Looms</td>
<td>276</td>
<td>46</td>
</tr>
<tr>
<td></td>
<td>10-20 Looms</td>
<td>204</td>
<td>34</td>
</tr>
<tr>
<td></td>
<td>Above 20 Looms</td>
<td>120</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>600</td>
<td>100</td>
</tr>
<tr>
<td>Type of Ownership of Power loom</td>
<td>Owned Looms</td>
<td>420</td>
<td>70</td>
</tr>
<tr>
<td></td>
<td>Rented/Leased Looms</td>
<td>180</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>600</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Data
The above table shows that 82% of respondents were doing proprietorship business in power loom sector, 52% of the respondents were running their family business, 46% of the respondents having below 10 looms, and 70% of the respondents have owned power looms.
Major Issues Faced by the Power loom Industries

The major problems faced by the power loom sector are taken by the researcher and they are given to the respondents for ranking.

1. Poor infrastructure
2. Obsolete Technology
3. Unskilled labour
4. Lack of marketing support
5. Finance
6. Electrical Problems

Table 2 Major Issues Faced by the Power loom Industries

<table>
<thead>
<tr>
<th>Issues</th>
<th>Ranks</th>
<th>Total score</th>
<th>Mean score</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poor Infrastructure</td>
<td>I</td>
<td>2409</td>
<td>4.02</td>
<td>III</td>
</tr>
<tr>
<td>Obsolete Technology</td>
<td>II</td>
<td>3022</td>
<td>5.04</td>
<td>I</td>
</tr>
<tr>
<td>Unskilled Labour</td>
<td>III</td>
<td>1696</td>
<td>2.83</td>
<td>IV</td>
</tr>
<tr>
<td>Lack of Marketing Support</td>
<td>IV</td>
<td>1281</td>
<td>2.14</td>
<td>VI</td>
</tr>
<tr>
<td>Finance</td>
<td>V</td>
<td>2712</td>
<td>4.52</td>
<td>II</td>
</tr>
<tr>
<td>Electrical Problems</td>
<td>VI</td>
<td>1480</td>
<td>2.47</td>
<td>V</td>
</tr>
</tbody>
</table>

Source: Primary Data

It is inferred from Table 2 that the hindrance ‘obsolete Technology’ gets first rank with the mean score of 5.04 points, Finance secures second rank with the mean score of 4.52 points, followed by ‘Poor Infrastructure’ and ‘Unskilled Labour’ with the mean score of 4.02 and 2.83 points respectively.

Suggestions

In Tamil Nadu, the loom technology level used in the power loom industry is awfully low. The Central Government is running Technology Upgradation Fund Scheme for the modernisation of the power loom industry. Most of the weavers are unaware about the scheme. So the Government takes initiative to popularize the schemes among the weavers for the modernisation and upgradation of their business. The majority of the weavers start their business with the self-finance. They don’t have adequate supply of finance to modernize their power looms which will have greater productivity and better quality of fabric. So the Government takes initiative to popularise the loan and subsidy schemes to the weavers.

Conclusion

With the increased competition, Textile companies are taking support of Information Technology to enhance its Supply Chain Management and using it as a competitive edge. Indian companies, with more advanced technology and better market knowledge, preferred the market of customization and high-margin products.
SMALL WORLD PHENOMENON USING SOCIAL NETWORK ANALYSIS

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ABSTRACT

Social network analysis (SNA) is a strategy for investigating social structures through the use of network and graph theories. It characterizes networked structures in terms of nodes, ties or edges (relationships or interactions) that connect them. Methods used are graph database. A Neo4j database consists of a set of nodes and relations, which both has properties related to them. Big data is used to describe a massive volume of both structured and unstructured data that is so large and difficult to process using traditional database and software techniques. Hadoop is an open-source framework that allows to store and process big data in a distributed environment across clusters of computers using simple programming models. The six degrees of separation theory proposed in 1967 stated that we are all just six degrees of separation apart. This paper addresses the research problem of identifying the degree of separation from a different viewpoint by considering not only the degree of separation between two normal persons or famous persons, but also between two persons with very rare special features. We re-evaluate by add a new phase are extending the six degrees of separation theory by using a real social searching Facebook tool “we R So Close”.

Index Terms: social network analysis, Neo4j, Hadoop, facebook, big data

Introduction

Introduction to social network sites such as Myspace, cyworld, and bebo have attracted million of users, many of whom have integrated these sites into their daily practices. A social network is a social structure made up of individuals called nodes, which are used by one or more specific types of interdependency such as friendship, common interest, financial exchange, dislike, sexual relationships, relationships of beliefs, knowledge etc.

Milgram’s present an experiment letters that took a longer path were perhaps more result is usually taken as evidence of the “small-world hypothesis,” that most pairs of people in a population. It can be connected by only a short chain of intermediate acquaintances, even when the size of the population is very large. Milgram’s works are conducted in many ways revealing and it does not tell us much about the detailed structure of social networks, data that are crucial to the understanding of information or disease propagation. Many other studies have addressed this problem did the same for communities of Utah Mormons, Native Americans, and Micronesian islanders, and there are many other examples to be found in the literature. Surveys or interviews were used to determine friendships.
These networks suffer from a different problem: they may be loosely coupled to the social networks structure in some ways to reflect features of the society that built around them, they may be indirectly connected to measure actual contact between people. Many researchers, of course, are interested to connect these networks through human acquaintance patterns, power grids and computer networks are a poor proxy for the real thing. In this project, the system re-evaluate and extend the six degrees of separation theory by using a real social searching Facebook tool “We R So Close”. Identify the duplication of account between two people connected in a social media sites.

Related Work

Small world phenomenon related to research topics. thus, it provides the two basic theories in real world: the small-world network and the small-world experiment.[1] the small world network could be based on structural features such as clustering coefficient and average node to node distance(also known as average shortest path length).[2]the small world experiment specifies the minimum number of people can send a message to anyone in the world.[2]A network model is fitted on multiple networks, the estimated parameters in multiple networks are combined via meta analysis.[3] [4] [5] a component analysis in the network shows the overall listed Indian companies is 78.5% in the affiliation of social sites.SNS diffusion patterns are analysed in a small-world network multiple influence model to measure the degree of relationship in a high connection of probability to users. Milgram suggests “the network have very short paths between pair of nodes called small world phenomenon, a network maintain a property called membership dimension that characterize the relationship between participants and categories in a cognitive load to social network.[6][7] spatial and temporal aspects of social network are linked with the visualization techniques of participants .tagging pictures on the social networking site of facebook could reveal private user attributes are extremely sensitive.[8][9][10] improving social network access control systems appear in addressing the privacy and security concerns in online social network. Each of the supply networks is analyzed in terms of both material flow and a contractual relationship in social analysis suppliers in network is modeled as a linear chain to detect two people in network.

Background of Social Network Analysis

A social network is a collection of people, each of whom is acquainted with some subset of the others. Such a network can be represented as a set of points (or vertices) denoting people, joined in pairs by lines (or edges) denoting acquaintance. One could, in principle, construct the social network for a company or firm, for a school or university, or for any other community up to and including the entire world. Although there were certainly biases present in Milgram’s experiment letters that took a longer path were perhaps more likely to get lost or forgotten, for instance his result is usually taken as evidence of the “small-world hypothesis,” that most pairs of people in a population can be connected by only a short chain of intermediate
acquaintances, even when the size of the population is very large. Milgram’s work, although cleverly conducted and in many ways revealing, does not, however, tell us much about the detailed structure of social networks, data that are crucial to the understanding of information or disease propagation.

**Existing Work**
In existing system, the system proposed a novel graph model. This method is proposed with a small average shortest path length, and a large clustering coefficient. The general rule is: the higher the click-through rate, the higher the ranking. A search result may also be marked based on its click history. In one embodiment, a search result is marked with an image or a text string if there was a single click on the search result by a friend of the member who submitted the query. In other embodiments, the frequency of clicks by members of social network who are within a predetermined degree of separation from the member who submitted the query is examined. If such frequency exceeds a minimum value, the associated search result is marked with an image or a text string.

**Drawbacks of Existing Work**
- The method was intentionally limited to the tracing of linear chains.
- Only using manual calculation.
- A large number of chains “died” before completion.

**Proposed Work**
In proposed system, the system re-evaluates and extend the six degrees of separation theory by using a real social searching Facebook tool “We R So Close”. It works in facebook platform. The graph database is used to store the collected data. For this process the system considering the two points: considering the fake accounts; finding someone with special rare features. And also it extends the theory from different viewpoints.

**Advantages in SNA**
- It can re-verify, extend, and generalize the small world theory.
- It can compute a huge amount of social data.
- It is not limited to the tracing of linear chains.
- It is possible in reality to re-evaluate the six degrees of separation theory.

**Recovery of Account in Facebook**
**Formation of Graph in Social Network**
A network or graph is a set of nodes and edges. Edges can be either directed or undirected graph in a network. Adjacency list and adjacency matrix are used to represent edges in network formation. It helps to connect average shortest path length and high clustering. In social network graph can connect two people nodes and to check the account maintained by user in dataset. It match with the user account and to generate a graph in gephi.
Analysing Dataset in Social Network

The dataset will be preprocessed based on experiments to check the value and filter out the invalid data. The filtering function was responsible for participant's account information in order to delete all fake account's. It will minimize the influence from invalid data and the accuracy of our experiment. The graph database is analysed based on graph of real Facebook users who used our "We R So Close Tool" that represents the account in actual individuals.

Hierarchical Function

A hierarchical database is organized into a tree-like structure. The data is stored as record which are connected through links in another database. It contains the collection of fields and records in multiple relationships. It may handle all the unstructured data in a structured format.

Predict Values

The dataset contains four set of attributes such as name, age, company name, college name, university name, school name etc to measure the accuracy of mean values and weighted values in dataset. It helps to find the shortest neighbours between two people in a network. Filter the overlapping values through the given attribute listed in structured format.

Finding Fake Account

User may check the participants profile picture folder to make it clear that the account may be fake or original. If there is a ideal link given regarding school or educational institutions or workplace and that the user is looking for dating and interested in both men and women, it shows sign of "fake account". It checked the maximum number of friends are in opposite gender, it assumed that the profile to be random in dating "fake account". If the user is not updating the profile for quite long time or commenting of other status. It means that the profile is to be non real account.

Conclusion

A social network is a collection of people, each of whom is acquainted with some subset of the others. Such a network can be represented as a set of points (or vertices) programming. A friend of your friend probably knows a friend of others friend; Facebook shrunk the gap between us. It re-evaluated the degree of separation theory using data collected by an online Facebook tool. Identifying the degree of separation from a different viewpoint by considering not only the degree of separation between two normal-persons or famous-persons, but also between two persons with very rare-special features, and observing the influence of the high-degrees node denoting people, joined in pairs by lines (or edges) denoting acquaintance. One could, in principle, construct the social network for a company or firm, for a school or university, or for any other community up to and including the entire world.

Future Work

The nodes in the network are the people and groups while the links show relationships or flows between the nodes. It are emerging to build a secure
communication for cipher text process and user chatting process. User can send their text message and image through the sender identification key that is private key model. User can accept the communication through the acceptance of friend request and sharing of information in friend's list. Once sender accepts the request, the user can send a separate key for the sender. The sender may decode the text message and image in a decrypted format.

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CASHLESS PAYMENT – A NEED OF THE HOUR

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Introduction
Central Government’s strive for digital India has taken a fast pace after demonetization announced on 8th November, 2016. ‘Less-cash’ or ‘Cashless’ has emerged as the new buzzword in the Indian economy. Due to less cash available in the banking system everyone is searching for cashless mode of payments. Online payments, debit and credit cards payments are only the available options for cashless transaction. Cashless payments are characterized by the exchange of funds by cheque, debit / credit card, or electronic methods rather than the use of cash.

Objectives
The objectives of the study are:
- To study about Cashless payments.
- To discuss about advantages, methods and problems of cashless payments.
- To give suggestions for improvement of cashless payments on basis of findings of the study.

Methodology
The study has been carried out on the basis of primary and secondary data. Primary data has been collected from 150 respondents in Virudhunagar by using convenience sampling. Secondary data has been collected from various books, newspapers and websites. The collected data are arranged and analysed with the help of statistical tools such as percentage analysis, weighted ranking method. On the basis of the analysis, the suggestions are presented.

Advantages
The following advantages enjoyed by using cashless payments are convenience, 24X7, offers and Discounts, tracking spends, budget discipline, lower risk and small gains.

Methods of Cashless Payments
The best 10 cashless payment methods are discussed.
- Cheque
Demand Draft
Online Transfer- NEFT or RTGS
Credit Card or Debit Card
E-Wallets

E-wallet can be used to purchase products starting from grocery to airline tickets. To use this customer and merchant require a Smartphone with active internet connection. After registering for E-wallet the person need to link credit card or debit card with E-wallet id. He can use e-wallet for fund transfer or online shopping.

**Mobile Wallets**

There is no need for debit card / credit card or internet banking password for making payment using a mobile wallet. Just load money in mobile wallet via Immediate Payment System (IMPS) and use it on the move.

**UPI Apps**

Unified Payment Interface (UPI) allows sending or receiving money using virtual payment address without entering bank information. Merchants can enrol with banks to accept payments using UPI.

**Gift Card**

Gift Card is a readymade card and can be purchased from a merchant or from the bank. The gift card is loaded with a fixed amount. The person can purchase any item from the specific vendor by using a gift card.

**Aadhaar Enabled Payment System**

Aadhaar Enabled Payment System (AEPS) is like Micro ATM uses smart phone and a finger-print scanner for the transaction. In order to use this facility, it is mandatory to link Aadhaar card to the bank account.

**Unstructured Supplementary Service Data**

The person can use Unstructured Supplementary Service Data (USSD) even without a Smartphone or internet connection. From any mobile phone, he can dial *99# and use this service.

**Problems**

There are many problems are faced by the people while doing cashless payments. The main problems are high cost, lack of Security, loss of human touch, non-tech-savvy, internet connection, charges on cards and taxes, lack of swipe machine /Smart phone, infrastructure/phone battery.

**Results and Discussion**

The socio economic variables of the respondents like gender, age, marital status, educational qualification, occupation are studied and tabulated in Table 1.

<table>
<thead>
<tr>
<th>Table 1 Socio-economic Variables</th>
<th>Number of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>90</td>
<td>60</td>
</tr>
<tr>
<td>Female</td>
<td>60</td>
<td>40</td>
</tr>
<tr>
<td>Age (in years)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less than 20</td>
<td>20</td>
<td>13.3</td>
</tr>
<tr>
<td>20 – 30</td>
<td>40</td>
<td>30</td>
</tr>
<tr>
<td>30 – 40</td>
<td>30</td>
<td>23.3</td>
</tr>
<tr>
<td>40 – 50</td>
<td>40</td>
<td>26.7</td>
</tr>
<tr>
<td>More than 50</td>
<td>10</td>
<td>6.7</td>
</tr>
</tbody>
</table>
From Table 1 it is noted that, majority (60%) of the respondents are male gender. Nearly 30 per cent of the respondents are from the age group of 20 – 30 years. 70 per cent of the respondents are unmarried. Cashless payments are mostly (33.4%) used by the people who completed their postgraduate degree. Cashless payments used by private employees are comparatively high (40%) than others.

Table 2 Awareness about Cashless Payments

<table>
<thead>
<tr>
<th>Awareness</th>
<th>Number of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>40</td>
<td>22.2</td>
</tr>
<tr>
<td>Newspaper</td>
<td>35</td>
<td>19.5</td>
</tr>
<tr>
<td>Radio</td>
<td>15</td>
<td>8.4</td>
</tr>
<tr>
<td>Friends/Relatives</td>
<td>50</td>
<td>27.7</td>
</tr>
<tr>
<td>Internet</td>
<td>40</td>
<td>22.2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>180</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Table 2 exhibits that, 27.7 per cent respondents were get awareness about cashless payments from their friends and relatives.

Table 3 Spending Limit

<table>
<thead>
<tr>
<th>Spending Limit (per month)</th>
<th>Number of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 10,000</td>
<td>25</td>
<td>16.7</td>
</tr>
<tr>
<td>10,000 -20,000</td>
<td>50</td>
<td>33.3</td>
</tr>
<tr>
<td>20,000-30,000</td>
<td>25</td>
<td>16.7</td>
</tr>
<tr>
<td>30,000-40,000</td>
<td>30</td>
<td>20</td>
</tr>
<tr>
<td>Above 40,000</td>
<td>20</td>
<td>13.3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>150</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Table 3 shows that, 33.3 per cent of the respondents has spend Rs.10,000 – Rs.20,000 per month.

Table 4 Purposes using Cashless Payments

<table>
<thead>
<tr>
<th>Purposes</th>
<th>Number of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grocery</td>
<td>30</td>
<td>12</td>
</tr>
<tr>
<td>Clothing</td>
<td>50</td>
<td>20</td>
</tr>
<tr>
<td>Cosmetics</td>
<td>12</td>
<td>4.8</td>
</tr>
<tr>
<td>Jewels</td>
<td>18</td>
<td>7.2</td>
</tr>
<tr>
<td>Stationery items</td>
<td>16</td>
<td>6.5</td>
</tr>
<tr>
<td>Luxury items</td>
<td>50</td>
<td>20</td>
</tr>
<tr>
<td>Utility services</td>
<td>74</td>
<td>29.5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>250</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Primary data
From Table 4, it is noted that 29.5 per cent of the respondents were used the cashless payments for the purpose of paying utility services.

**Table 5 Type of Cashless Payment Used**

<table>
<thead>
<tr>
<th>Type of cashless payment</th>
<th>Number of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATM</td>
<td>10</td>
<td>3.8</td>
</tr>
<tr>
<td>DD</td>
<td>62</td>
<td>23.8</td>
</tr>
<tr>
<td>Online transfer</td>
<td>55</td>
<td>21.3</td>
</tr>
<tr>
<td>Credit card/debit card</td>
<td>105</td>
<td>40.3</td>
</tr>
<tr>
<td>E-Wallet</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Mobile Wallet</td>
<td>28</td>
<td>10.8</td>
</tr>
<tr>
<td>Gift card</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>UPI app</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>USSD</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>AEPS</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>260</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

*Source: Primary data*

Table 5 depicts that, 40.3 per cent of the respondents used the Credit card/debit card for cashless payments. No respondents were used the E-Wallet, Gift card, UPI app, USSD and AEPS.

The weighted ranking technique has been used to analyse the problems of cashless payments. The respondents are asked to rank the problems. The result of the weighted ranking according to the respondents “High cost” problem gets first rank and followed by the problems Non-tech-savvy, Lack of swipe machine / Smartphone and Lack of security second, third and fourth rank respectively. The last rank (VIII) was secured by loss of human touch.

**Suggestions**

The following suggestions have been made on the basis of findings of the study.

- Cashless payments are mostly used by male members. Awareness must be created to the female members about cashless payments.
- Demonstration classes about cashless payments can be arranged in colleges, public sectors and private sectors offices.
- Cashless payments are included as a part of their curriculum in the higher secondary level itself.
- Government can educate the citizens about E-Wallet, Gift card, UPI app, USSD and AEPS.
- Security measures should be improved by using Bio metric passwords.

**Conclusion**

According to our Prime Minister Mr. Narendra Modi, the reasons behind demonetisation is to tackle black money in the economy, to lower the cash circulation which “is directly related to corruption in our country” and to eliminate fake currency...
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and illegal funds which have been used by terror groups to fund terrorism in India. These can be achieved only through cashless transactions. As a citizen of India, everyone take necessary steps to change their cash transactions into cashless transactions which make our country as “Digital India”.

References
E-BANKING: OVERVIEW

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Introduction

Over the past two decades, India has pushed hard to become a less-cash society. In the early 1990s, the Reserve Bank of India spearheaded the development of technological by the way of infrastructure that facilitated the creation of a payment and settlement ecosystem. In 2007, the Indian Parliament passed the Payment and Settlement Systems Act, after which the central bank released a series of vision documents for the periods of 2009–12, 2012–15, and 2015–18. These papers were supplemented by initiatives to promote wider acceptance and deeper penetration of electronic payments in India. The Government of India has encouraged the shift to a less-cash society with its push for digital payments. It is to promote mobile and digital banking to spur financial inclusion at scale. To achieve this vision, governments are undertaking various measures to transition to a less-cash society. In the form of E-Commerce, E-Business, E-Banking.

Most large bank now offers highly secure, sophisticated online banking. It is used to access account and make transaction whenever you like and wherever you are. Banks also enables customers lifestyle needs by changing and increasing preference for speed and convenience are erading the traditionally difficulty between customer and bank. E – Banking has become necessary survival weapon and its changing the banking industry worldwide. It’s redefining business relationship and the successful banks truly strengthen their relationship with their customers.

E-Banking

A method of banking in which the customer conducts transactions electronically via the Internet. The following terms also refer to another of electronic banking: personal computer banking, internet banking, virtual banking, online banking, home banking is the most frequently used in common.

E-banking is defined as the automated delivery of new and traditional banking product and services directly to the customers through electronic, interactive communication channels. It also includes the system that enable financial institutions, customers, individuals or businesses to access account, transact business and the like.

Internet – Banking

The internet is the delivery channel to conduct banking activity for transferring funds, paying bills, viewing checking and savings accounts balance,
paying mortgages and purchasing financial instrument and certificates.

**Objectives**
- To study the need and benefits of E-Banking.
- To study the challenges faced in E-Banking.
- To study the opportunities available in E-Banking.
- To analyse the regulatory tools focus in E-Banking.

**Services Offered**
- ATM Services
- Debit/Credit card Services
- Internet Banking
- Mobile/Tele Banking
- Electronic Fund Transfer

**Features**
Online banking facilities have many features and capabilities in common but also have some application. The common features are
1. A bank customer can perform non-transactional task through online banking like
   - Viewing account balances
   - Viewing recent transactions
   - Downloading bank statement
   - Viewing images of paid cheques
   - Ordering cheques books
   - Download periodic account statement etc
2. Bank customers can transact banking tasks through online banking like
   - Funds transfer between the customers linked accounts
   - Paying third parties like bill payment and fund transfer
   - Investment purchase or sale
   - Loan application and transaction, Credit card application etc

**Regulatory Tools**
There are four regulators tools need to focus the new challenges posed by the arrival of e-banking.

  - **Adaptation** - Rapidly changes in technology the changes mean for banking activities, keeping regulations up to date has been and continues to be, a far reaching, time consuming and complex task.
  - **Legalization** - New method for conducting transactions, new instruments and new services providers will require legal definition, recognition and permission.
  - **Harmonization** - International harmonization of electronic banking regulation must be a top priority, the cross-border cooperation between supervisor and coordinating laws and regulatory practices internationally and domestically across different regulatory agencies.
  - **Integration** - Process of including information technology issues and their accompanying operational risks in bank supervisor's safety and soundness evaluations.
Opportunities

Internet Banking: It's clear that online finance pickup and there will be increasing convergence in terms of product offering banking services, share trading, insurance, loans, data warehousing and data mining technologies.

Retail Lending: It's a focus area particularly in respect of financing of consumer durables, housing, automobiles etc and also enhancing the earnings of banks with better recovery rates.

Rural Area Customers: Contributing nearly 70 percent of the total population in India is largely untapped market for banking sector.

Offering Various Channels: Bank also offer many channels to access their banking services like ATM, Telephone/Mobile Banking etc to increase the banking business.

Good Customer Services: The best brand ambassador for any bank is the customer; every engagement with customer is an opportunity to develop customer faith in the bank. Increasing competition customer services is the backbone for judging the performance of bank.

Indian Customer: The Indian customers now seek to fulfil his lifestyle aspirations to a younger age with an optimal combination of equity and debt to finance consumption and asset creation.

Other Opportunities: The other opportunities are to enter new business and new markets, to develop new ways of working, to improve efficiency, to delivery high level of customer services.

Advantages

There are some advantages on using e-banking for both the banks and customers:

- Permanent access to the bank
- Lower transaction costs/general
- Access anywhere
- Less time consuming
- Very safe and secure method
- Helps to transfer the money immediately and accurately
- Security of account

Limitations

There are also some disadvantages on using e-banking are

- “Hackers” can access our bank account.
- Need original set up for paying time, its time consuming but ultimately its timer saver
- Switching banks can be cumbersome
- On must have basic computer and internet knowledge

Macro Economic Challenges

Illiteracy: The use of mobile phones customer requires awareness about processes, rules and regulations. Many of them do not understand them and in
difficult to operate.

**Technology:** When it comes to use of mobile most of them buy mobile within their budget but there is severe constraints on the part of service providers.

**Penetration:** Unlike Mobile Telephony Banking has not been able to make inroads into the rural heartland of India.

**Security:** Lack of availability of a Reliable Network and information leak due to easy accessibility are the two major factor to face challenges.

**Investment in infrastructure:** Computerisation of a bank attracts huge cost. Purchases of hardware and software Investment is not problem to established large bank.

**Training the employees:** The private sector bank found easier to recruit the young computer employees but in large public sector banks lagged hugely.

**Conclusion**

Internet banking is a convenient way to do banking from the comfort of our home or office. Avoid the queue or delays and try our simple and secure internet banking facility for an unmatched online banking experience. To understand the impact of e-banking on the conduct of economic policy, policymakers need a solid analytical foundation. Considering the challenges and risk related to e-banking, the government of India along with various government agencies is making an effort to make e-banking more safe, secure and reliable. Without any doubt the international scope of E – Banking provides new growth perspectives and internet business is a catalyst for new technologies and new business processes.

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GREEN MARKETING IN THE PRESENT SCENARIO

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ABSTRACT
Green marketing is the marketing of products that are presumed to be environmentally safe. It incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. As society becomes more concerned with the natural environment, businesses have begun to modify their behaviour in an attempt to address society's "new" concerns. Some businesses have been quick to accept concepts like environmental management systems and waste minimization, and have integrated environmental issues into all organizational activities. Both marketers and consumers are becoming increasingly sensitive to the need for switch in to green products and services. While the shift to "green" may appear to be expensive in the short term, it will definitely prove to be indispensable and advantageous, cost-wise too, in the long run. This paper attempts to give the reader a clear insight about green marketing and to create an awareness on the need for green marketing practices.

Definition
According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising.

Other similar terms used are Environmental Marketing and Ecological Marketing. Thus "Green Marketing" refers to holistic marketing concept wherein the production, marketing consumption and disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc., both marketers and consumers are becoming increasingly sensitive to the need for switch in to green products and services. While the shift to "green" may appear to be expensive in the short term, it will definitely prove to be indispensable and advantageous, cost-wise too, in the long run.

Green Products and its Characteristics
The products those are manufactured through green technology and that caused no environmental hazards are called green products. Promotion of green
technology and green products is necessary for conservation of natural resources and sustainable development. We can define green products by following measures:
- Products those are originally grown,
- Products those are recyclable, reusable and biodegradable,
- Products with natural ingredients,
- Products containing recycled contents, non-toxic chemical,
- Products contents under approved chemical,
- Products that do not harm or pollute the environment,
- Products that will not be tested on animals,
- Products that have eco-friendly packaging i.e. reusable, refillable containers etc.

The 5 Simple Rules of Green Marketing

**Know your customer** - If you want to sell a greener product to consumers, you first need to make sure that the consumer is aware of and concerned about the issues that your product attempts to address. Whirlpool is just one company that learned this lesson the hard way. Even after winning a $30 million "golden Carrot" prize for being first to market with a CFC-free fridge, they discovered that consumers wouldn't pay the premium because they didn't know what CFCs were - and there were no other value-added benefits.

**Empower consumers** - Make sure that consumers feel, by themselves or in concert with all the other users of your product, that they can make a difference. This is called "empowerment" and it's the main reason why consumers buy greener products. This powerful principle underlies so many campaigns laden with tips.

**Be transparent** - Consumers must believe in the legitimacy of your product and the specific claims you are making. Caution: There's a lot of skepticism out there that is fueled by the raft of spurious claims made in the "go-go" era of green marketing that occurred during the late 80s-early90s - one brand of household cleaner claimed to have been "environmentally friendly since 1884"!

**Reassure the buyer** - Consumers need to believe that your product performs the job it's supposed to do. They won't forego product quality in the name of the environment. (Besides, products that don't work well will likely wind up in the trash bin, and that's not very kind to the environment.)

**Consider your pricing** - If you're charging more for your product - and many environmentally preferable products cost more due to economies of scale and use of higher-quality ingredients - make sure that consumers can afford the premium and feel it's worth it. Many consumers, of course, cannot afford premiums for any type of product these days, much less greener ones, so keep this in mind as you develop your target audience and product specifications.

The Green Marketing Mix

A model green marketing mix contains four "P's":

**Product:** A producer should offer ecological products which not only must not contaminate the environment but should protect it and even liquidate existing environmental damages.
Price: Prices for such products may be a little higher than conventional alternatives. But target groups like for example LOHAS are willing to pay extra for green products.

Place: A distribution logistics is of crucial importance; main focus is on ecological packaging. Marketing local and seasonal products e.g. vegetables from regional farms is more easy to be marketed “green” than products imported.

Promotion: A communication with the market should put stress on environmental aspects, for example that the company possesses a CP certificate or is ISO 14000 certified. This may be publicized to improve a firm’s image. Furthermore, the fact that a company spends expenditures on environmental protection should be advertised. Third, sponsoring the natural environment is also very important. And last but not least, ecological products will probably require special sales promotions.

Additional social marketing “P's" that are used in this process are:

Publics: Effective Social Marketing knows its audience, and can appeal to multiple groups of people. "Public" is the external and internal groups involved in the program. External publics include the target audience, secondary audiences, policymakers, and gatekeepers, while the internal publics are those who are involved in some way with either approval or implementation of the program.

Partnership: Most social change issues, including "green" initiatives, are too complex for one person or group to handle. Associating with other groups and initiatives to team up strengthens the chance of efficacy.

Policy: Social marketing programs can do well in motivating individual behavior change, but that is difficult to sustain unless the environment they're in supports that change for the long run. Often, policy change is needed, and media advocacy programs can be an effective complement to a social marketing program.

Purse Strings: How much will this strategic effort cost? Who is funding the effort?

Challenges in Green Marketing
Need for Standardization: It is found that only 5% of the marketing messages from “Green” campaigns are entirely true and there is a lack of standardization to authenticate these claims. There is no standardization to authenticate these claims. There is no standardization currently in place to certify a product as organic. Unless some regulatory bodies are involved in providing the certifications there will not be any verifiable means. A standard quality control board needs to be in place for such labeling and licensing.

New Concept: Indian literate and urban consumer is getting more aware about the merits of Green products. But it is still a new concept for the masses. The consumer needs to be educated and made aware of the environmental threats. The new green movements need to reach the masses and that will take a lot of time and effort. By India's ayurvedic heritage, Indian consumers do appreciate the importance of using natural and herbal beauty products. Indian consumer is exposed to healthy living lifestyles such as yoga and natural food consumption. In those aspects the consumer is already aware and will be inclined to accept the green products.
Patience and Perseverance: The investors and corporate need to view the environment as a major long-term investment opportunity, the marketers need to look at the long-term benefits from this new green movement. It will require a lot of patience and no immediate results. Since it is a new concept and idea, it will have its own acceptance period.

Avoiding Green Myopia: The first rule of green marketing is focusing on customer benefits i.e. the primary reason why consumers buy certain products in the first place. Do this right, and motivate consumers to switch brands or even pay a premium for the greener alternative. It is not going to help if a product is developed which is absolutely green in various aspects but does not pass the customer satisfaction criteria. This will lead to green myopia. Also if the green products are priced very high then again it will lose its market acceptability.

Examples of Green Marketing in India

1. Digital Tickets by Indian Railways: Recently IRCTC has allowed its customers to carry PNR no. of their E-Tickets on their laptop and mobiles. Customers do not need to carry the printed version of their ticket anymore.

2. No Polythene carry bags: Government of India has ordered retail outlets not to provide polythene bags to their customers. This is a very good move to control pollution.

3. Green IT Project: State Bank of India: By using eco and power friendly equipment in its 10,000 new ATMs, the banking giant has not only saved power costs and earned carbon credits, but also set the right example for others to follow. SBI is providing many services like; paper less banking, no deposit slip, no withdrawal form, no checks, money transactions are done through SBI shopping & ATM cards. The wind project is the first step in the State Bank of India's green banking program dedicated to the reduction of its carbon footprint and promotion of energy efficient processes, especially among the bank's clients.

4. Lead Free Paints from Kansai Nerolac: Kansai Nerolac has worked on removing hazardous heavy metals from their paints. The hazardous heavy metals like lead, mercury, chromium, arsenic and antimony can have adverse effects on humans. Lead in paints especially poses danger to human health where it can cause damage to Central Nervous System, kidney and reproductive system.

5. Wipro's Green Machines: Wipro Infotech was India's first company to launch environment friendly computer peripherals. For the Indian market, Wipro has launched a new range of desktops and laptops called Wipro Greenware. These products are RoHS (Restriction of Hazardous Substances) compliant thus reducing e-waste in the environment.

Conclusion

A Clever marketer is one who not only convinces the customer, but also involves the consumer in marketing his product. Similarly, Green marketers should be prudent in introducing the concept. It should not be considered as just one more approach to marketing, but has to be pursued with much greater vigour, as it has an environmental and social dimension to it which is going to rule the world in coming times. Though it may seem to be a waste of time and effort, it will prove to become a step to cleaner and healthier environment building.
ABSTRACT

In the modern era of globalization, it has become a challenge to keep the customers as well as consumers in fold and even keep our natural environment safe and that is the biggest need of the time. Environmental pollution is a buzz word in today’s business environment. Consumers are also aware of the environmental issues like; global warming and the impact of environmental pollution. Green marketing is a phenomenon which has developed particular important in the modern market and has emerged as an important concept in India as in other parts of the developing and developed world, and is seen as an important strategy of facilitating sustainable development. This paper has been made up of concept, need and importance of green marketing. The Paper aims at finding out what actually Green Marketing is all about and how can a business firm be more competitive by using green marketing strategies to gain a competitive edge over others. It explores the main issues in adoption of green marketing practices. The paper describes the current Scenario of Indian market and explores the challenges and opportunities businesses have with green marketing. Why companies are adopting it and future of green marketing and concludes that green marketing is something that will continuously grow in both practice and demand.

Introduction

“India being a developing country and with 80% of infrastructural facilities anticipated to be built in the next two decades, it is a great opportunity to build India in a green way”.

- S Raghupathy, Indian Green Building Council

Green marketing is the process of developing products and services and promoting them to satisfy the customers who prefer products of good quality, performance and convenience at affordable cost, which at the same time do not have a detrimental impact on the environment. It includes a broad range of activities like product modification, changing the production process, modified advertising, change in packaging, etc., aimed at reducing the detrimental impact of products and their consumption and disposal on the environment. Companies all over the world are striving to reduce the impact of products and services on the climate and other environmental parameters. Marketers are taking the cue and are going green.

The term of green energy is defined by Wenxin (2010) that energy generated from natural and renewable resources such as sunlight, wind, biomass, tides and geothermal heat, is called “renewable energy”. The renewable energy market is still growing and governments are making policies for this sector and companies are putting more efforts to commercialize these resources due to the rapid changing in climate, high oil prices and pollution.
"Green" marketing refers to the satisfaction of consumer needs, wants, and desires in conjunction with the preservation and conservation of the natural environment. Green Marketing is defined by Peattie (1995) as “the holistic management process responsible for identifying, anticipating and satisfying the requirements of customers and society, in a profitable and sustainable way”.

Green Advertising
A specific type of advertising that is centered on the promotion of factors having to do with the environment. Oftentimes the companies that use green advertising also use very environmentally friendly operations and product packaging as well.

Basic Parameters of Green Marketing
Many global players in diverse businesses are now successfully implementing green marketing practices. Just as we have 4P’s called product, price, place and promotion in marketing, we have these 4P’s in green marketing too, but they are a different. They are buttressed by three additions P’s namely People, Planet and Profits.

Green marketer can attract customers on the basis of performance, money savings, health and convenience, so as to target a wide range of green consumers. The 3R’s are the nerve of this concept as follows: Reduce, Reuse and Recycle.

Benefits of Green Marketing
Today’s consumers are becoming more and more conscious about the environment and are also becoming socially responsible. Therefore, more companies are responsible to consumers’ aspirations for environmentally less damaging or neutral products. Many companies want to have an early-mover advantage as they have to eventually move towards becoming green.

Some of the advantages of green marketing are:
- It ensures sustained long-term growth along with profitability.
- It saves money in the long run, thought initially the cost is more.
- It helps companies market their products and services keeping the environment aspects in mind. It helps in accessing the new markets and enjoying competitive advantage.
- Most of the employees also feel proud and responsible to be working for an environmentally responsible company.
- Green marketing helps to protect the ozone and whole the environment.

Problems of Green Marketing
One of the main problems is that firms using green marketing must ensure that their activities are not misleading to consumers or industry and do not breach any of the regulations or laws dealing with environmental marketing. A problem of the firms face is that consumer's perceptions are sometimes not correct. When firms attempt to become socially responsible, they may face the risk that the
environmentally responsible action of today will be found to be harmful in the future. Following are the challenges before the green marketing.

- Green products require renewable and recyclable material, which is costly.
- It requires a technology, which requires huge investment.
- Water treatment technology, which is also too costly. Majority of the people are not aware of green products and their uses.
- Majority of consumers are not willing to pay a premium price for green products.

**Green Marketing Mix**

A model of a green marketing mix should, of course, contain all 4P’s:

**Product**: A producer should offer ecological products which not only must not contaminate the environment but should protect it and even liquidate existing environmental damages.

**Price**: Prices for such products may be a little higher than conventional alternatives. But target groups like for example LOHAS are willing to pay extra for green products.

**Place**: A distribution logistics is of crucial importance; main focus is on ecological packaging. Marketing local and seasonal products e.g. vegetables from regional farms is easier to be marketed “green” than products imported.

**Promotion**: A communication with the market should put stress on environmental aspects, for example that the company possesses a CP certificate or is ISO 14000 certified. This may be publicized to improve a firm’s image. Furthermore, the fact that a company spends expenditures on environmental protection should be advertised. Third, sponsoring the natural environment is also very important. And last but not least, ecological products will probably require special sales promotions.

**Some Cases**

Interestingly, green marketing continues to be an issue of 5 global interests. In fact, Google Trends reports that, on a relative basis, more searches for “green marketing” originated from India than from any other country.

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Many companies are adopting green for capturing market opportunity of green marketing some cases
Top 10 Green Brands in India

Judging by the number of large, small and mid-size Indian companies that are setting the trend with green initiatives, India is serious about building environmental sustainability into its business practices. The following companies who made it to the list of top ten green Indian companies prove the statistics right. Following are the company’s brands which adapt green marketing in their business in day today life from 2011.

- AMUL
- Dabur India ltd.
- Infosys
- Taj Hotels
- Britannia Industries ltd.
- Suzlon India
- Hindustan Unilever Ltd.
- Wipro technologies ltd.
- Maruti Udyog ltd.
- Godrej Consumer Products

Ideas for Green Environment and Green Business

“One person can make a difference in the lives and the world around them. It all has to start somewhere. If not, with you then who? If not today, then when? Step up and be that person who takes that step in the right direction. Start the snowball rolling and become part of the solution”.

Start by Making Your World Healthy

Your house, your car, your yard - that is your little world. The best way to make the planet healthy is by making the things around you greener. Think about the environment you live in everyday when you make decisions. This is a world small enough for you to make changes that make a difference. The following green business ideas which are broken down into categories:

Green Food & Housing

Green bed & breakfasts - might use solar and wind energy, grow food on-site, etc.

Plant Gardens - grow food organically yourself (even the White House has a vegetable garden now)

Arboretum – Every company have to mandatorily start an arboretum in every branches of their company wherever they have, so that green environment must be developed. For this government involvement is needed much.

Design and Build Green Buildings - when done from scratch, this can give you the most possibilities and options to produce sustainability.
Green Service Business Suggestions

**Green Salons & Spas** - using organic products, including the construction materials of the building

**Organic ranching** - for meat, eggs, and poultry, etc.

**Green Cleaning Maid Services** - use non-toxic cleaning products, vacuum cleaners that actually clean the air, etc. One company that offers these services in Northern Virginia is Mrs. Lavender, "Keeping the earth the way it was given to us".

**Green bookstores** - sell/rent books that are printed on recycled paper, using soy-based inks, and bound with organic material.

**Green plumbing services** - provide water-conserving toilets, water fixtures, etc. Use hybrid vehicles.

**Recycling furniture** - Find new homes for pre-owned furniture, or produce new furniture from some of the pieces of used furniture

**Solar Panel Installation** - solar panels (to heat water, heat air, or generate electric) typically get mounted to roofs. This is often labor-intensive but if done in volume, the costs come down.

**Solar Lighting** - mounted through roofs, they bring natural light (and vitamin D), but not much heat, into a room

**Green Roofs** - although expensive, some flat roof buildings can have "green roofs", growing plants, controlling rain flow, and providing extra insulation to cut heating and cooling costs.

**Waste Management** - with population growth, and more industrialization around the world, there is a growing need for ways to properly handle waste products.

Green Products

**Green shopping bags**: reusable bags made often made from recycled materials

**Cleaning Products**: made from natural ingredients rather than hydrocarbons.

**Green upholstery products**: using sustainable and renewable materials, also may be made from renewable energy sources

**Porous Concrete**: also called pervious concrete pavement, has openings which let water go through it, improving drainage and many other good environmental advantages.

**LED and CFL Lighting**: this expanding high-tech lighting lasts 5-10 times longer than incandescent bulbs and use only 10-25% as much electricity, for the same amount of lumens (brightness). One bulb can often save over $100 or electricity during its lifetime.

**Green toilets/toilet seats**: very popular in Japan, features may include: 1) low water usage power flush, 2) toilet fan to remove odors (without needing more energy consuming room fan), 3) water jets and dryers for cleansing, similar to a bidet.

**In-sink water filters**: Make your own purified water and use re-usable bottles rather than continuing to buy water in throw-away bottles.
Green Energy Business Suggestions

**Recycled Heating and Cooling:** for example, some factories and buildings generate excess heat that can be routed to other buildings that need heat.

**Solar Cells:** Also called photovoltaic cells, they convert light to electricity. They continue to be cost-effective in more and more applications, particularly in rural areas where power lines don't exist. Today, more and more feasible green business ideas include using photovoltaic cells as the energy source.

**Geothermal Heating and Cooling:** in many areas of the populated world, the earth's temperature is approximately 50-60 degrees Fahrenheit several yards underground. In summer months, this temperature can be used to cool buildings. In winter months, this can greatly decrease the energy cost to heat buildings.

**Smart Grids:** this uses computer technologies to better balance electricity loads. They can turn on and off electrical devices to reduce the peak power requirements power plants need to generate.

**Automatic shut-off devices:** these devices reduce energy consumption by controlling when appliances are in use or shut off.

**Conclusion**

As green marketing is becoming more and more important, the government should impose rules and regulations regarding the usage of green products and incorporate the importance of protecting the environment in the school curriculums apart from continuous green marketing campaigns and implementation. Marketers should also use the media wisely to further educate the consumers about the importance of green marketing and the usage of green products. Consumer organizations and associations should also be more bold to boycotts any businesses that marketed products that are harmful to the environment and its surrounding. Last but not least, implement green marketing today for a better tomorrow.
ABSTRACT

Human have different personalities, different wants, needs, and different ways of showing our emotions. Navigating through this all takes tact and cleverness—especially if we hope to succeed in life. This is where emotional intelligence becomes important. This paper expresses that emotions play a central role in the leadership process. Emotional intelligence is the ability to understand and manage moods and emotions in the self and others. It contributes to effective leadership in organizations. I propose how emotional intelligence contributes to effective leadership by focusing on eight essential elements of leader effectiveness: development of collective goals and objectives; instilling in others an appreciation of the importance of work activities; generating and maintaining enthusiasm, confidence, optimism, cooperation, and trust; encouraging flexibility in decision making and change; and establishing and maintaining a meaningful identity for an organization.

Introduction:

Emotional intelligence is widely known to be a key component of effective leadership. Over the last decade there has been a huge increase in evidence that emotional intelligence is an important factor in leadership. Numerous studies have shown a positive relationship between emotionally intelligent leadership and employee satisfaction, retention, and performance.

“No one cares how much you know, until they know how much you care.”

- Theodore Roosevelt

The ability to be perceptively in tune with his emotions as well as having sound situational awareness can be a powerful tool for leading a team. The act of knowing, understanding, and responding to emotions, overcoming stress in the moment and being aware of how words and actions affect others is described as emotional intelligence.

Emotional intelligence for leadership can consist of these eight attributes. Here are 9 attributes that are crucial for emotionally intelligent leadership.

1. Self-Awareness

The basis of any degree of emotional intelligence is awareness of our emotions, what causes them and how we react to them. Leaders who are more aware are able to develop skills that will help them to manage their own emotions, allowing them to respond more effectively to situations that come up. Instead of reacting to their emotions, they are able to engage their thinking capacity to come up with better
decisions. Leaders who react from their emotions without filtering them can severely damage relationships and increase mistrust amongst their staff.

2. **Awareness of Others**

The more self-awareness that leaders have, the higher will be their awareness of the emotions of others around them. Having an awareness of emotions, how they are created, and how they influence people will allow them to not take emotions of others, such as anger, personally. Less likely to jump to conclusions or judgment, they are more likely to get to the root of the issue and the cause of strong emotional reactions of others.

3. **Listening Skills**

Most people fall into the habit of thinking of a response, while others are speaking instead of actively listening. Emotionally strong leaders avoid that trap, realizing that they need to understand not only the content of what others are saying, but also pick up the feelings behind the words that are being spoken.

The emotions behind the words are often more important than the words spoken. It is only when those emotions are acknowledged that people feel that they are being heard. Often complaints are about situations that leaders can do little to change. People are often aware of that, but still have the need to feel heard. Emotionally intelligent leaders hear their staff and by doing so are able to connect with them on a deeper level.

4. **Awareness of Emotional Atmosphere**

Effective leaders are not only aware of what is going on with their people in one-to-one conversations, they are able to pick up the mood and feelings of their work environment. They are aware of the many factors that can influence the feelings of their employees.

Fear of job loss, losing coworkers due to death of injury, rumors of financial problems in the organization and various other factors are common in every workplace and affect the emotional well-being of staff. Leader understand their situation and care about their staff will increase trust, loyalty, and performance from them.

It is important that leaders are able to stay tunnel in to emotions of their workplace and effectively communicate that to their people.

5. **Ability to Anticipate Reactions and Respond Effectively**

Emotionally intelligent leaders are able to anticipate how their people are likely to react to situations and don’t wait until after damage is done to respond. If they are aware that bad new incoming, such as anticipated layoffs, business closures, and other events, they do what they can to openly to respond to them before they happen.
6. Self-Regulation

This is the ability to control emotions and impulses. People who self-regulate typically don't allow themselves to become too angry or jealous, and they don't make impulsive, careless decisions. They think before they act. Characteristics of self-regulation are thoughtfulness, comfort with change, Integrity, and the ability to say no.

7. Motivation

People with a high degree of EI are usually motivated. They're willing to defer immediate results for long-term success. They're highly productive, love a challenge, and are very effective in whatever they do.

8. Empathy

This is also the second-most important element of EI. Empathy is the ability to identify with and understand the wants, needs, and viewpoints of those around you. People with empathy are good at recognizing the feelings of others, even when those feelings may not be obvious. As a result, empathetic people are usually excellent at managing relationships, listening, and relating to others. They avoid stereotyping and judging too quickly, and they live their lives in a very open, honest way.

9. Social Skills

It’s usually easy to talk to and like people with good social skills, another sign of high EI. Those with strong social skills are typically team players. Rather than focus on their own success first, they help others develop and shine. They can manage disputes, are excellent communicators, and are masters at building and maintaining relationships.

Benefits of Higher Emotional Intelligence

People with higher emotional intelligence find it easier to form and maintain interpersonal relationships and to 'fit in' to group situations.

People with higher emotional intelligence are also better at understanding their own psychological state, which can include managing stress effectively and being less likely to suffer from depression.

Effective, leaders must have a solid understanding of how their emotions and actions affect the people around them. The better leaders relates to and works with others,

Emotional Intelligent for leaders

A leader tends to have a huge influence on the thoughts and motivation of people. Leader has the capacity to enthuse optimism and confidence in the followers and lead them to constructive endeavors.

Leaders are closely observed in terms of their body language, facial expressions etc. So, it is important for a leader to consider the non-verbal form of expressions, which may positively or negatively influence followers. A leader has to
act as a role model too, supporting his statements, ideologies and values with appropriate actions.

A leader one to be aware of one’s own capabilities and weaknesses, it is difficult to accept guidance from a leader who is not self aware

Emotionally intelligent leaders are able to anticipate how their people are likely to react to situations and don’t wait until after the damage is done to respond. If they are aware that bad news is coming, such as anticipated layoffs, business closures, and other events, they do what they can to openly to respond to them before they happen.

Realizing that rumors can quickly spread and cause more damage than the actual event, they rely upon their emotional and social skills to help staff through these times.

Conclusion

Emotional intelligence is a powerful tool critical for exceeding goals improving critical work relationships and creating a healthy, productive workplace and organisational culture. A leader needs to brush up on his people skills emotional intelligence, as all them are not born with the charisma to hold people. Emotional intelligence with practice and carefully directed efforts can be increased.

Reference Books & Websites
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2. www.forbes.com
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IMPACT OF GST

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Amman College of Arts and Science, Dindigul

ABSTRACT

India is all set to introduce GST or Goods and services tax after crossing the various hurdles in its way. It is introduced at a nominal rate that proves beneficial not only for the common man but for the country as a whole. A single form of tax is known as GST and also the biggest indirect tax reform providing a uniform and simplified way of Indirect taxation in India. Goods and services will be subject to a uniform tax rate. It will be applied throughout the country, replacing a number of other indirect taxes like VAT, Service tax, CST, CAD etc. Soa bundle of indirect taxes will get replaced by a new tax in India known as GST. The common man being the final consumer of goods shall be directly affected after introduction of GST.

Key Words: indirect tax, GST,

Introduction

There are around 160 countries that have implemented GST/VAT. France was the first country to introduced GST. Goods and Services tax is a long term strategy planned by the Government. This can happen if GST is introduced at a nominal rate to reduce the overall tax burden of the final consumers. India implements the GST which was followed by Canada. The rate of GST normally ranges in between 15–20% .

India is all set to introduce GST or Goods and services tax after crossing the various hurdles in its way. It is introduced at a nominal rate that proves beneficial not only for the common man but for the country as a whole. A single form of tax is known as GST and also the biggest indirect tax reform providing a uniform and simplified way of indirect taxation in India. Goods and services will be subject to a uniform tax rate. It will be applied throughout the country, replacing a number of other indirect taxes like VAT, Service tax, CST, CAD etc.

On 3rd November, 2016 a four tier GST rate structure has been passed, the final slab rates being agreed upon are 5%, 12%, 18% and 28%. 

<table>
<thead>
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<th>Replace other Indirect Taxes</th>
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<th>Features of GST</th>
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Shanlax International Journal of Commerce
GST Slab Rates

- Food grains used by common people -0%
- Items of mass consumption including essential commodities -5%
- Air conditioners, washing machines, refrigerators, soaps and shampoos etc.-28%
- Tobacco products, pan masala, and luxury cars shall be charged at the highest rate of 28%. An additional cess on some luxury goods shall also be imposed.
- Services that are now taxed at 15% shall be taxed at a higher rate of GST @18%.

Definition

The GST is a single indirect tax rate that will be imposed on manufactured products and services for all states. This tax will apply on the value added by a producer or service provider at each stage in the manufacturing process right until the final consumption.

Impact of GST

Growth and inflation are two key factors to consider on a change in tax laws. On both these factors, the actual quantifiable benefit on economic growth and inflation of GST is hard to judge at this point. A markedly higher rate can hurt growth, a very low rate can upset the government and state fiscal. Secondly, the sharing between states and center is also unclear. Once the system is in place, the actual GST benefits will show up only over the long term, and not in the next year or two. Some sectors will see a heavier impact from the GST than others. Because GST is a complete overhaul of the taxation system, it will have a pervasive effect. Here is how GST can change overall company prospects.

Impact of GST on Small Businesses

Simple taxation: Currently, a startup spends a lot of time and energy to manage the various taxes at various points. GST will simplify the process by integrating all taxes, making the process of paying tax simpler.

Ease of registration: Any new business needs to have a VAT registration from sales tax department. A business operating in many States has to face a lot of issues regarding the different procedures and fees in each state. GST will bring about a uniformity in process and centralized registration that will make starting business and expanding in different States much simpler.

Higher Exemption: As per the current indirect tax structure, any business with a turnover of more than Rs five lakh has to get VAT registration and pay VAT. GST will make this limit higher, to uptoRs 10 lakh and, further to it, businesses with turnover between Rs 10 and 50 lakh will be taxed at a lower rates. This will bring rejoice to newly established start up and small businesses.

Businesses in both sales and services: Businesses like restaurants, which fall under both sales and service taxation, have to calculate the VAT and service tax on both items separately. This makes the calculations process very complex.
Saving in logistics cost and time: Many transport vehicles get delayed during movement across States due to small border tax and check post issues. GST can reduce logistics costs of companies producing non-bulk goods (comprising all goods besides the primary bulk commodities transported by railways – coal, iron ore, cement, steel, food grains, and fertilizers) by as much as 20 percent.

Impact on Consumers
In the GST system, taxes for both Centre and State will be collected at the point of sale. Both will be charged on the manufacturing cost. Individuals will be benefited by this as prices are likely to come down and lower prices mean more consumption, and more consumption means more production, thereby helping in the growth of the companies.

Optimistic Impact of GST
A unified tax system removing a bundle of indirect taxes like VAT, CST, Service tax, CAD, SAD, Excise etc.
- Less tax compliance and a simplified tax policy
- It removes tax on tax.
- Due to lower burden of taxes on the manufacturing sector
- Due to reduced costs some products like cars, FMCG etc.
- This will help in lowering the burden on the common
- The low prices will further lead to an increase in the consumption of goods.
- Increased demand will lead to increase supply.
- The increased production will lead to more job opportunities in the long run.
- It will control circulation of black money.
- A unified tax regime will lead to less corruption
- It will help to boost the Indian economy in the long run.

Deleterious Impact of GST
Service tax rate @ 15% is presently charged on the services. GST is introduced at a higher rate which is likely to be seen in the near future, the cost of services will rise. In simple words, all the services like telecom, banking, airline etc. will become more expensive.
- Increased cost of services.
- To bear the additional services cost.
- An increase in inflation might be seen initially.
- Its actual implications can be seen only when the rate of tax is determined.
- It is a consumption based tax
- If actual benefit is not passed to the consumer and the seller increases profit margin.
- A large number of officers are being trained and systematic IT software is being developed for the successful implementation of GST. But, it will take some time for the people including the manufacturers, the wholesalers, the retailers or the final consumers to understand the whole process and apply it correctly.
Differences between Indirect Taxes and GST

<table>
<thead>
<tr>
<th>Nature</th>
<th>Indirect Taxes</th>
<th>GST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Several Taxes</td>
<td>The centre collects indirect taxes through excise duty, service tax, central sales tax, and customs duties. One, which all states levy, is VAT that applies at each stage in the manufacturing process.</td>
<td><em>GST does away with all indirect taxes save customs duties. GST applies on the value added at each stage</em></td>
</tr>
<tr>
<td>Differential rates</td>
<td>Excise duty, depending on the product, there are 8 different rates based on value produced and specific rates based on volume produced. Besides, both the state and the centre have their own list of goods exempt from taxes</td>
<td><em>GST is a single rate uniformly applicable to all goods and services, with minimal exemptions (like food, education, health). There will be a standard rate for most products and services,</em></td>
</tr>
<tr>
<td>Setting off taxes</td>
<td>Businesses and companies, in their operations, buy goods which are their inputs, and avail of services. There is a tax component in these, since the seller pays some form of tax.</td>
<td><em>GST allows seamless input tax credits. VAT and other state tax complications disappear under GST</em></td>
</tr>
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Benefit of GST

1. Easy tax compliance. The GST is being introduced to create a common market across states, not only to avoid enfeebled effect of indirect tax but also to improve tax compliance.
2. It will lead a more clear and unbiased manner to raise revenue.
3. Price reduction as credit of input tax is available against output tax.
4. Easy and cost saving system as procedural cost reduces due to uniform accounting for all types of taxes.
5. It is beneficial for both economy and corporations. The reduced tax burden on companies will reduce production cost making exporters more competitive.
6. It will help in removing economic distortions and bring about development of a common national market.
7. It will also help to build a transparent and corruption-free tax administration.
8. The tax structure will be made lean and simple
9. The entire Indian market will be a cohesive market. It can facilitate seamless movement of goods across states and reduce the transaction costs of businesses.
10. It is good for export oriented businesses.
11. Tax evasion will fall.
12. It gives an opportunity for all the poor states to develop.
13. It will help to remove the tax difference as a bias, thereby helping businesses.
Benefit for Centre and States

- Government of India will gain $15 billion a year contributing to rise of GDP between 0.9% and 1.5% as this measure will promote more exports and boost employment. This is because; it will promote more exports, create more employment opportunities and boost growth.
- It will divide the burden of tax between manufacturing and services.
- Besides, a simple tax system is very welcoming for all foreign investors looking to set up factories in India.

Conclusion

The Goods and Service Tax is a system of taxation where there is a single tax in the economy for goods as well as services. This is meant to bring together the state economies and create a single taxation system in the entire country for all goods and services. It is based on a tax-on-value-add concept which avoids duplication of taxes. The GST when introduced can eliminate all the indirect taxes. The GST is worldwide accepted system. GST is considered for the goods sold as well as for the services provided. When GST is introduced the price of a product will become reduced. A fall in price generally increases the product demand. Not only the price reduces but also the working capital too. GST makes the price of a product unique throughout the country.

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IMPACT OF GST ON INDIAN ECONOMY

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ABSTRACT
The Indian economy has shown reasonable stability till now despite the threats from depressed external developments. However, the financial year 2009-10 (FY10) faces multiple downside risks. The major risk emanates from the fallout affects of the global financial crisis. The economy has started to show some signs of slowdown especially in terms of export earnings and remittance inflows (Indian Institute of Development Studies 2009). An economic crisis also means a social crisis all over the world and particularly in Asia with an estimated 60 million people remaining mired in poverty due to falling growth rate. Being a global player in the world economy especially in the garments export and wage earners as foreign expatriate, India is no exception with this chain reaction. In the milieu of current global economic slowdown and unprecedented uncertainty, the challenge for the country is to explore domestic market and focuses on some key sectors to robust the growth of the economy. There is no single formula or remedy to alleviate the crisis. In this descriptive paper we want to emphasize what preventive measures India can take to safeguard its economy and secure a better future for its citizens.

Introduction
Nations worldwide are now not different but one unified global village. One problem may lead to a chain reaction and the consequences are thus commonly shared. Specially, when America sneezes the whole world gets flue. Global Recession which originated from subprime mortgages in the U.S.A hit all the nations more or less but cumulatively. Some nations have been affected right away while some are only experiencing the negative impacts of it. The ongoing global economic downturn has made India to feel a pinch as export sectors and overseas employment have been affected lately, though officials termed it ‘temporary.’ This is good news since we can’t afford to sustain recession in the long run. However, it’s a lesson for us! Being globalized and at the same time our home grown formulas to protect our emerging economy can only save us from being bombard of any recession in the future. Patronizing and investing in new areas are also discussed in the context of India.

Objective of the Study
- The main purpose of study is to identify the impacts of global economic fallout in key sectors, especially in RMG and Remittance. Governments, public and private sectors, foreign and local NGOs are in a dire need to look for solutions and how to reprimand the situation. Being academicians we also want to be the part of the stake and hopefully our little thought would benefit the society and the country as a whole.
• We are proposing a suggestive framework on how to overcome the negative impacts of recession by suggesting new areas to invest and by developing on human capital.
• Development of home grown formulas in the future for remedies that can be uniquely designed for country specific needs and to analyze its implications in our economy.
• Also we will evaluate the proposed steps and its applicability in the context of India.

Methodology and Scope
Since this paper is descriptive and qualitative in nature, we have relied on secondary data with our own insights. For that we have collected information from journals, newspaper articles, government periodicals, essays, Internet etc. Due to time constraints the data we have collected may not be the true representation of our complex country. However, we have tried our level best to make the paper with research insight and with up to date information.

Impact of Recession on Ready Made Garments (RMG) and Remittance
RMG Sector: India remained largely insulated from any direct impact of the financial crisis due to our limited exposure to the global economy, particularly in export. We do not have any real time data to assess the situation. However, the export trend as seen from 2008-2009 is quite indicative of a very good performance of India. India largely exports garments which are mainly considered essentials in the West (North America, EU) and the demand for which has been relatively recession resistant. Due to rising cost of manufacturing, many garments order are shifting from China to other countries and thus India remains a major player in this sector exploiting its cheap labor.

International organizations such as the International Monetary Fund (IMF), World Bank (WB), Asian Development Bank (ADB) as well as India Bureau of Statistics (IBS) projected different growth results for FY 2008-2009 but it seemed to be futile with real growth rate. Due to the continued growth of the RMG exports alongside the decline in exports of other sectors, the RMG sector’s share of total exports has grown. Woven garments and knitwear exports currently make up over 80 percent of all exports, up from about 75 percent in 2007 (Raihan, Khan 2009). Now with over 13 billion dollars of export revenue coming from the RMG sector, the entire industry has risen incredibly with strong efforts invested from all directions (Harmachi 2009).

India Bureau of Statistics (IBS) finally said that the GDP growth rate in FY 2008-09 should be 5.9% but again it is the lowest GDP growth over the last five years. However, if the ongoing global recession and uncertainties in domestic economy are considered this growth rate is rather reputable. It is expected that India economy can grow by 5-6% this year if the country could manage to avoid second-phase shocks from the global economic recession (Reza 2009).
Remittances: Remittances play a critical part in the economy. In 2008, India received over 9 billion dollars in remittances (Rahman 2009). As of 2009, India is among the top remittance receiving countries in the world but behind China, Philippines, and Mexico. Manpower of India working in foreign countries peaked in 2007 with 8,32,609 workers. The number again rose to 8,75,055 in 2008 (Rahman 2009).

The majority of remittances originate from the Arabian Gulf countries, followed by the U.S.A, EU, and the Asia-Pacific region particularly Malaysia and Singapore. Inflows during July 2008 to March 2009 were about 24.5 percent higher than the same period of the last fiscal year, but this was partly due to more money being sent through formal channels as opposed to informal ones. The growth rates of inflows have been on a downward trend since July 2009.

The number of migrant workers going abroad each year has increased dramatically in recent years, but in early 2009 there was a marked drop in monthly outward migration due to global recession (Raihan, Khan 2009). According to The Bureau of Manpower Employment and Training (BMET), the first quarter overseas jobs have declined of over 34 percent over the same period last year. Most migrant workers are males from rural areas.

Remedies for India

Besides RMG sector and wage earners in foreign lands, India can diversify its export basket with surplus cement production, pharmaceutical, leather, jute and tea. India has already gained status as ship building nation. The robust growth in agriculture is a positive development, as agriculture makes up around 16 percent of GDP (IBS) and employs the most labor, particularly in rural regions. However, infrastructure and supply of power mainly hindering the overall economic growth. As a result, the economy, which had the potentiality of growing at 7% or beyond growing at less than 6% even sometimes, falling back from that level (Ahmed, 2009).

Infrastructure: India should invest heavily on infrastructure development and there is no substitute of that. Clogged streets in the cities and delay deliveries of key shipments increase the uncertainty and cost of doing businesses. An immediate and ambitious strategy to build the country’s infrastructure will achieve multiple outcomes. It will generate local employment and eventually income to reduce poverty. It will also reverse the impact of the ongoing global recession, support domestic economy and facilitate trade much more efficiently.

It is the right time for strategically planned investments in both physical and digital infrastructure. The mega projects should be undertaken with a firm commitment. The deep sea mega port, major bridges, roads and culverts, satellite townships, e-governance, dredging of rivers to prevent flooding, saving Dhaka and adjacent areas from land grabbers must be justified on national interests alone. India’s main airport should also be developed into an international hub to compete with other international airports such as Dubai, Bangkok or Singapore. Decentralization is another suggestion to limit city migration and reduce urban congestion.
Energy: Energy is vital for economic growth. With vibrant sectors such as ready-made garments, pharmaceuticals, shipbuilding, agro-industries, ceramic, raw hides and leather goods, jute, tea, and related products, as well as the service industries that earn huge foreign exchange basically rely on consistent supplies of energy. It is important for the government to articulate how the nation’s power needs will be met and how much of it is to be met from internal and external sources. What exact role will be played by the different resources (gas, hydroelectricity, coal, and renewable)? This must be determined from a policy perspective that establishes the allocation of energy to various constituencies (households, industries, and the service sectors) for immediate and long term needs (Quddus, et al. 2009). As capacity is gradually increased, how that capacity will be allocated also needs to be projected for a stable and sustainable growth model of the economy.

For the 70 percent of India’s 144 million people who have little or no access to electricity, alternative energy sources may be the option. Years of under-investment means state-owned power plants generate only 3, 500 megawatts of electricity a day, whereas demand is 6,000 megawatts and growing by 500 megawatts a year due to increasing industrialization (Bazar 2009). Given the resource constraints that the government is likely to face, it should negotiate private investors in the power sector to ramp up quickly. Commercializing solar system by encouraging public-private investments will also generate new employment opportunities. It can be a billion dollar industry with all accessories and devices to generate solar power for rural people. Subsequently, rural people of India can be more productive after dark and on their spare time which will further boost our economy.

Agriculture: Agriculture sector has not been affected due to recession. This sector largely depends on rains, proper distribution of fertilizer, adequate supply of electricity, low price of diesel, supply of good seeds and modern method of cultivation. It is good news that the petroleum price in the global market is low. So the government subsidy is going to be lower in this sector. Because of higher domestic production and a drastic fall in food grain prices in international market, the import of food grains fell from 3.2 million tons during July- April FY 2008 to 2.6 million tons during July-April FY 2009, an 18.7% decline (ADB, 2009).

Agriculture sector should support technological dissemination for diversifying agricultural export. The present fertilizer distribution system needs to be reviewed to ensure adequate access and availability of fertilizer. With the help of local government and ICT, crops could be sold directly to the market eliminating intermediaries. Farm subsidy should be provided to all farmers with a need base assessment. Government should promote cutting edge research through different agricultural institution by substantially increasing their budget allocation.

Other Areas to be Focused

Development of Skilled and Semi Skilled Manpower: In this 21st century where the global manpower requires more professional, skilled, semi skilled labor but it’s quite unfortunate that we only think of sending uneducated, unskilled labor to few middle-eastern countries, Singapore and Malaysia. To end this, the government
must offer technical and vocational training opportunities to build its citizen globally competitive. Migration both in professional and skilled labor categories has long been declining. Migration in the professional category was nearly 5% in 2000, which dropped to almost zero at 0.19% by the end of 2008, while the intake of skilled labor declined to 33% in 2008 from 45% in 2000. On the other hand, low-skilled manpower exports rose to 52% in 2008 from 38% in 2000, according to India Economic Review (Rahman 2009). Also there is no initiative to explore job opportunities for skilled workers and professionals.

Overseas employment, a key to economic development has always been instrumental in reducing local employment and boosting remittances. Semi skilled jobs, such as basic machining, operating, repair, computer operations, etc. have always been demanding in the world market. The government needs to promote and establish programs to train people for retail, ICT, transportation, education, and other service sectors jobs, since these are the primary areas of employment. Nursing and hospitality industries have huge demand for overseas employment, and India can increase remittance income manifold through training and sending out its nationals in these categories. And also by expanding our literacy rate with opportunity for higher education, India can succeed in alleviating poverty and other ambitious goals.

**Development of Tourism Industry:** For many developing countries in particular the LDCs tourism is considered to be one of the fundamental pillars of economic development. The tourism sector can play an important role as a driving force of economic development by contributing in three high priority goals of developing countries. It can serve the purpose of income generation, creation of local employment, and earning foreign exchanges. Government can earn revenue by imposing tax on products and services used by tourist through Value Added Taxes (VAT). Tourism offers the opportunity of providing jobs for different classes of people and thereby contributing to the alleviation of poverty. It’s a labor intensive industry provides a scope of direct and indirect opportunities for a large number of skilled and semi-skilled manpower. Tourism generates job directly through hotels, restaurants, transportation companies, recreation centers, resorts, and indirectly through supply of goods and services needed by tourism related business.

The longest sea beach in the world and the largest mangrove forest in the world tags are just not enough to bring global tourist to Cox’s Bazar, or to ‘Sundarban’. With quality hotels, roads, water sports, night entertainment, and above all with safety it is merely just false illusion. So, the attention must be given on all these. In the age of media, image could always be crafted to suit a particular goal (attracting tourists, for example). There is often no sign of such effort in India or its embassies around the world. Poor image, lack of fund allocation in national budget, little or no initiatives to preserve, conserve, and maintain the tourist spots, improper marketing by India Porjoton Corporation, mismanagement of concerned ministries, department, and agencies further complicated this industry. Therefore, government, public and private enterprises should work hand in hand to promote this sector to the international community immediately.
Recommendations

The important lesson to be learned from this crisis that India need strong domestic industry that is not export dependent. Emphasizing and investing more on infrastructure development, energy, building quality human resources, tourism and development of businesses in which we have competitive advantage can only safeguard the economy from any future disaster. Currently the Indian economy is just two trick ponies: we either export RMG or our unskilled labor. We need to diversify our export basket with range of products and services and for that government subsidy and patronization are very important.

Government of India needs to identify sectors that would cater to local demand first but also have big export potential as well. Cement and pharmaceutical should be an obvious target but others such as leather, agro-based and even tourism should also be given priority. We build roads and bridges that last only for few days and subsidize sectors that really have no potential growth. Last but not the least, building on human capital is a must. Exploiting cheap labor domestically and exporting unskilled labor would only create negative image, social trauma and would eventually back fire someday and we must be prepared for that.

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A CURRENT SCENARIO OF FOREIGN DIRECT INVESTMENT IN INDIA

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ABSTRACT

Foreign Direct Investment plays a very important role in the development of the nation. Sometimes domestically available capital is inadequate for the purpose of overall development of the country. India has already marked its presence as one of the fastest growing economies of the world. It has been ranked among the top 10 attractive destinations for inbound investments. Since 1991, the regulatory environment in terms of foreign investment has been consistently eased to make it investor-friendly. India’s recorded GDP growth throughout the last decade has lifted millions out of poverty & made the country a favoured destination for foreign direct investment. A recent UNCTAD survey projected India as the second most important FDI destination after China for transnational corporations during 2011-2016. Services, telecommunication, construction activities, computer software & hardware and automobile are major sector which attracted higher inflows of FDI in India. Countries like Mauritius, Singapore, US & UK were among the leading sources of FDI in India. The Indian government’s favourable policy regime and robust business environment have ensured that foreign capital keeps flowing into the country. The government has taken many initiatives in recent years such as relaxing FDI norms across sectors such as defence, PSU oil refineries, telecom, power exchanges, and stock exchanges, among others.

Introduction

Foreign direct investment (FDI) in India is the major monetary source for economic development in India. Foreign companies invest directly in fast growing private Indian businesses to take benefits of cheaper wages and changing business environment of India. Economic liberalization started in India in wake of the 1991 economic crisis and since then FDI has steadily increased in India. It were Manmohan Singh and P. V. NarasimhaRao who brought FDI in India, which subsequently generated more than one crore jobs. In 2015 India overtook China and the US as the top destination for the Foreign Direct Investment. In first half of the 2015, India attracted investment of $31 billion compared to $28 billion and $27 billion of China and the US respectively.

Make in India is an initiative launched by the Government of India to encourage multinational, as well as national companies to manufacture their products in India. It was launched by Prime Minister Narendra Modi on 25 September 2014. India emerged, after initiation of the programme in 2015 as the top destination globally for foreign direct investment, surpassing the United States of...
What is Foreign Direct Investment

It refers to an investment made by a foreign individual or a company in the productive capacity of another country. It can be considered as the movement of capital across national frontiers in a manner that allows the investor to have control over the investment. Firms that provide FDI are referred to as MNCs. The investors can invest in existing industries/business or can promote new industries. There can be two types of FDI - inward and outward. The cumulative of two, results in net FDI inflow. FDI is freely allowed in all the sectors except a few sectors, though in certain sectors FDI is not allowed beyond a ceiling.

Advantages of FDI

An FDI may provide some great advantages for the NME but not for the foreign country where the investment is made. On the other hand, sometimes the deal can work out better for the foreign country depending upon how the investment pans out.

Access to markets: FDI can be an effective way for you to enter into a foreign market. Some countries may extremely limit foreign company access to their domestic markets. Acquiring or starting a business in the market is a means for you to gain access.

Access to resources: FDI is also an effective way for you to acquire important natural resources, such as precious metals and fossil fuels. Oil companies, for example, often make tremendous FDIs to develop oil fields.

Reduces cost of production: FDI is a means for you to reduce your cost of production if the labor market is cheaper and the regulations are less restrictive in the target foreign market. For example, it’s a well-known fact that the shoe and clothing industries have been able to drastically reduce their costs of production by moving operations to developing countries.

Types of FDI Flow to India

NRI deposits: The forms of foreign capital flowing into India include, NRI deposits, which are made in profitable foreign currency accounts.

Portfolio flow of capital: The Portfolio flow of capital that are made by institutional foreign investors that make investments in India’s debt and stock markets.

Investment made in commercial banks: The forms of foreign capital flowing into India also include, investments that are being made by the foreign investors in the commercial banks of India.

Private foreign investment: The private foreign investment investors either sets up a branch or a subsidiary in the host country.

Foreign aids: All official grants and concessional loans in currency which are broadly aimed at transferring resources from developed countries to less developed nations on development grounds.
FDI Inflow Routes

An Indian company may receive Foreign Direct Investment under the two routes as given under:

**Automatic Route:** FDI in sectors/activities to the extent permitted under the automatic route does not require any prior approval either of the Government or the Reserve Bank of India.

**Government Route:** FDI in activities not covered under the automatic route requires prior approval of the Government which are considered by the Foreign Investment Promotion Board (FIPB), Department of Economic Affairs, and Ministry of Finance.

FDI not Permitted in the Following Routes

Here are a few sectors where FDI is prohibited under both the Government Route as well and the Automatic Route:

- Atomic Energy
- Lottery Business
- Gambling and Betting
- Business of Chit Fund
- Nidhi Company
- Agricultural (excluding Floriculture, Horticulture, Development of seeds, Animal Husbandry, Pisciculture and cultivation of vegetables, mushrooms, etc. under controlled conditions and services related to agro and allied sectors) and Plantations activities (other than Tea Plantations)
- Housing and Real Estate business (except development of townships, construction of residential/commercial premises, roads or bridges to the extent specified)
- Trading in Transferable Development Rights (TDRs).
- Manufacture of cigars, cheroots, cigarillos and cigarettes, of tobacco or of tobacco substitutes.

Market Size of FDI

According to Department of Industrial Policy and Promotion (DIPP), the total FDI investments India received during April – September 2016 rose 30 per cent year-on-year to US$ 21.6 billion, indicating that government’s effort to improve ease of doing business and relaxation in FDI norms is yielding results.

The Data for April - September 2016 indicates that the services sector attracted the highest FDI equity inflow of US$5.29 billion, followed by telecommunications – US$2.79 billion, and trading – US$ 1.48 billion. Most recently, the total FDI equity inflows for the month of September 2016 touched US$ 5.15 billion.

The During April – September 2016, India received the maximum FDI equity inflows from Mauritius ( US$ 5.85 billion ), followed by Singapore ( US$ 4.68 billion ), Japan ( US$ 2.79 billion ), USA ( US$ 1.44 billion ). Impact investments in India is expected to grow at a compound annual growth rate (CAGR) of 20-24 per cent to touch US$ 6-8 billion by 2025, from US$ 1 billion in 2015.
Government Initiatives of FDI

- The Government of India has approved 100 per cent FDI in other financial services carried out by non-banking finance companies (NBFCs), which is expected to attract more foreign capital into the country.
- The National Highways Authority of India (NHAI) plans to offer a risk cover to foreign investors who are willing to invest in government owned operational national highways, which would cover risk associated with the possibility of structural design fault, sub-standard quality of construction, and loss of traffic.
- The Department of Industrial Policy and Promotion (DIPP) has allowed 100 per cent foreign direct investment (FDI) in Asset Reconstruction Companies (ARC) under automatic route, which will help to tackle the issue of declining asset quality of banks.
- The Government of India has amended the FDI policy regarding Construction Development Sector. The amended policy includes easing of area restriction norms, reduction of minimum capitalization and easy exit from project. Further, in order to provide boost to low cost affordable housing, it has indicated that conditions of area restriction and minimum capitalization will not apply to cases committing 30 per cent of the project cost towards affordable housing.
- The government has also raised FDI cap in insurance from 26 per cent to 49 per cent through a notification issued by the DIPP. The limit is composite in nature as it includes foreign investment in the form of foreign portfolio investment, foreign institutional investment, qualified foreign investment, foreign venture capital investment, and non-resident investment.

Recently India Received FDI In Various Sectors

During 2014-2015, India received most of its FDI from Mauritius, Singapore, Netherlands, Japan and the US. On 25 September 2014, Government of India launched Make in India initiative in which policy statement on 25 sectors were released with relaxed norms on each sector. Following are some of major sectors for Foreign Direct Investment;

**Infrastructure:** The 10% of India’s GDP is based on construction activity. Indian government has plans to invest $1 trillion on infrastructure from 2012-2017. 40% of this $1 trillion is to be funded by private sector. 100% FDI under automatic route is permitted in construction sector for cities and townships.

**Automotive:** FDI is automotive sector was increased by 89% between April 2015 to February 2016 India is 7th largest producer of vehicles in the world with 17.5 million vehicles annually. 100% FDI is permitted in the sector via automatic route. Automobiles shares 7% of the India’s GDP.

**Railways:** The 100% FDI is allowed under automatic route is most of areas of railway, other than the operations, like High speed train, railway electrification, passenger terminal, mass rapid transport systems et. Mumbai- Ahemdabad high speed corridor project is single largest railway project in India, other being CSTM-Panvel suburban corridor. Foreign Direct Investment more than 90,000 crore (US$ 13 billion) is expected in these projects.
Pharmaceuticals: Indian pharmaceuticals market is 3rd largest in terms of volume and 13th largest in terms of value. Indian pharma industry is expected to grow at 20% compound annual growth rate from 2015 to 2020. 100% FDI is permitted in this sector.

Chemicals: Chemical industry of India earned revenue of $155-160 billion in 2013. 100% FDI is allowed in Chemical sector under automatic route. Except Hydrocyanic acid, Phosgene, Isocyanates and their derivatives, production of all other chemicals is de-licenced in India. India’s share in global specialty chemical industry is expected to rise from 2.8% in 2013 to 6-7% in 2023.

Services: FDI in service sector was increased by 46% in 2015-2016. Service sector includes banking, insurance, outsourcing, research & development, courier and technology testing. FDI limit in insurance sector was raised from 26% to 49% in 2015.

Textile: Textile is one major contributor to India’s export. Nearly 11% of India’s total export is textile. This sector has attracted about $1647 million from April 2000 to May 2015. 100% FDI is allowed under automatic route. During year 2015-16, FDI in textile sector was increased by 91%. Indian textile industry is expected reach up to $141 billion till 2021.

Airlines: Foreign investment in a scheduled or regional air transport service or domestic scheduled passenger airline is permitted to 100, with FDI up to 49% permitted under automatic route and beyond 49% through government approval. For airport modernization, 100% FDI will be allowed for existing airport under automatic route.

Conclusion

FDI in India has a significant role in the economic growth and development of India. The government has recently made changes to the Foreign Direct Investment (FDI) policy regime by enhancing FDI limits in various sectors like Defence, Civil Aviation etc. FDI in India to various sectors can attain sustained economic growth and development through creation of jobs, expansion of existing manufacturing industries. Indian service sector is generating the proper employment options for skilled workers with high perks. On the other side banking and insurance sector help in providing the strength to the Indian economic condition and develop the foreign exchange system in country. So, we can conclude that FDI is always helps to create employment in the country and also support the small scale industries also and helps country to put an impression on the world wide level through liberalization and globalization.

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A STUDY ON FACTORS INFUENCING BRAND LOYALTY IN FAST MOVING CONSUMER GOODS AT MADURAI CITY

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Introduction  
Customers of today have lot of varied choices to choose from in the fast moving consumer goods. To keep a consumer loyal to a brand is a big task. Every producer of FMGC is fighting themselves with the fellow competitors to gain loyal customer. Brand loyalty is a extent to which a customer constantly buys the same brand within a product category. The consumer will be buying certain brand as long as it is available in the market. Even if the other brands are available in a cheaper price and superior quality loyal customers will stick to their brand. Greater loyalty helps the company to reduce their marketing expenditure and spend more on improving the quality and provide the product at a cheaper price. Fast Moving Consumer Goods (FMCG) Industry in India is one of the fastest developing sectors in the Indian economy. This industry, more than any other industry, demonstrated how firms could achieve stability and efficiency in product design, manufacturing and marketing of products. This study attempts to find the factors which makes the consumer to be loyal to a certain product. Such an exercise would provide meaningful insight to arrive at answer to a question why consumers are loyal towards a brand?

Key words: Consumers, Brand, Brand loyalty, FMCG products

Objectives of Study  
To study about the consumer preferences towards FMCG products.  
- To study about the various sources of information relating to FMCG products.  
- To examine about the various factors which influences a customer to be loyal towards a brand of FMCG products in Madurai city

Limitations of Study  
- This study is limited to only 150 consumers within the Madurai city  
- The time span of research process was one month which was not enough

Review of Literature  
Davis (2000) Leading organisations know that brands are more than just
products. Brands are also an indication of what the organisation does and more importantly, what the organisation is. Usually brands are why an organisation exist; nor the other way round.

Terblanche (2002) assess that the rapidly increasing competitiveness within the fast moving consumer goods (FMCG) market compels an organisation within this market to not only entice consumers to purchase the organisation’s brand, but also to keep these consumers purchasing the brand. It is therefore essential that an organisation creates and maintains loyalty among consumers towards its brand.

Data Collection
The researcher should keep in mind two types of data. They are Primary data and Secondary data.

Sampling Size & Method of Sampling
The data collected for the study from 150 respondents within Madurai city selected on the basis of convenience sampling.

Statistical Tools Used
1. Percentage analysis method
2. Ranking

Fast Moving Consumer Goods in India
FMGC is the fourth largest sector in the Indian economy. Household and personal care is the leading segment accounting for (50%) of the overall market. Hair care (23%) and food & Beverages (19%) comes next in terms of market share. Growing awareness about the product, changing lifestyles of customers are the key growth drivers of the sector.

FMGC industry or alternatively named Consumer Packaged Goods (CPG), deals mainly with the production, distribution as well as marketing of packaged goods for all consumers. The fast moving consumer goods has to do with those consumables which are regularly being consumed. Among the first activities of the FMGC industry there is selling, marketing, financing, purchasing and so on.

Some common FMGC product include food and dairy products, home and personal care products ,glassware, paper products, pharmaceuticals, electronics, printing goods, plastic goods.

The wide range of consumable goods provided by the FMGC industry turns over a large amount of money, while competition among FMGC manufacturers has become more and more fierce. Investors are putting more and more into the FMGC industry. The growth of the Indian population is another responsible factor for the huge success of this particular industry. Some of the leading FMGC companies in India are Hindustan Unilever, Colgate-Palmolive, ITC limited, Nestle, Parle Agro, Britannia, Marico, Procter & Gamble, Godrej, and Amul.
Analysis and Interpretation

Table 1 Demographic Profile of the Respondents

<table>
<thead>
<tr>
<th>Category</th>
<th>Responses</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20 – 30 yrs</td>
<td>42</td>
<td>28</td>
</tr>
<tr>
<td>31 – 40 yrs</td>
<td>54</td>
<td>36</td>
</tr>
<tr>
<td>41 – 50 yrs</td>
<td>34</td>
<td>22.66</td>
</tr>
<tr>
<td>51 yrs. And above</td>
<td>20</td>
<td>13.34</td>
</tr>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>62</td>
<td>41.33</td>
</tr>
<tr>
<td>Female</td>
<td>88</td>
<td>58.67</td>
</tr>
<tr>
<td><strong>Marital Status</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Married</td>
<td>112</td>
<td>74.66</td>
</tr>
<tr>
<td>Single</td>
<td>38</td>
<td>25.34</td>
</tr>
<tr>
<td><strong>Work Profile</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Salaried</td>
<td>42</td>
<td>28</td>
</tr>
<tr>
<td>Self employed</td>
<td>36</td>
<td>24</td>
</tr>
<tr>
<td>Housewife</td>
<td>38</td>
<td>25.33</td>
</tr>
<tr>
<td>College Students</td>
<td>20</td>
<td>13.34</td>
</tr>
<tr>
<td>Retired</td>
<td>14</td>
<td>9.33</td>
</tr>
</tbody>
</table>

(Source: Primary Data)

In the present study, we have collected data from 150 respondents, the representation has been taken from various part of population. Among the 150 respondents the dominant age are 31-40 years (36%) followed by 20-30 years (28%), 41-50 years (22.66%), and 51 years and above (13.34) respectively.

In this study female respondents accounts for about 58.64% as compared to 41.33% of men respondents. Married respondents were about 74.66 % and single respondents were about 25.34 %

Based on the Work profile salaried people accounted for about (28%) followed by house wife (25.33%), self-employed (24%), college students (13.34%) and retired (9.33%) respectively

Table 2 Source of Information about Brand

<table>
<thead>
<tr>
<th>Response</th>
<th>No. of Respondents</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertisement</td>
<td>59</td>
<td>39.34</td>
</tr>
<tr>
<td>Social Media</td>
<td>21</td>
<td>14</td>
</tr>
<tr>
<td>Friends/Relatives</td>
<td>32</td>
<td>21.33</td>
</tr>
<tr>
<td>Point of Display</td>
<td>38</td>
<td>25.33</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>150</td>
<td>100</td>
</tr>
</tbody>
</table>

(Source: primary data)

From Table 2 we can understand that customers are largely influenced by the advertisement in various mass media. Responding to the source of information about Brand, 59 respondents replied that their first purchase was influenced by advertisements. For 25.33% point of display was the main source of awareness and for 21.33% respondents friends and relatives influenced in knowing the brand and for
14% responded that they were influenced by Social media to know about brands

Table 3 Factors Influencing Brand Loyalty

<table>
<thead>
<tr>
<th>Factors</th>
<th>Mean</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality</td>
<td>33.26</td>
<td>I</td>
</tr>
<tr>
<td>Price</td>
<td>28.9</td>
<td>II</td>
</tr>
<tr>
<td>Product Features</td>
<td>20.72</td>
<td>III</td>
</tr>
<tr>
<td>Brand image</td>
<td>15.85</td>
<td>IV</td>
</tr>
<tr>
<td>Availability</td>
<td>13.52</td>
<td>V</td>
</tr>
<tr>
<td>Necessity</td>
<td>8.35</td>
<td>VI</td>
</tr>
</tbody>
</table>

Source: Computed data

From Table 3 we understood that the primary factor which influences customer to be loyal for a brand is its quality. The next best factor influencing brand loyalty is its price. Price must be lesser than the competition without any compromise in the quality of the product. The third factor is product features. Unique feature of the product creates its own loyal customers. The fourth factor which influences brand loyalty is its brand image. Some people will have traditional mind set towards a brand. Though any new product comes into the market with better price and quality they stick to their brand. The least factor influencing loyalty of customer is necessity for the brand. Because now a days purchase is not only characterised by necessity, once the customer sees the product in store and he has more disposable income then he is ready to test new product. The second least factor is availability of product. The product must be available to customers when it is demanded by them. Otherwise consumer will shift to next brand available.

Conclusion

Thus study suggests that quality is the priority for customers to be loyal for a brand. In order to survive in such a competitive market, organisations need to proactively formulate and adopt strategies that will enable them to improve the product quality at competitive price with more unique features that the competing product does not have. These help the company to establish a strong base of customers that are loyal towards the organisation’s brand.

References

4. Fast moving consumer goods industry in India http://www.ibef.org/industry/fmcg-presentation
EMERGING TRENDS IN HUMAN RESOURCE MANAGEMENT

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ABSTRACT
The purpose of this paper is to establish the importance of human resource management (HRM) and how it emerged, to provide some evidence of its context, to discuss its potential and future development. Many specialists underlined the fact that human resource requires more attention and careful management than any other resource of an organization. The role of the HR manager must parallel the needs of the changing organization. Successful organizations are becoming more adaptable, resilient, quick to change directions, and customer-centered. Within this environment, the HR professional must learn how to manage effectively through planning, organizing, leading and controlling the human resource and be knowledgeable of emerging trends in training and employee development.

Key Words: International HRM, HRM trends, Human resource, Personnel administration, Talent management.

Introduction
Organizations of today continue to operate in fast-changing and often unpredictable environments. Globalization, changing demographics, and changing customer relationships are frequently cited as trends that require organizational changes. Frequently caught in the midst of these changes are the human resource management (HRM) function which has evolved from a narrow personnel view, to a broader HRM perspective, and then to one that emphasizes a strategic orientation. This strategic human resource management (SHRM) orientation is evidenced in a variety of HRM areas, for example, recruitment and selection, training and development and compensation. Further, during these shifts many have been critical of the role of HRM and suggested among other things that it does not add value to the firm. However, others have shown that HRM does indeed add value. Clearly, the field of HRM is changing and growing, new knowledge is being created, and the standards of performance will increase in level and type. The HRM field is under pressure from various quarters.

Objectives
The general emphasis of this study is to examine the applications and processes key HRM functions and explore the perception on its value-added contribution towards organizational effectiveness.

- What are the organization’s strategic approaches in recruitment/selection practices? And how does it support the business/corporate strategy?
What are the perceptions on the value-added contribution of recruitment/selection and practices towards organizational effectiveness?

Methodology
The paper adopts a literature review approach beginning with indicating and classifying the literature in a process model format of HRM. The analysis is based fully on secondary data like books, journals, articles and information available on internet.

New Trends in International HRM
International HRM places greater emphasis on a number of responsibilities and functions such as relocation, orientation and translation services to help employees adapt to a new and different environment outside their own country.
- Selection of employees requires careful evaluation of the personal characteristics of the candidate and his/her spouse.
- Training and development extends beyond information and orientation training to include sensitivity training and field experiences that will enable the manager to understand cultural differences better. Managers need to be protected from career development risks, re-entry problems and culture shock.
- To balance the pros and cons of home country and host country evaluations, performance evaluations should combine the two sources of appraisal information.
- Compensation systems should support the overall strategic intent of the organization but should be customized for local conditions.
- In many European countries - Germany for one, law establishes representation. Organizations typically negotiate the agreement with the unions at a national level. In Europe it isomer likely for salaried employees and managers to be unionized.

HR Managers should take into Account the Following Aspects to Ensure Success
- Use workforce skills and abilities in order to exploit environmental opportunities and neutralize threats.
- Employ innovative reward plans that recognize employee contributions
- Indulge in continuous quality improvement through TQM and HR contributions like training, development, counseling, etc.
- Utilize people with distinctive capabilities.
- Decentralize operations and rely on self-managed teams to deliver goods in difficult times e.g. Motorola is famous for short product development cycles.
- It has quickly commercialized ideas from its research labs.
- Lay off workers in a smooth way explaining facts to unions, workers and other affected groups

HR Managers Today are Focusing Attention on the Followings
Policies - HR policies based on trust, openness, equity and consensus.
Motivation - Create conditions in which people are willing to work with zeal,
initiative and enthusiasm; make people feel like winners.

**Relations** - Fair treatment of people for healthy work-place relations.

**Change Agent** - Prepare workers to accept technological changes by clarifying doubts.

**Quality Consciousness** - Commitment to quality in all aspects of personnel administration will ensure success. Due to the new trends in HR, the HR manager should treat people as resources, reward them equitably, and integrate their aspirations with corporate goals through suitable HR policies.

**Literature Review**

Induction for new recruits is seen to be needed to ensure they understand and approach their corporate environmental culture in a serious way. Therefore sustainable development issues must be integrated into the recruitment process. This involves monitoring the long-term competency requirements for the company, providing new employees with information about sustainable development policies and commitments, using recruitment procedures which support the equitable representation of applicants and recruits in terms of gender, age, racial and ethnic groups, sexual orientation, disabled people and other relevant groups. For this the company’s job descriptions should reflect the sustainability agenda and the company’s website and other research tools available for candidate access clearly outline its greening endeavors. Finally the interview questions should be tailored to flesh out potential compatibility with the company’s green goals. The common sections of job descriptions can be used to specify a number of environmental aspects. The job title and chain of command must include environmental reporting roles and health and safety tasks, which staff are exposed to harmful substances/potential emissions (and their extent), Job purpose must contain a reference to sustainability, the functions of the job list the primary duties associated with the position and highlight the specific eco-aspects of the job and matching personal attributes to needed environmental competencies, i.e. buying-in specialist competencies via new hires or investing in training. These then should be explained in the company’s want ads reflecting the company’s commitment to sustainable development and ask that all resumes contain evidence that the prospects have contributed to triple-bottom line enhancement in prior positions.

**Strategic HRM Contributions towards Organizational Effectiveness**

Recruitment/selection and training/development represent two of the four key functions of HRM necessary and critical to support organizational strategies. From this perspective, strategic recruitment/selection and strategic training/development occurs when practice is aligned with and into the strategic planning process of the organizations. They emphasized that recruitment/selection and training/ development not only seek to attract, obtain, retain, and retain the human resources the organization needs to achieve the strategic goals, but may have significant impact upon the composition of the workforce, the ultimate fit with the organization’s needs and culture, and upon long-range employment stability and
human development. Today's organization cannot ignore the fact that a key element of an organization's resource capability is its people and greater attention is being given to the recruitment/selection process than ever before. Recruitment/selection is just one of the key human resource (HR) practices that need to be integrated into a coherent “bundle” by organizations in order to support the delivery of business or corporate strategy. Newell and Rice (1999) noted that for some, recruitment/selection lies at the very centre of human resource practices in organizations where appointment decisions represent one of the most crucial ever taken by employers. While the recruitment/selection is typically the responsibility of the HR Director/Personnel, line managers in all the business units of an organization also have an important role in the recruitment/selection process.

Current Trends in Recruitment & Selection Practice: A Review of Social Media and Internet-Based Recruitment

Social networking sites, such as Face book and Twitter, allow individuals to post and share personal information, which has led many US employers to use social networking sites to screen job applicants (Shea and Wesley, 2006; Witham, 2011). A reason for using social networking sites to screen employees is that employers might want to verify information provided by applicants. For example, ADP Screening and Selection Services found that applicants falsify their information on applications, such as their employment record, education, and credentials or licenses (Leashing, 2009). Other reasons for using social networking sites for selection purposes is that social networking sites have some advantages over traditional human resource tools, such as being accessible without costs (Jacobs, 2009) and are perceived to be reliable sources by users. A research was conducted to examine the relationship between use of the social media as a recruitment source and student attitudes (Rozelle& Landis, 2002). They hypothesized that that Internet recruitment would be seen as presenting less accurate information to applicants as compared to informal forms of recruitment. In addition, greater applicant use of Internet-based recruiting information was expected to be associated with lower satisfaction with the organization. The data did not support the hypotheses; hence the role of online recruitment was significantly established through this study.

Recruiting Trends in Global Organizations from Distinct Perspectives

The present review strives to highlight the trend of current recruitment practice from a global perspective. So, it is important to ascertain the role cultural
differences play in the area of recruitment, if any. Ma & Allen (2009) did a conceptual research, which explores how cultural values influence the effectiveness of recruitment practices in different cultural contexts. In today’s business environment one of the popular sources of hiring people is the ‘word of mouth’ which significantly affects the behavioural and perceptual outcomes of the decisions taken to hire right people. This phenomenon was studied by Van Hoye and Lievens (2009) sample of potential applicants, targeted by the Belgian Defense. They found that having positive information regarding potential talents through word-of-mouth early in the recruitment process was significantly correlated with perceptual (organizational attractiveness) and behavioural outcomes (actual application decisions).

Another study conducted by Russo et al. (2001) attempted to investigate how employers’ recruitment strategies change in response to different conditions on the relevant regional labor market. The influence of personal networks positively influences the wages of referred individuals (Antoninis, 2006). However, the value of recommendations to the employer depends on the type of vacancy and the provider of information. It has been shown that new recruits receive a higher start wage when recommended by a causal agent with direct experience of their productivity. On the reverse, the use of recommendations from friends and relatives has no influence on the starting wage and may even be even negatively related to wages in non-expert jobs (Antoninis, 2006). Through the literature review an effort has been made to review the findings of past research work in the area of recruitment practices from global and distinct perspectives. Furthermore, we have also conducted a survey in some of the leading IT organizations in India. The main purpose of this study is to evaluate and understand the significance of the current positioning of various recruitment sources by doing a SWOT analysis.

Analysis and Findings

The analysis was conducted on to investigate which sourcing channel is most commonly used in most of the leading organization for hiring the required candidate. The study, conducted in five companies (Infosys, TCS, Wipro, HCL and IBM), showed that Job Site/Portals, Social Media like LinkedIn, FB, and Campus recruitment were the leading channels preferred by organizations for hiring the variant workforces. These channels constitute 28%, 23% and 22% respectively of overall hiring for these organizations. Other preferred channels are employee referral (11%), recruitment agencies/consultants (7%), advertising (4%), and company websites (5%). This is shown in table.

<table>
<thead>
<tr>
<th>S. No</th>
<th>Channels</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Employee referral</td>
<td>11</td>
</tr>
<tr>
<td>2</td>
<td>Campus recruitment</td>
<td>22</td>
</tr>
<tr>
<td>3</td>
<td>Advertising</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>Recruitment agencies/consultants</td>
<td>7</td>
</tr>
<tr>
<td>5</td>
<td>Job sites/portals</td>
<td>28</td>
</tr>
<tr>
<td>6</td>
<td>Company websites</td>
<td>5</td>
</tr>
<tr>
<td>7</td>
<td>Social media</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100</td>
</tr>
</tbody>
</table>
Conclusion

On the basis of the present study, it has been found that in the current scenario, companies prefer to adopt social media, job portals and campus recruitment to hire candidates across skill sets. This system has helped the organizations to get the right talent pool while being cost effective. In other words, by using channels such as social media, job sites, and campus recruitment, companies have been able to get the effective resources with minimum cost. This has helped organizations to grow as they have been able to get the right people for their vacancies. In addition, the appropriate channels have helped the organizations to get the different and varied sources to which they can turn to for effective hiring. What is evident from these channel distribution figures is that no single channel alone will reach all the candidates and that a multichannel approach is essential to cover up the market. Recruiters must consider both market flow and share of applications when deciding which channels to use and to what extent. Although the Web-based job portals generate many applications they still do not reach all the candidates. To conclude, the channel distribution figures show recruiters not just the percentage of candidates that they are reaching via each channel, but also the percentage of candidates that they are failing to reach and the need to shift their source of recruitment.

References

A STUDY ON WHOLE PERSON DEVELOPMENT AMONG GRADUATING MANAGEMENT EDUCATION STUDENTS

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ABSTRACT

Focus on whole person development in Higher Education is being promoted globally in many institutions. “Whole Person Development” (WPD) is a progressive process through which the intellectual, physical, occupational, psychological, social and spiritual wellness of an individual can be holistically enhanced to reflect the individual’s status and self-understanding leading to all round development. A study on “Whole Person Development” was undertaken among 94 final year management education students with the aim of measuring the “Graduate Attributes” through the seven dimensions of Physical Wellness, Social Wellness, Emotional Wellness, Intellectual Wellness, Spiritual Wellness, Occupational Wellness and Environmental Wellness. The study reveals that intellectual wellness is high among students with 63%. But based on the mean value social wellness (85%) is found high. There is positive and significant correlation between emotional and spiritual wellness (61%), intellectual and occupational wellness (62%), spiritual and occupational wellness (64%). The students with individual inadequacies (45) in the above seven WPD areas can be identified and assisted to build individual development goals to enhance whole person development.

Key Words: Whole Person Development, Physical Wellness, Social Wellness, Emotional Wellness, Intellectual Wellness, Spiritual Wellness, Occupational Wellness and Environmental Wellness.

Well being of individuals is increasingly emphasized in today’s competitive world. Developmental psychology deals with the characteristics, milestones and challenges of individuals at each stage of life, from infancy to old age. In this context, focus on whole person development in higher education is been promoted globally in many institutions. “Whole Person Development” (WPD) is a progressive process through which the intellectual, physical, professional, psychological, social and spiritual wellness of an individual can be holistically enhanced to reflect the individual’s status and self-understanding leading to actualization of whole person development.

An individual’s performance is usually influenced by his/her learning system, mostly mediocre and the instructional design followed by higher education system is not in alignment with the learner’s absorbent memories, infinite learning capacities and the sensitivity of their brains and their bodies which will help them in living a
holistic life. The transition from late adolescence to adulthood is the crucial period in an individual's life span that the key transformation happens, in physical, mental, psychological and social dimensions. The even transformation in all the dimensions will facilitate the individual to become a holistic individual. When a student comes out as a graduate from the institute, he or she is expected to take up primary and social responsibilities and demonstrate success in their life. The employers, universities and society expect a graduate student to have attributes like positive attitude, good communication skills and capacities for working in teams.

These attributes are believed to be the contributing factors for whole person development and in order to realize these attributes, higher education institutes are engaging in including “other learning experiences” like community services, value education, appreciating aesthetics, art and nature along with the regular academic activities. It is believed that such an exposure helps the individuals to develop the habit of personal reflection, fostering life-long learning capacity.

### Seven Dimensions of Wellness

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Attributes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical</td>
<td>Develop positive lifestyle and healthy image; Enhance physical fitness; Attend to personal grooming and appearance</td>
</tr>
<tr>
<td>Social</td>
<td>Develop satisfying interpersonal relationship; Establish close friendship and supportive network; Have respect for individual differences and cultural diversity</td>
</tr>
<tr>
<td>Emotional</td>
<td>Express and manage emotions appropriately; Manage Stress; Show empathy for other people emotions; Build up self-esteem</td>
</tr>
<tr>
<td>Intellectual</td>
<td>Develop intellectual curiosity and lifelong learning; Think critically; Formulate meaningful questions and make judgements; Be creative and open to new ideas.</td>
</tr>
<tr>
<td>Spiritual</td>
<td>Establish purpose, direction and meaning in life; Build up a value system; Develop sound moral and ethical judgment; Develop a commitment to serve the community</td>
</tr>
<tr>
<td>Environmental</td>
<td>Develop appreciation of beauty, art, nature, and life; Participate in artistic and cultural activities</td>
</tr>
<tr>
<td>Occupational</td>
<td>Identify career choices and make career decisions; Develop career plans and strategies; Achieve career satisfaction</td>
</tr>
</tbody>
</table>

In this context, a study was undertaken among final year graduating management education students with an aim to measure the level of wellness and to prepare them to take up managerial positions in the future.

**Objectives of the Study**

- To measure the level of wellness among the seven dimension (physical, social, emotional, intellectual, spiritual, occupational and environmental wellness) among final year management education students.
- To identify the areas of low level of wellness in each dimension.

**Hypotheses**

$H_0$: There is no significant relationship between the seven dimensions of wellness among final year management education students.
Mangayarkarasi College of Arts & Science for Women, Madurai

Scope of Study
The study is confined to final year graduating management education students at an educational institution in Madurai.

Methodology
The study follows descriptive research design. 94 final year management education graduating students were selected for the study. Primary data was collected using a standardized scale developed by University of South Carolina. This inventory consist of 42 statements measuring seven different dimensions of wellness which include physical wellness, social wellness, emotional wellness, intellectual wellness, spiritual wellness, occupational and environmental wellness with 6 statements in each dimension. Five-point scale was adopted to measure the responses. Interview schedule was used to collect data. Secondary data used for the study are e-journals and internet. SPSS was used to test correlation and generate multi variant tables. Bar diagram was used to present the data.

Table No.1 FINDINGS & DISCUSSION

<table>
<thead>
<tr>
<th>Wellness Dimensions</th>
<th>High Level of Wellness %</th>
<th>Low Level of Wellness %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical</td>
<td>61</td>
<td>39</td>
</tr>
<tr>
<td>Social</td>
<td>54</td>
<td>46</td>
</tr>
<tr>
<td>Emotional</td>
<td>52</td>
<td>48</td>
</tr>
<tr>
<td>Intellectual</td>
<td>63</td>
<td>37</td>
</tr>
<tr>
<td>Spiritual</td>
<td>56</td>
<td>44</td>
</tr>
<tr>
<td>Occupational</td>
<td>59</td>
<td>42</td>
</tr>
<tr>
<td>Environmental</td>
<td>54</td>
<td>46</td>
</tr>
</tbody>
</table>

Chart No.1 Students – Wellness

From the above table it can be seen that 61% of students have high level of Physical Wellness, 54% have high level of Social Wellness, 52% have high level of Emotional Wellness, 63% have high level of Intellectual Wellness, 56% have high level of Spiritual Wellness, 59% have high level of Occupational Wellness and 54% have high level of Environmental Wellness.

Hence it can be concluded that Intellectual Wellness (63%) is high among students when compared to other dimensions of wellness.
Table No.2 Mean Values

<table>
<thead>
<tr>
<th>Discipline</th>
<th>Physical</th>
<th>Social</th>
<th>Emotional</th>
<th>Intellectual</th>
<th>Spiritual</th>
<th>Occupational</th>
<th>Environmental</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>22</td>
<td>25</td>
<td>24</td>
<td>24</td>
<td>25</td>
<td>25</td>
<td>22</td>
</tr>
<tr>
<td>Percentage</td>
<td>72</td>
<td>85</td>
<td>78</td>
<td>81</td>
<td>83</td>
<td>83</td>
<td>74</td>
</tr>
</tbody>
</table>

Chart No.2

Overall Mean Value

The above bar diagram, shows that the social wellness (85%) is highest among the seven dimensions of wellness.

H0: There is no significant relationship between the seven dimensions of wellness among final year management education students.

Table No.3 Pearson’s Correlation

<table>
<thead>
<tr>
<th>Wellness Dimensions</th>
<th>Physical</th>
<th>Social</th>
<th>Emotional</th>
<th>Intellectual</th>
<th>Spiritual</th>
<th>Occupational</th>
<th>Environmental</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social</td>
<td>0.161</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Emotional</td>
<td>0.206**</td>
<td>.460**</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Intellectual</td>
<td>0.129</td>
<td>.306**</td>
<td>.524**</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spiritual</td>
<td>0.136**</td>
<td>.482**</td>
<td>.611**</td>
<td>.590**</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Occupational</td>
<td>0.203**</td>
<td>.539**</td>
<td>.564**</td>
<td>.615**</td>
<td>.638**</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Environmental</td>
<td>0.210**</td>
<td>.259**</td>
<td>.282**</td>
<td>.358**</td>
<td>.448**</td>
<td>.433**</td>
<td>1</td>
</tr>
</tbody>
</table>

*Correlation is significant at the 0.05 level (2 tailed)

**Correlation is significant at the 0.01 level (2 tailed)

From the above table it can be seen that 18 out of 21 correlations were statistically significant, out of which 4 correlations were significant at 0.05 level and 17 correlations were significant at 0.01 level. There is moderate, positive correlation between the following which are statistically significant: Social Wellness and Occupational Wellness ($r = .539$), Emotional Wellness and Intellectual Wellness ($r = .524$), Emotional Wellness and Spiritual Wellness ($r = .611$), Emotional Wellness and Occupational Wellness ($r = .564$), Intellectual Wellness and Spiritual Wellness ($r = .524$), Intellectual Wellness and Occupational Wellness ($r = .615$), Spiritual Wellness and Occupational Wellness ($r = .638$).

Social Wellness is positively and significantly associated with six of the Wellness dimensions: Emotional Wellness ($r = .460$), Intellectual Wellness ($r = .306$), Spiritual Wellness ($r = .482$), Occupational Wellness ($r = .539$) and Environmental Wellness ($r = .259$). There is no significant correlation between Physical Wellness with Social, Intellectual and Spiritual Wellness.
Table No.4 Students with Low Level of Wellness

<table>
<thead>
<tr>
<th>Wellness Dimensions</th>
<th>Number of Students With Low Level of Wellness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical</td>
<td>37</td>
</tr>
<tr>
<td>Social</td>
<td>43</td>
</tr>
<tr>
<td>Emotional</td>
<td>45</td>
</tr>
<tr>
<td>Intellectual</td>
<td>35</td>
</tr>
<tr>
<td>Spiritual</td>
<td>41</td>
</tr>
<tr>
<td>Occupational</td>
<td>39</td>
</tr>
<tr>
<td>Environmental</td>
<td>43</td>
</tr>
</tbody>
</table>

Chart No.3 Students with Low Level of Wellness

![Chart showing the number of students with low level of wellness in different dimensions.]

Table No.5 Overall Level of Wellness

<table>
<thead>
<tr>
<th>Level of Wellness</th>
<th>Total number of students</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>49</td>
</tr>
<tr>
<td>Low</td>
<td>45</td>
</tr>
<tr>
<td>Total</td>
<td>94</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Wellness Dimensions</th>
<th>Weak Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical</td>
<td>Do not engage in physical activity even thrice a week</td>
</tr>
<tr>
<td>Social</td>
<td>Cannot say ‘No’ to someone without feeling guilty</td>
</tr>
<tr>
<td>Emotional</td>
<td>Lack skills to cope with daily challenges and stressors.</td>
</tr>
<tr>
<td>Intellectual</td>
<td>Do not take time to read for enjoyment and relaxation</td>
</tr>
<tr>
<td></td>
<td>Do not challenge themselves mentally with stimulating ideas and activities on a regular basis.</td>
</tr>
<tr>
<td>Spiritual</td>
<td>Feel life has no purpose and meaning</td>
</tr>
<tr>
<td>Occupational</td>
<td>Do not feel comfortable making short- and long-term goals.</td>
</tr>
<tr>
<td>Environmental</td>
<td>Avoid recycle of paper, glass, aluminum and plastic.</td>
</tr>
</tbody>
</table>
Suggestions

- Higher Education Institutions can incorporate the seven dimensions of ‘Wellness’ in the curriculum to enhance the whole person development of students.
- The results of this study can be taken as a lead for Higher Education Institutions to study the level of Wellness of students at the entry and exit level.
- Students who are identified with low level of wellness can be counseled for improving the wellness in the required dimension.
- An orientation program among all the students can be organized reiterating the importance of leading a healthy life incorporating the seven dimensions of ‘Wellness’.

Conclusion

Higher education has an important role to play in shaping our future society because today’s college students will be the future professionals as business managers, teachers, entrepreneurs, citizens, parents and neighbors. While they need to be able to demonstrate key skills and knowledge to enact those roles effectively, they must also demonstrate personal and social responsibility in carrying them out. A focus on holistic student development may be particularly timely in addressing the current challenges.

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E-COMMERCE: ITS STATUS AND IMPACT ON BUSINESS IN INDIA

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ABSTRACT
E-Commerce offers buyer and sellers a new form of communication and provides opportunities to create new market place. The purpose of the present study is to investigate the impact of e-commerce on Business in India. Today there is demand for a business which is flexible enough to respond to any fluctuations in the running of the business. What differentiates an on-demand business from its competition is the fact that it is responsive in real time—as the events occur. This is possible only because all its business processes are thoroughly integrated, and the IT infrastructure exists in an on-demand operating environment. This research paper is briefly presenting the E-Commerce, its status and impact on business in India.

Objective of the Study
• To study the current position of E-Commerce in India.
• To analyze the future of E-Commerce in India.
• To study the challenges faced by E-Commerce players in India.

Electronic Business is more than just buying and selling products online. It also includes the entire online process of developing, marketing, selling, delivering, servicing and paying for products and services. India is showing tremendous growth in the E-Commerce. India has an internet user base of over 100 million users. The penetration of E-Commerce is low compared to markets like the US and the UK but is growing at a much faster rate with a large number of new entrants. India is yet to witness a breakthrough E-commerce success story particularly in online retail. E-commerce creates new opportunities for business; it also creates new opportunities for education and academics line. It raises key challenges that are being faced by consumers relating to e-commerce viz., Ethical issues, Perceptions of risk in e-service encounters, challenges for E-Commerce education and legal system.

Introduction
E-commerce is anything that involves an online transaction. This can range from ordering online, through online delivery of paid content, to financial transactions such as movement of money between bank accounts.

The E-Commerce is one of the biggest things that have taken the Indian business by storm. It is creating an entire new economy, which has a huge potential and is fundamentally changing the way businesses are done. It has advantages for both buyers as well as sellers and this win-win situation is at the core of its
phenomenal rise.

Rising incomes and a greater variety of goods and services that can be bought over the internet is making buying online more attractive and convenient for consumers all over the country. Electronic commerce is presently an essential ingredient of India’s trade facilitation policy. Since 1991, after economic reforms explicitly took place in India as a result of opening of the economy with a view to integrate itself with the worldwide economy, the need to facilitate international trade both through policy and procedure reforms has become the foundation stone of India’s trade and fiscal policies. Resultantly, last few years have witnessed a technological revolution accompanied by the wide spread use of the Internet, web technologies and their applications. Electronic Business (e-commerce) as part of the information technology revolution became widely used in the world trade in general and Indian economy in particular.

As a symbol of globalization, E-Commerce represents the cutting edge of success in this digital age and it has changed and is still changing the way business is conducted around the world. The commercialization of the Internet has driven electronic commerce to become one of the most capable channels for inter-organizational business processes.

Advantages of E-Commerce to Businesses in India

There is a rising awareness among the businesses in India about the opportunities offered by e-commerce. Ease of Internet access is the critical factor that will result in rapid adoption of Net commerce. Safe and secure payment modes are fundamental along with the need to invent and popularize innovations such as Mobile Commerce. E-commerce provides a new place for connecting with consumers and conducting transactions. Virtual stores operate 24 hours a day, 7 days a week. Many virtual retailers represent a single company while others, such as Top Online Shopping (toponlineshopping.com), represent a association of companies.

Global Trade

E-Commerce is one of the major factors in the globalization of business. Other factors include decreases in trade barriers, globalization of capital markets. Indian E-Commerce has grown at a compounded annual growth rate of 30% since FY09, and is expected to be $18 billion (around Rs 1,116,00 crore) opportunity by FY15.

Virtual Business

As a result of E-Commerce, business firms now have the ability to become virtual businesses. Virtual business uses electronic means to transact business as opposed to the traditional means of face to face transaction.

Lower Search Costs

The Internet brings low search costs and high price lucidity. E- business has proved to be highly cost effective for business concerns as it cuts down the cost of marketing, processing, inventory management, customer care etc. It also reduces the
load of infrastructure required for conducting business.

**Round the Clock**

Customers can do transactions for the product or enquiry about any product/services provided by a company anytime, anywhere from any location.

**Greater Economic Efficiency**

We have achieved greater economic efficiency (lower cost) and more rapid exchange (high speed, accelerated, or real-time interaction) with the help of electronic business.

Key drivers in Indian e-commerce are:

- Increasing broadband Internet (growing at 20% MoM) and 3G penetration.
- Rising living standards and a growing, upwardly mobile middle class with high disposable incomes.
- Availability of much wider product range compared to what is available at brick and mortar retailers.
- Busy lifestyles, urban traffic congestion and lack of time for offline shopping.
- Lower prices compared to brick and mortar retail driven by disintermediation and reduced inventory and real estate costs.
- Increased usage of online classified sites, with more consumers buying and selling second-hand goods.
- Evolution of the online marketplace model with sites like eBay, Flipkart, Snapdeal, Infibeam, qnetindia.in and Tradus. The evolution of ebusiness has come a full circle with marketplace models taking center stage again.

**Literature review**

India has an internet user base of about 137 million as of June 2012. The access of E-Commerce is low as compared to markets like the United States and the United Kingdom but is growing at a much faster rate with a large number of new entrants.

Cash on delivery is a unique thing to India and is a preferred payment method. India has a vibrant cash economy as a result of which around 80% of Indian E-Commerce tends to be Cash on Delivery.

E-Commerce in India is still in burgeoning stage but it offers extensive opportunity in developing countries like India. Highly intense urban areas with very high literacy rates, huge rural population with fast increasing literacy rate, a rapidly growing internet user base, technology advancement and adoption and such other factors make India a dream destination for E-Commerce players. Moreover, squat cost of personal computers, an emergent installed base for Internet use and a progressively more competitive Internet Service Provider (ISP) market has added fuel to the fire in augmenting e-commerce growth in Asia’s second most populous nation. India’s e-business industry is on the growth curve and experiencing a surge in growth. The Online Travel Industry is the biggest segment in e-business and is flourishing largely due to the Internet-savvy urban population. The other segments,
categorized under online non-travel industry, include e-Tailing (online retail), online classifieds and Digital Downloads (still in a blossoming stage). The online travel industry has some private companies such as Makemytrip, Cleartrip and Yatra as well as a strong government presence in terms of IRCTC, which is a successful Indian Railways initiative. The online classifieds segment is broadly divided into three sectors; Jobs, Matrimonial and Real Estate. A description by the Internet and Mobile Association of India has exposed that India’s E-Commerce market is mounting at an average rate of 70 percent annually and has grown over 500 percent since 2007. The current estimate of US$ 6.79 billion for year 2010 is way ahead of the market size in the year 2007 at $1.75 billion.

Apparently, more online users in India are willing to make purchases through the Internet. Overall e-commerce industry is on the edge to experience a high growth in the next couple of years. The e-commerce market in India was largely dominated by the online travel industry with 80% market share while electronic retail (E-Tailing) held second place with 6.48% market share.

E-Tailing and digital downloads are expected to grow at a faster rate, while online travel will continue to rule the major proportion of market share. Due to increased e-commerce initiatives and awareness by brands, e-Tailing has experienced decent growth. According to the Indian Ecommerce Report released by Internet and Mobile Association of India (IAMAI) and IMRB International, “The total online transactions in India was Rs. 7080 crores (approx $1.75 billion) in the year 2006-2007 and it was grown by 30% to touch Rs. 9210 crores (approx $2.15 billion) by the year 2007-2008.

India’s e-commerce market was worth about $2.5 billion in 2009, it went up to $6.3 billion in 2011 and to $14 billion in 2012. About 75% of this is travel related (airline tickets, railway tickets, hotel bookings, online mobile recharge etc.). Online Retailing comprises about 12.5% ($300 Million as of 2009). India has close to 10 million online shoppers and is growing at an estimated 30% CAGR vis-à-vis a global growth rate of 8–10%. Electronics and Apparel are the biggest categories in terms of sales.

As per "India Goes Digital", a report by Avendus Capital, a leading Indian Investment Bank specializing in digital media and technology sector, the Indian e-commerce market was estimated at Rs 28,500 Crore ($6.3 billion) for the year 2011. Online travel constitutes a sizable portion (87%) of this market today. Online travel market in India is expected to reach Rs 54,800 Crore ($12.2 billion) in size by 2015. Indian e-tailing industry is estimated to grow to Rs 53,000 Crore ($11.8 billion) in 2015. Overall e-commerce market is expected to reach Rs 1,07,800 crores (US$ 24 billion) by the year 2015 with both online travel and e-tailing contributing equally. Another big segment in e-commerce is mobile/DTH recharge with nearly 1 million transactions daily by operator websites.

**Conclusion**

The e-commerce market in India has grown by 34 percent in the last seven years, was about USD 600 million in 2011-12 and is expected to touch USD 9 billion
by 2016 and USD 70 billion by 2020. According to Forrester, the Indian e-commerce market is expected to grow at a CAGR of over 57 percent between 2012 and 2016, which is the fastest within Asia-Pacific region. The key factors that are driving this growth are the rise of Internet usage (growing at 20 percent) & 3G penetration, and increasing Smartphone users with availability of Internet on mobile phones. It is estimated that currently there are 27 million mobile Internet users in India out of which 4 percent are buying products on mobile.

Despite the advantages of e business in India, there are certain challenges to be faced which are as follows

**Indian Customers Return much of the Commodities they Purchase Online**

E business in India has many first time buyers. This means that they have not yet made up their mind about what to expect from E-Commerce websites. As a result, buyers sometimes fall prey to hard sell. But by the time the product is actually delivered, they reveal remorse and return the goods. Though consumer remorse is a global problem, but it is all the more prevalent in a country like India, where much of the growth comes from new buyers. Returns are expensive for E-Commerce companies, as reverse logistics presents unique challenges. This becomes all the more complex in cross-border E-Commerce.

**Cash on Delivery is the Preferred Payment Mode**

Low credit card access and low trust in online transactions has led to cash on delivery being the preferred payment choice in India. Unlike electronic payments, manual cash collection is painstaking, risky, and expensive.

**Payment Gateways have a High Failure Rate**

As if the preference for cash on delivery was not bad enough, Indian payment gateways have an unusually high failure rate by global standards. E-Commerce companies using Indian payment gateways are losing out on business, as several customers do not attempt making payment again after a transaction fails.

**Internet Penetration is Low**

Internet penetration in India is still a small fraction of what is there in a number of western countries. On top of that, the quality of connectivity is poor in several regions. But both these problems are on their last legs. The day is not far when connectivity issues would not feature in a list of challenges to E-Commerce in India.

**Feature Phones still Rule the Roost.**

Though the total number of mobile phone users in India is very high, a significant majority still use feature phones, and not smartphones. As a result this consumer group is unable to make E-Commerce purchases on the move. Though India is still a couple of years away from the scales tipping in favor of smartphones, the rapid downward spiral in the price of entry-level smartphones is an encouraging
indication. I expect that the next few quarters will witness announcements of new smartphones in India at the $30-40 price point. That should stimulate growth in smartphone ownership. As a result E-Commerce market will also rise further.

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ABSTRACT

Corporate Governance has assumed vital role and implication due to globalisation. The excellence in customer satisfaction, product and service, social responsibilities towards society and people cannot be achieved without practicing good Corporate Governance. The importance of banks to national economies can be seen by the fact that banking is unanimously regulated industry. From a banking industry perspective, corporate governance involves the manner in which the business and affairs of banks are governed by their boards of directors and senior management, which affects how they function. Corporate governance requirements in banks, it is observed that many of the recommendations like Optimum combination of executive and non-executive directors in the Board, pecuniary relationship or transactions of the non-executive directors vis-à-vis the bank, Independent Audit Committees, their constitution, chairmanship, power, roles, responsibilities, conduct of business, etc. The Audit Committee of the board may look into the reasons for default in payment to depositors, debenture holders, shareholders (non-payment of dividends) and creditors, wherever there are any cases of defaults in payment.

Introduction

Corporate Governance structure in India is seen at par with the developed countries but the same has to be implemented in letter as well as spirit. Presently, Corporate Governance has assumed vital role and implication due to globalisation. The excellence in customer satisfaction, product and service, social responsibilities towards society and people cannot be achieved without practicing good Corporate Governance. The importance of banks to national economies can be seen by the fact that banking is unanimously regulated industry. It is thus of great importance that banks have strong Corporate Governance practices.

Concept of Corporate Governance

According to Shri Kumar Mangalam Birla “fundamental objective of corporate governance is the ‘enhancement of the long-term shareholder value while at the same time protecting the interests of other stakeholders.”

From a banking industry perspective, corporate governance involves the manner in which the business and affairs of banks are governed by their boards of directors and senior management, which affects how they function:

Set corporate objectives;
• Operate the bank’s business on a day-to-day basis;
• Meet the obligation of accountability to their shareholders and take into account the interests of other recognized stakeholders;
• Align corporate activities and behavior with the expectation that banks will operate in a safe and sound manner, and in compliance with applicable laws and regulations; and

• Protect the interests of depositors.

Corporations need to recognize that their growth requires the cooperation of all the stakeholders; and such cooperation is enhanced by the corporation adhering to the best corporate governance practices. In this regard, the management needs to act as trustees of the shareholders at large and prevent asymmetry of benefits between various sections of bank customers and shareholders, especially between the owner-managers and the rest of the shareholders.

Role of Independent Directors form the basis for effective implementation of corporate governance in banks, it is necessary to reproduce the code of conduct prescribed under.

An independent director shall:
1) Uphold ethical standards of integrity and probity;
2) act objectively and constructively while exercising his duties;
3) exercise his responsibilities in a bona fide manner in the interest of the company;
4) Devote sufficient time and attention to his professional obligations for informed and balanced decision making;
5) Not allow any extraneous considerations that will vitiate his exercise of objective independent judgment in the paramount interest of the company as a whole, while concurring in or dissenting from the collective judgment of the Board in its decision making;
6) Not abuse his position to the detriment of the company or its shareholders or for The purpose of gaining direct or indirect personal advantage or advantage for any associated person;
7) Refrain from any action that would lead to loss of his independence;
8) Where circumstances arise which make an independent director lose his Independence, the independent director must immediately inform the Board accordingly;
10) Assist the company in implementing the best corporate governance practices.

Role and Functions
The independent directors shall:
1) Help in bringing an independent judgment to bear on the Board’s deliberations
2) Especially on issues of strategy, performance, risk management, resources, key appointments and standards of conduct;
3) bring an objective view in the evaluation of the performance of board and management;
4) scrutinize the performance of management in meeting agreed goals and objectives and monitor the reporting of performance;
5) satisfy themselves on the integrity of financial information and that financial control and the systems of risk management are robust and defensible;
6) safeguard the interests of all stakeholders, particularly the minority
shareholders;

7) Balance the conflicting interest of the stakeholders;
8) Determine appropriate levels of remuneration of executive directors, key managerial personnel and senior management and have a prime role in appointing and where necessary recommend removal of executive directors, key managerial personnel and senior management;
9) Moderate and arbitrate in the interest of the company as a whole, in situations of conflict between management and shareholder’s interest.

Duties
The independent directors shall

1) Undertake appropriate induction and regularly update and refresh their skills,
2) Knowledge and familiarity with the company;
3) Seek appropriate clarification or amplification of information and, where necessary, take and follow appropriate professional advice and opinion of outside experts at the expense of the company;
4) Strive to attend all meetings of the Board of Directors and of the Board committees of which he is a member;
5) Participate constructively and actively in the committees of the Board in which they are chairpersons or members;
6) strive to attend the general meetings of the company;
7) Where they have concerns about the running of the company or a proposed action, ensure that these are addressed by the Board and, to the extent that they are not resolved, insist that their concerns are recorded in the minutes of the Board meeting;

1) keep them well informed about the company and the external environment in which it operates;
2) Not to unfairly obstruct the functioning of an otherwise proper Board or Committee of the Board;
3) Pay sufficient attention and ensure that adequate deliberations are held before approving related party transactions and assure themselves that the same are in the interest of the company;
4) Ascertain and ensure that the company has an adequate and functional vigil mechanism and to ensure that the interests of a person who uses such mechanism are not prejudicially affected on account of such use;
5) Report concerns about unethical behavior, actual or suspected fraud or violation of the company’s code of conduct or ethics policy;
6) Acting within his authority, assist in protecting the legitimate interests of the Company, shareholders and its employees;

1) Not disclose confidential information, including commercial secrets, technologies, advertising and sales promotion plans, unpublished price sensitive information, unless such disclosure is expressly approved by the Board or required by law.
Conclusion

The Audit Committee of the board may look into the reasons for default in payment to depositors, debenture holders, shareholders (non-payment of dividends) and creditors, wherever there are any cases of defaults in payment. In the interest of the shareholders, the private sector banks and public sector banks which have issued shares to the public may form committees on the same lines as listed companies under the Chairmanship of a non-executive director to look into redressal of shareholders' complaints. All listed banks may provide un-audited financial results on half yearly basis to their shareholders with summary of significant developments.
A STUDY ON THE EMERGENCE OF E-BANKING AND ITS IMPACT AFTER DEMONETISATION

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Introduction
E-banking has been a blessing in disguise after the announcement of demonetisation by the government of India. It has played succor to the cash-strapped Indians after the digital push by the government. There may be short-term impact on the economy and the people but in the long run it will have beneficial impact on the country. People started using e-banking today and they felt it to be more convenient to use.

E-Banking
Online banking is an electronic payment system that enables customers of a financial institution to conduct financial transactions on a website operated by the institution, such as a retail bank, virtual bank, credit union or building society.

Demonetisation
There are multiple reasons why nations demonetize their local units of currency. Some reasons include to combat inflation, to combat corruption, and to discourage a cash system. The process of demonetisation involves either introducing new notes or coins of the same currency or completely replacing the old currency with new currency.

In November 8th 2016, the Indian government decided to demonetize the 500- and 1000- rupee notes, the two biggest denomination notes. These notes accounted for 86% of the country’s cash supply. The government’s goal was to eradicate counterfeit currency, fight tax evasion, eliminate black money gotten from money laundering and terrorist financing activities, and promote a cashless economy.

Digital Instruments Used for E-Banking
Credit and Debit Card
The demonetisation has ushered in an era of digital transactions with people being more aware of the technology enable tools for banking. Smart phones and internet penetration supplemented this boom and it has been an enabler for digital transactions. According to data provided by the Reserve Bank of India, there were
around 75 crore debit and credit cards in the country, and almost 72 crore of these are debit cards.

**Electronic Wallets**

Electronic wallets, or mobile wallets, have seen a manifold growth of usage since the November 8 announcement, which was spread throughout the country, and not only the urban centres. These wallets actually play the part of a physical wallet in the daily lives of people in a sense that money is pulled out of the banking system when it circulates in the system of a wallet operator. From a consumer perspective these wallets, or prepaid payment instruments, such as Paytm, Mobikwik, Free Charge, Oxigen, etc can primarily be used for making payments for mobile recharges, utility bills, etc but are now expanding to be accepted at toll plazas, metro train stations, and petrol pumps.

**Unified Payments Interface (UPI)**

The National Payments Corporation of India (NPCI) rolled out the Unified Payment Interface platform in April, but it failed to gain traction with several large banks coming on board only post November 8. Fundamentally, UPI uses the Immediate Payment Service (IMPS) platform to transfer money between two bank accounts. The Unified Payment Interface is a better universal option than electronic wallets in terms that interoperability within wallets is not yet allowed in India.

**Unstructured Supplementary Service Data (USSD)**

While most of the cashless methods of financial transactions mandate use of a smartphone, the USSD method works on the voice network and can work on a feature phone without an internet connection as well. As far as the functionality to check a bank account balance is concerned, it is as simple as checking the phone’s prepaid balance.

**Aadhaar Enabled Payment System (AEPS)**

The Aadhaar Enabled Payment System is a tool that can be used by 36 crore Aadhaar card holders that have linked their unique identification numbers to their respective bank accounts. The Unique Identification Authority of India (UIDAI) a Chief Executive Officer (CEO) Pandey has pegged that going ahead; an Aadhaar card can virtually become a users debit card. The payment system uses a simple fingerprint reader, which is available at a retail price ranging from Rs 2,000 to Rs 4,000. It also requires a software that is supported by a bank, which is used by a merchant to take payments.

**Impact of E-Banking after Demonetisation**

- Demonetisation has created a more transparent economy where the government encouraged more digital transactions.
- The general public need not worry about the risk of carrying physical cash.
- Debit cards were used extensively for purchase and shopping and people started using swipe machines at Point of Sale and felt that it was more convenient to pay as there is no need to carry cash.
- It was also used at petrol pumps and shopping malls as the people couldn’t withdraw money at will because of the restrictions imposed by the central bank. There were 72 crore debit cards in the country and this penetration has helped people to use card more frequently for their transactions. The ecommerce boom
has been a catalyst for the use of debit cards as more people shopped online and debit cards were used as their primary payment instrument.

- Electronic wallets or mobile wallets are the biggest gainers as it has seen manifold growth of usage after demonetisation. With the penetration of smartphones and internet mobile wallets gained traction and people used this for everyday transactions like mobile recharge, bill payments and now it has been accepted at restaurants, metro stations and petrol pumps. Wallets like Paytm, Mobikwik, SBI Buddy, and ICICI Pockets have helped people to save their precious time and energy.

- Unified Payment Interface has been here for a while but has become popular only after the discontinuation of old notes. The recently launched BHIM (Bharat Interface for Money) app by the Government of India is based on this system. One can pay directly through this system to any account in the country or to any merchant account.

- Unstructured Supplementary Service Data (USSD) is the only platform that doesn't require the need for an active internet or a smartphone for transaction. It works on feature phones. The system uses mobile network and message for transaction and this has been a boon for the villagers where there is lack of internet penetration.

- Aadhaar has been given primacy by the government and this has helped the Aadhaar based payment gateway a real fillip as this is based on fingerprint readers and there is no need to carry cards or mobile phone. With more than 100 crore people being enrolled by UIDAI, this would be a game changer and a great enabler for the rural folks. They can just use their fingers to authenticate any transactions.

- There were limitations to these digital transactions especially with the rural and illiterate folks who find it difficult to adapt to the new technology.

- Technical issues faced by many platforms especially at rural areas may be a cause of concern for the people.

- Lack of Internet penetration and smart phones may be a hindrance to digital transactions.

**Conclusion**

India has been a growing economy and financial inclusion plays a pivotal role in the advancement of this growth story. Demonetisation has caused great hardships to the general public but with the advent of numerous digital instruments this issues have been negated and people quickly adapted to the new environment. The biggest hallmark of this demonetisation was the quick adaptability of the masses. Even roadside vendors started using mobile wallets and QR codes for everyday transactions. As the government perceives, the economy should move to a more robust and transparent economy as this will eliminate black money, corruption and many other social evils that afflict the country. Initially people faced some hardships but gradually they adapted to the digital economy and found it to be more convenient and transparent. Long queues at the bank have been a thing of the past and people reaped the benefits of 24*7 banking, that to at the comfort of their homes. The future holds good for digital transactions and with improved infrastructure, the country is moving towards more transparent and vibrant economy.
PLASTICS WASTE MANAGEMENT- ECO-FRIENDLY TECHNOLOGY OF THE PRESENT ERA

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ABSTRACT
Plastics waste management is one of the wonderful inventions of the present era. As plastics are an omnipresent material, without which we cannot survive, it plays a key role in everyday life. Replacing plastics with traditional materials is a tedious job, but using plastic articles and adopting plastics, waste management technique is the best alternative. This paper is presented to make awareness about Plastics waste management and to spot out the organisations that work after Plastics waste management.

Introduction
Eco-friendly technology also known as sustainable technology is a way to conserve nature and its gifts. There are various kinds of Eco-friendly technology, they are using solar energy, wind energy and hydel energy instead of consuming and depleting the fossil fuels, Plastics waste management, pollution control and environment protection technologies like rain water harvesting technique, underground drainage system, recycling of bio wastes, natural resource management, etc. out of these Eco-friendly technologies, Plastics waste management is the present issue which is made essential to preserve our planet for a healthy future. Plastic waste is recycled in India in an "unorganized" way. 60% of the plastic waste collected and segregated gets recycled back into materials for further processing into consumer products, while the balance is left unutilized. Regulations and legislations are being enforced in India a National Plastic Waste Management Council Task Force has been set up by the Government of India, Ministry of Environment of Forests, with the association of Department of Petroleum and Chemicals, Ministry of Urban Affairs, Municipal Corporation of Delhi and various groups/associations of plastic manufacturers. Scope is there for the recycling/management of plastic waste, as an ‘organised activity’ in India.

Plastics waste
The quantum of solid waste is ever increasing due to increase in population, developmental activities, changes in life style, and socio-economic conditions, Plastics waste is a significant portion of the total municipal solid waste (MSW). It is estimated that approximately 10 thousand tons per day (TPD), i.e) 9% of MSW of
plastics waste is generated out of 1.20 lakhs TPD of MSW in the country. The plastics waste constitutes two major category of plastics; (i) Thermoplastics and (ii) Thermo set plastics. Thermoplastics are recyclable plastics. They melt on heating and can be remoulded. Thermo set plastics cannot be recycled. They get hardened on heating, it does not melt and so it cannot be remoulded. Thermoplastics, constitutes 80% and thermo set constitutes approximately 20% of total post-consumer plastics waste generated in India. The Thermoplastics are recyclable plastics which include; Polyethylene Terephthalate (PET), Low Density Poly Ethylene (LDPE), Poly Vinyl Chloride(PVC), High Density Poly Ethylene (HDPE), Polypropylene(PP), Polystyrene (PS) etc. However, thermo set plastics contains alkyd, epoxy, ester, melamine formaldehyde, phenolic formaldehyde, silicon, urea formaldehyde, polyurethane, metalised and multilayer plastics etc.

Plastics Waste Management

Plastics waste management is a new technique invented to convert waste into profitable products. Plastics waste is considered as “FUTURESOURCE” or “FUTURESOURCE”. The level of reuse, recycling and reprocessing of plastics wastes is quite high in India by virtue of economic realities. The future may attract structural change in the secondary plastics manufacturing and processing sector with several environmental checks and balances. The nationwide drive to various municipalities to implement “Common Municipal Solid Waste Management Facility (CMSWMF)” is expected to gain maturity, which may be a boon to manage Plastics wastes more meaningfully.

Objectives of Plastic Waste Management

- Not to avoid plastics but use plastics and recycle them.
- To prevent environmental pollution.
- To avoid soil and ground water contamination.

Rules and Regulations Related Plastics Waste Management

Regulation of plastics waste, particularly manufacture and use of recycled plastics carry bags and containers is being regulated in the country as per “Recycled Plastics Manufacture and Usage Rules, 1999 and as amended in 2003. According to these Rules:

- No person shall manufacture, stock, distribute or sell carry bags made of virgin or recycled plastic bags, which are less than 8 x 12 inches in thickness.
- Central Pollution Control Board size and having thickness less than 20 microns.
- No vendor shall use carry bags/containers made of recycled plastics for storing, carrying, dispensing or packaging of food stuffs;
- Carry bags and containers made of recycled plastic and used for purposes other than storing and packaging foodstuffs shall be manufactured using pigments and colorants as per IS 9833:1981 entitled “List of pigments and colorants for use in plastics in contact with food stuffs, pharmaceuticals and drinking water”
- Recycling of plastics shall be undertaken strictly in accordance with the Bureau of

- No person shall manufacture carry bags or containers irrespective of its size or weight unless the occupier of the unit has registered the unit with respective SPCB/PCC prior to the commencement of production.
- The prescribed authority for enforcement of the provisions of these rules related to manufacturing and recycling is SPCB in respect of States and the PCC in Union Territories and for relating to use, collection, segregation, transportation and disposal shall be the District Collector/ Deputy Commissioner of the concerned district.

Recycling of Plastics through Environmentally Sound Manner

Recycling of plastics should be carried in such a manner to minimize the pollution during the process and as a result to enhance the efficiency of the process and conserve the energy. Plastics recycling technologies have been historically divided into four general types - primary, secondary, tertiary and quaternary.

- **Primary** recycling involves processing of a waste/scrap into a product with characteristics similar to those of original product.
- **Secondary** recycling involves processing of waste/scrap plastics into materials that have characteristics different from those of original plastics product.
- **Tertiary** recycling involves the production of basic chemicals and fuels from plastics waste/scrap as part of the municipal waste stream or as a segregated waste.
- **Quaternary** recycling retrieves the energy content of waste/scrap plastics by burning / incineration. This process is not in use in India.

Steps Involved in the Recycling Process

- **Selection:** The recyclers / reprocessors have to select the waste / scrap, which are suitable for recycling /reprocessing.
- **Segregation:** The plastics waste shall be segregated as per the Codes 1-7 mentioned in the BIS guidelines (IS:14534:1998).
- **Processing:** After selection and segregation of the pre-consumer waste (factory waste) shall be directly recycled. The post consumer waste (used plastic waste) shall be washed, shredded, agglomerated, extruded and granulated.

Applications of Plastics Waste Management

Polymer coated bitumen road:

This is a new invention in the field of Plastics waste management. This is reasonably stronger when compared to the tar roads. The road made of polymer-coated bitumen has high resistance and good texture value. These roads are called as ‘Plastic Tar roads’. They have no edge flaw even though these roads are used more than four years and they are found to be long lasting.
Conversion of Plastics wastes into liquid fuel:

Plastics wastes are heated up to 2700°C to 3000°C and converted into liquid fuel. So formed liquid fuel has good value. It helps to conserve the fossil fuels.

Using recycled plastics to make HP inkjet print cartridges:

This is an innovative approach towards plastic recycling. Waste plastic can be recycled to make useful products; HP has used waste plastic to make extremely useful inkjet cartridges. For recycling purpose, HP used all kind of plastics -- from everyday water bottles to highly technical HP inkjet cartridges. “By developing the technology to use recycled plastics in Original HP inkjet print cartridges, we have the opportunity to reduce the environmental impact HP products have on the planet,” said Michael Hoffmann, senior vice president, Supplies, Imaging and Printing Group, HP.

Using Plastics wastes to make plastic trash can:

Waste management is one of the most important parts of managing an office or a household. This is where plastic trash cans come into play. They have become a part of our lives.

Various stores have a wide selection of trash cans, Some people like it in the traditional style and shape, while others like it creative or unconventional way. Such trashcans are made out of recycled plastics, which are stronger than primary plastics, they withstand heat and light, they stand durable in all climates. This is an innovative Plastics waste management to manage daily wastes.

Plastics waste management by Samki group:

Samki Group is managed by experienced Technocrats drawn from premier Technology and Management institutes like IITs and the IIMs. The core group has several years of experience in various fields, focusing primarily on Recycling Plastics and Solid waste management. Their various innovative approaches are, To extract Fuel from Plastics Waste which is Unique and Cost Effective Technology, CD/DVD recycling, PET bottle recycling, Municipal waste management i.e) right from Sorting, Separation till recovery of all resources and recycling of municipal plastics waste.

Turning waste plastics into renewable energy:

The Polymer Energy™ system is an award-winning, innovative, proprietary process to convert waste plastics into renewable energy. The Polymer Energy system uses a process called catalytic pyrolysis to efficiently convert plastics to crude oil. The system provides an integrated plastic waste processing system, which offers an alternative to landfill disposal, incineration, and recycling—while also being a viable, economical, and environmentally responsible waste management solution.

Advantages of Plastics Waste Management

- Energy trapped in Plastics wastes is released and re-used.
- Reduced demand for fossil fuels.
- Flexibility of energy supply including residual biomass.
- Reduction of pollutant emissions.
- Reduction of landfill space.
- Conversion of waste into profitable product.
- Employment opportunities.
Hazards when Plastics Wastes are Not Properly Managed

- Plastics do not get degraded.
- They do not allow rainwater to seep through the soil.
- They affect growth of plants.
- Disposed plastics lead to water stagnation, which is a breeding place for mosquitoes, which in turn spreads contagious diseases.
- They arrest the flow of rivers and fresh water streams.
- When living organisms consume them, it leads to death.
- When plastics are burned, they emit toxic gases, which cause respiratory problems.
- Thus, improper management of Plastics wastes pollutes land, air and water.

Recent Programme Conducted on Plastics Waste Management in Madurai City

Wrong management of plastic waste leading to littering: Azhagiri

UNI(United News of India) January 22, 2011 Madurai, Jan. 22 -- The improper and ineffective plastics waste management system adopted currently in India has led to the plight of litter and plastics have been targeted as a sole element responsible for it, Union Minister of Chemicals and Fertilizers M K Azhagiri said today.

In fact, plastics were the wonderful material of choice for a variety of applications and the problem was not with plastics but with the common man who needs to be educated for its safe disposal after its intended use, he said while inaugurating National Workshop on Plastics Waste Management here.

"The increased consumption of plastics both in domestic and industrial sectors has resulted in generation of plastics waste, which needs to be curbed to avoid environmental problems. There is growing concern, particularly in the developed countries, over the issue of Plastics Waste Management. However, the situation in India at present is not so alarming, since the plastics consumption and waste generation are much lower than the developed nations," he said.

Mr. Azhagiri said the projection of plastics waste as an environmental problem in today's society had created tremendous pressure on plastics users, processors and material manufacturers. Further, the widespread negative campaign by environmentalist, media, NGOPs against plastic had brought about a complete change of perception in evaluating the wonderful material of plastics, its usefulness and significant contributions towards enhancing the living standards at par with developed nations.

Recommendations

- Scientific ways are to be adopted for rejection, disposal, reduction
- Scientific studies focusing on safety hazards and impact on environment on PW and WM methods are to be made.
- Identifying the ways to reduce PW and build it in while making rules
- Penalty along with reward policy
A coordinated approach to deal with the regulation of PW and PWM through clear cut responsibility with accountability

Proactive approaches to draw cooperation and support from common people

Creation of PWM system with complete clarity about responsibility accountability and penalty

Schedule of monitoring based on types of Plastic Waste

Emphasis on encouragement schemes for those keen to work for PW and PWM

Incentives for innovation in PWM

Adoption of state-of-the-art of technology and system

For collection, Segregation, Transportation and Disposal - Municipal Corporation, Council and Panchayat should also be made responsible.

Conclusion

Thus, this paper is presented with a motive to make awareness on Plastics waste management. Plastic Waste Management has assumed great significance in view of the urbanisation activities. Various strategies are being devised to diminish the impact of plastic waste in India. India has witnessed a substantial growth in the consumption of plastics as a result, the amount of plastics wastes is increased, and this is the cause for the adoption of Plastics waste management in India. India’s rate of recycling of plastic waste is the highest (60%) in the world as compared to other countries like China 10%, Europe 7%, Japan 12%, South Africa 16% and USA 10%. Reduce-Reuse-Recycle is the logo of Plastics waste management Commission in India. This paper gives awareness - not to avoid plastics but to Reuse them by Recycling.
GREEN MARKETING HOPES AND CHALLENGES

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ABSTRACT

Green marketing refers to the process of producing and selling products and also service based on their environmental benefits. In current scenario more companies are starting to follow the green marketing, at the same time urban consumers are more aware of the green marketing but rural consumers not more aware of the green marketing. In a world all the countries are taking steps to reduce the plastic and implement the eco-friendly products way of green marketing and save the earth. Their kinds of products are not affecting the environment and also re-compose the wastage to re-usable so this could save the earth from the wastage and also save the people’s health.

This paper contents are:
- Introduction
- Definition
- Need of Green Marketing
- Hopes of Green Marketing
- Characteristics of Green Marketing
- Reasons of using Green Marketing
- Challenges of Green Marketing
- Green Marketing Mix
- Conclusion

Introduction

Green marketing is the most modern and recent trend market. This enabled for the environment safe in human animal and planets. The term Green marketing came into the late 1980s and early 1990s. The American marketing association (AMA) held the first workshop on “Ecological Marketing”. Other similar terms used are environmental marketing and ecological marketing. Green marketing refers to holistic marketing concept where in the production, marketing consumption and disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc...Companies involved in Green marketing the make decision relating to the entire process of companies products, such as methods of processing packaging and distribution. While the shift to “GREEN” may appear to be expensive in the short term, it will definitely prove to be indispensable and advantages cost wise to in the long run.
Definition
According to pride and Ferrell (1993) “Green marketing also alternatively known as environmental marketing and sustainable marketing, refers to an organizational efforts at designing, promoting, pricing and distributing products that will not harm to the environment “.

Need of Green Marketing
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 objectives. So green marketing is inevitable.

Hopes of Green Marketing
Green marketing aims at:
1. Providing clean earth to the citizens.
3. Manufacturing sustainable and socially responsible products.

Characteristics of Green Marketing
In current scenario people are using more products were compared to olden days. Products those are produced in a safe way of environment and the products which are re-composable called as green products the characteristics are:
- Products those are with natural ingredients
- Products those are recyclable, reusable & biodegradable
- Products should be ozone safest
- Products should be organic.
- Products containing recycled content, non-toxic.

Reasons of using Green Marketing
Most of the companies are venturing into green marketing because of the following reasons. Organization perceive environmental marketing to be an opportunity that can be used to achieve its objectives. Governmental bodies are forcing firms to become more responsible. Competitors’ environmental activities pressure firms to change their environmental marketing activities. Cost factors associated with waste disposal, or reductions in material usage forces firms to modify their behavior.

Challenges of Green Marketing
Green marketing faces a lot of challenges because of lack of standards and public consensus about constitutes “GREEN”.
- The green marketing has evolved over a period of time.
- Green products require renewable and recyclable materials which are costly.
- They require latest technology and also huge investments in R & D.
- Majority of the people are not aware of green products and their uses.
- Consumers are not willing to pay a premium for green products.
Green Marketing Mix

The elements of a business marketing that are designed to meet the needs of its customers. The four elements are often called the 4Ps - Price, Product, Place and Promotion. The 4Ps of green marketing are that of a conventional marketing but the challenge before marketers is to use the 4Ps in an innovative manner.

Conclusion

Today’s consumers are becoming more and more conscious about the environment and are also becoming socially responsible. Therefore, more companies are responsible to consumer aspirations for environmentally less damaging or neutral products. A clever marketer is one who not only convinces the consumer, but also involves the consumer in marketing his product. 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. Marketers also have the responsibility to make the consumers understand the need for and benefits of green products as compared to non-green ones. In green marketing, consumers are willing to pay more to maintain a cleaner and greener environment. Finally, consumers, industrial buyer and suppliers need to pressurize effects on minimize the negative effects on the environment – friendly. Green Marketing assumes even more importance and relevance in developing countries like INDIA. The important one is government; government is playing a vital role to create new rules and regulations for implementing green marketing. Also government gives loans and subsidies for innovative environmentally friendly products producing companies.
RECENT THREATS AND BEST PRACTICES PROPOSED FOR NETWORK SECURITY

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ABSTRACT
Recent threats in network security is extremely high and this paper lists out various recent threats and the best practices that could be followed to reduce the impact. In general, the following threats and the solution for each and every threat is explained in detailed in this paper. Security threats abound in the enterprise. Today’s IT security professionals must worry about malware, spyware, hackers, DDOS attacks, hijacked USB drives, spies, cyber war and other vulnerabilities too numerous to mention. Fortunately, technological innovations are emerging to help block these types of attacks. Companies such as Seclore, for example, offer services that are designed to protect not just the delivery of documents outside an organization, but controlling how long someone has access to those docs. With new kill-chain tactics, meanwhile, a start-up such as Cloud Strike says it can determine not just the nature of a new attack but also develop a profile of the attacker.

Keywords: Threats, Countermeasures, Cyber war, Security

Introduction
In today's business environment, companies are expected to grow quickly. These tech advances will help firms scale up -- and down, when necessary -- so growth doesn't turn into a bad thing. Traditional security tools aren't always up to the task of keeping sensitive business info in safe hands. These innovations will help you stay a step ahead. The network connects everything: people, processes, devices, applications, everything digital. It sits right in the middle of all these interactions and is the entry point for anything that wants to interact with everything else. As every company's most pervasive infrastructure, the network must also be its most preeminent security gatekeeper.

Recent Threats and Solutions
Smartphones and other mobile devices are creating a prime target for malicious actors in the Internet of Things (IoT). The rapid uptake of bring-your-own-device (BYOD), and the introduction of wearable technologies to the workplace, will increase an already high demand for mobile apps for work and home in the coming year. To meet this increased demand, developers working under intense pressure and on razor-thin profit margins will sacrifice security and thorough testing in favor of speed of delivery and low cost, resulting in poor quality products more easily hijacked by criminals or hacktivists.
VIP Spoofware

Hackers are becoming increasingly talented at infiltrating business networks to gain visibility of personnel and their responsibilities, and then using this information to trick staff for financial gain. For example, sending an email to the finance team that appears to be from the CFO requesting the transfer of significant funds. This is just one of the ways we'll see criminals continue to target businesses.

Solution Proposed

Personal confirmation from the concerned persons.

Ransomware

Ransomware is computer malware that installs covertly on a victim's device (computer, smartphone, wearable device, etc), executes a crypto virology attack that adversely affects it, and demands a ransom payment to decrypt it or not publish it. Simple ransomware may lock the system in a way which is not difficult for a knowledgeable person to reverse, and display a message requesting payment to unlock it. More advanced malware encrypts the victim's files, making them inaccessible, and demands a ransom payment to decrypt them. The ransom ware may also encrypt the computer's Master File Table (MFT) or the entire hard drive. Thus, ransomware is a denial-of-access attack that prevents computer users from accessing files since it is intractable to decrypt the files without the decryption key. Ransomware attacks are typically carried out using a Trojan that has a payload disguised as a legitimate file.

Solution Proposed

New categories of security software, specifically deception technology, can detect ransomware without using a signature-based approach. Deception technology utilizes fake SMB shares which surround real IT assets. These fake SMB data shares deceive ransomware, tie the ransomware up encrypting these false SMB data shares, alert and notify cyber security teams which can then shut down the
attack and return the organization to normal operations. There are multiple vendors\cite{88} that support this capability with multiple announcements in 2016.

**BYOD:**

No threat list would be complete without referencing this threat. BYOD often provides the business with cost savings and increased productivity/effectiveness from their workforce. However, the security challenge that this movement has created has also left IT departments in a bit of a quandary.

**Solution Proposed**

Organizations need to have a BYOD strategy and policy that is appropriate to their situation. Obvious security points to address with the policy include: password enforcement; encryption; device management; access control, etc. should all be kept in mind while still maintaining enough freedom to keep the employee happy. Striking that balance is important to keeping the organization more secure and at the same time, empowering employees. Of course, that’s often easier said than done as organizations need to properly enforce the policy - something that presents a challenge in its own right. Security training that includes reminders about safe browsing and identifying suspicious links wouldn’t go amiss.

**Innovative Ideas**

These innovations, along with four others, described below might be the answer to a common dilemma: Relying too long on the standard security techniques that a large company installed long ago.

**Seclore: Controlling When, How Information Can Be Accessed**

Security inside an organization is one thing. Protecting documents and files in the perimeter that’s outside the firewall is a greater challenge. Enter information rights management, also known as enterprise rights management; this typically uses encryption, rights policies, full auditing and other security tools to protect sensitive information. IRM tools such as Seclore protect "who, what and when" policies for documents. One critical Seclore feature: IT can also control how long a document is in the hands of someone outside the company.

Daimler, Panasonic and Fugro use the service.

**Taa SERA: Analyzing Communication Patterns of Malware**

It takes more than a clever product name to block malware attacks. TaaSERA does have a clever name-it means Trust as a Service-but the inner working of the detection engine should appeal to CSOs everywhere. The analyzer is what you might call "zero minute" detection; it looks for trace signs of a new malware agent such as the tell-tale signs of infection. The service goes beyond the signature-based security tools that block known viruses, though, using "correlated sequence of inbound exploits, binary downloads, command and control communication and outbound scans" to diagnose malware attacks.

**Crowd Strike: Introducing Kill-Chain Tactics**

In any war, it's important to know your enemy. While CrowdStrike remains in private beta and will debut this fall, the cloud provider uses a novel approach. The
idea is to go on the offensive: The firm's technology analyzes the attacker and develops a model based on what an attacker is trying to do and the tools it is using. This tactic, known as a kill-chain, helps a company strategize about and defend against a known attacker. It can also turn the tables on an attacker by first pinpointing its identity and intent and then "creating doubt and confusion" that ties up resources and denies it access to the information it wants.

**Trusteer Apex: Behavioral Whitelisting**

In addition to the kill-chain tactic, in which you learn about the attacker and the exploits he uses, another emerging tactic has to do with checking for application vulnerabilities. Many companies spend most of their efforts on signature-based protection and zero-day patches. Trusteer Apex takes a novel approach because it analyzes what an application is doing, and why it's doing it, to determine if it's exposed to threats and block those gaps. If there is an attack, Apex also blocks the malware from communicating back to the Internet.

**Seculert: Big Data Analytics of All Security Activity**

Getting the big picture on a massive data store is next to impossible. Big data analytics company Seculert uses the Hadoop programming framework and Amazon Web Services to analyze data stores for threats. This makes for quick, inexpensive deployment. Data is ingested in massive quantities and analyzed by botnets in the cloud, using techniques such as honeypots and crawlers. If an infection occurs at one organization, Seculert can alert companies that might also be in danger.

**Conclusion**

Computer security attempts to ensure the confidentiality, integrity, and availability of computing systems and their components. Three principal parts of a computing system are subject to attacks: hardware, software, and data. These three, and the communications among them, are susceptible to computer security vulnerabilities. Hackers could access a system and can devise attacks that exploit the vulnerabilities. Countermeasures and controls can be applied to the data, the programs, the system, the physical devices, the communications links, the environment, and the personnel.

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ABSTRACT

Over the last two decades, rising internet and mobile phone diffusion has changed the way we communicate and do business. E-commerce is relatively an innovative concept. Electronic commerce (e-commerce) as part of the information technology revolution became widely used in the world trade in general and Indian economy in particular. With innovations in technology, there have been changes in the methodology for commercial dealings. India is one of speedy adaptor of technology. Is quickly with the current scenario of electronic data exchanges and has taken to e-commerce. In view of this, this research paper tries to express the idea of E-commerce and E-commerce implication in the Indian economy and its Contemporary issue.

Introduction

E-commerce in contemporary eras has been growing rapidly across the global. According to Report of Digital–Commerce, IAMAI-IMRB (2013), e-commerce industry in India has witnessed a growth of US$ 3.8 billion in the year 2009 to US$ 9.5 billion in 2012. Internet was introduced in India in 1995 and the first wave of e-commerce started soon thereafter. Total number of internet users in India was 250.2 million in June 2014. The diffusion of e-commerce is very low compare to developed countries. However, is developing at a much faster rate. The e-commerce industry consensus is that growth is at a modulation point. Exclusive in India cash on delivery is a preferred payment method. India has a vibrant cash economy because of which 80% of Indian e-commerce tends to be Cash on Delivery. In this context, there is a need to make a shift towards online payment mechanisms. By the end of 2011, the e-commerce market in India had clocked close to Rs 50,000 cores. It is interesting to consider whether the global economic downturn may have negatively affected the growth of e-commerce or possibly accelerated it as consumers look to new online channels, which can often deliver greater value than traditional stores. Today, even though there are less than 10 million internet users who are actually engaging in e-commerce activities, about 150 million internet users in India or around 75 million households are ready for e-commerce. The growing reach in terms of internet connectivity to the interiors of India coupled with the positive experiences of end consumers when buying online beyond the metros and big cities are key drivers of the e-commerce boon in India.

Objectives of the Paper

This research paper tries to express the idea of E-commerce and E-commerce implication in the Indian economy and its Contemporary issue.
Notion of E-Commerce

In broad-spectrum, terms e-commerce is serious deal of goods and services over internet. E-commerce is the use of information and communication technologies to advertise and to sell wide range of goods and services. E-commerce is the online buying and selling of goods and service. Lower search costs in digital markets will make it easier for buyers to find low-cost sellers, and thus will promote price competition among sellers.

According to International Fiscal Association (IFA), e-commerce means commercial transaction in which order is placed electronically and goods or services are derived in tangible or electronic form and there is an ongoing commercial relationship. The National Association of software and service companies (NASSCOM) defines ecommerce to include all 'transactions where both the offer for sale and the acceptance of the offer are made electronically.

Components of E-Commerce

E-commerce integrates e-market, e-data inter-change and internet buying and selling of goods and services. The E-commerce also involves using all round electronic methods and procedures to conduct business activities to achieve the organizational goal. It uses different technologies and hugs a wide range of financial forms such as electronic banking, electronic trading, electronic cataloguing, Video conferencing, and multi-media communications, electronic data interchange (EDI), electronic mail (E-mail), facsimile (fax) and all forms of messaging between enterprises. It combines technologies (Internet, EDI, electronic forms, electronic cash, Barcodes), information technology standards (such as EDI.ACT, EAN/UPC), strategies (Just-in-time inventory management, efficient consumer response).

Kinds of E-Commerce

The bookings done through electronic communication could be Business-to-Business (B2B) or Business to Consumer (B2C). Business to Business i.e. B2B is e-commerce between businesses such as between a manufacturer and a wholesaler or between a wholesaler and a retailer. India’s first online B2B directory has launched in 1996. The liberalization of the country’s international trade policies was the key factor that accelerated the growth of B2B online portals. It enabled buyers and sellers to easily connect with their global counterparts. The bookings done electronically between Business to Consumer for purchase or sale of goods and services is known as B2C e-commerce. Although B2C e-commerce receives a lot of attention, B2B transactions far exceed B2C transaction.

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<tr>
<td>B2B—Business-to-Business</td>
</tr>
<tr>
<td>C2C—Consumer-to-Consumer</td>
</tr>
</tbody>
</table>
Gnutella is a software application that permits consumers to share music with one another directly, without the intervention of a market maker as in C2C e-commerce.

Wireless mobile devices such as PDAs (personal digital assistants) or cell phones can be used to conduct commercial transactions.

**Eminence of E-Commerce in India**

During the year 2000-2001, two major Industry Associations formed isolated reports on e-commerce in India. The National Committee on Ecommerce set up the Confederation of Indian Industry (CII), while the other has commissioned by the NASSCOM. Both the reports are hopeful about the growth of e-commerce in India.

The Confederation of Indian Industry (CII) report estimates the volume of e-commerce to grow to Rs 500 billion (US$ 10.6 billion) in the year 2003. The NASSCOMBCG Report, on the other hand, estimates for the same year that the total volume of ecommerce will be Rs 1,950 billion (US$ 41.5 billion).

India’s e-commerce market was worth about $3.8 billion in 2009, it went up to $12.6 billion in 2013. In 2013, the e-retail market was worth US$ 2.3 billion. About 70% of India’s e-commerce market is travel related. India has close to 10 million online shoppers. It is growing at an estimated 30%. CAGR vis-à-vis a global growth rate of 6–10%. Electronics and Apparel are the biggest categories in terms of sales.

The second wave of e-Commerce has witnessed the introduction of new business models and the rapid growth of players in the domain. Most e-Commerce players in this wave are startups that are on a steep growth curve. However, these players need additional capital to scale up and maintain the pace of this growth. The need for capital, coupled with the growth potential of the sector, has made it a favorite among VCs. India’s e-Commerce sector attracted US$305 million (in 37 deals) from January 2011 to November 2011 (454% more than US$55 million raised from 12 deals in 2010). Investments in the sector accounted for more than 20% of total VC investments in the country in 2011.

**Table.1 Growth of e-commerce in India (1998-99 to 2013-2014)**

<table>
<thead>
<tr>
<th>Year</th>
<th>Total E-Commerce Transactions (in Million $)</th>
<th>% of change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1998-99</td>
<td>31.38</td>
<td>---</td>
</tr>
<tr>
<td>1999-00</td>
<td>103.84</td>
<td>230.91</td>
</tr>
<tr>
<td>2007-08</td>
<td>1750</td>
<td>1585.29</td>
</tr>
<tr>
<td>2008-09</td>
<td>3015</td>
<td>72.29</td>
</tr>
<tr>
<td>2009-10</td>
<td>4230</td>
<td>40.3</td>
</tr>
<tr>
<td>2010-11</td>
<td>6790</td>
<td>60.52</td>
</tr>
<tr>
<td>2011-2012</td>
<td>10000</td>
<td>47.28</td>
</tr>
</tbody>
</table>

(Ref: A report of Internet and Mobile Association of India)

Table 1 show the growth of e commerce in India. Total E-Commerce Transactions in was 31.38 Million $ in 1998-1999. It was increased 10000 in 2011-2012.
Implication of E-Commerce in India

The implication of e-commerce includes various issues such as economic, legislative, technological and social. E-commerce has outstanding growth prospective and it contributes directly to economic development of the country. Actually, e-commerce has created a phenomenon in almost all economic activities. It is one of the most important technological breakthroughs of the new millennium.

As under WTO responsibilities, member countries are providing tariff-free access to their markets resulting in greater competition. Transactions through e-commerce take less time and are economically viable too. This would help increase the growth and for this a strong and a stable legal system is required. It is a fact that in liberal and open markets, ecommerce would dominate. The other important essential features of electronic commerce are privacy and security. There should be suitable guidelines to establish them to ensure confidence among the players who transact through e-commerce. Emergence and growth of E-commerce in India recently, is the effect of liberalization and globalization actually this is the impact of transition from close network system to an open network platform like internet. India has made significant efforts in modernizing the area of E-commerce.

In May 1997 ministry of information and technology, Government of India prepared an Action Plan to setup a National Information Infrastructure component of this Action Plan among others are setting up of the National High speed back born network and inter connection of networks. Several studies designate that ICT has a Positive and Considerable Impact on Capital Deepening, Labour productivity and total factor productivity this promotes productivity growth in Economy. Growth of ICT as a basic infrastructure for E-commerce is the growth of E-commerce in India. ICT has achieved remarkable success in last ten years.

Key Reasons for the Success of E-Commerce in India

Research studies have indicated several Key reasons for the success of e-commerce in India such as:

- Growing broadband Internet 4G & 3G diffusion and Smartphone
- Upward trend of standards living in middleclass
- Obtain ability of much wider product range
- Busy lifestyles and lack of time for offline shopping
- Increased usage of online categorized sites
- Lower prices related to brick and mortar retail, driven by disintermediation and reduced inventory and real estate costs.
- Increased customer service
- Increased information transparency and Knowledge Increased usage of online classified sites, with more consumer buying and selling second-hand goods
- Evolution of the online marketplace model with sites like Jabong.com, Flipkart, Snapdeal, and Infibeam.
Existing Regulations on E-Commerce in the Country

As per extant FDI policy, FDI, up to 100%, under the automatic route has permitted in B2B "e-commerce activities. Information Technology Act, 2000 Provides legal recognition for transactions carried out by means of electronic data interchange and other means of electronic communication, commonly referred to as "electronic commerce", which involve the use of alternatives to paper-based methods of communication and storage of information, to facilitate electronic filing of documents with the Government agencies. India has the Consumer Protection Act 1986. However, nothing in the Act refers explicitly to e-commerce consumers. It provides for regulation of trade practices, creation of national and state level Consumer Protection Councils, consumer disputes redress forums at the National, State and District level to redress disputes, class actions and for recognized consumer associations to act on behalf of the consumers.

FDI in B2c E-Commerce

In India, foreign direct investment (FDI) within the business-to-consumer (B2C) e-commerce segment is not allowed where as foreign investment in the business-to-business (B2B) e-commerce segment is allowed. In September 2012, the government made a milestone announcement allowing 51% FDI in multi-brand retail, subject to certain conditions. Initially, e-Commerce players celebrated this announcement, since it was assumed that this would attract foreign investments in B2C e-Commerce.

Players’ opinion about the government’s decision on not allowing FDI in B2C ecommerce retail is mixed. Some players are indifferent and maintain that this new directive does not change anything for them others have expressed their disappointment. However, consensus is that this may prevent foreign e-Commerce companies from entering India. They could have brought in the much-needed investments in the ecosystem, e.g., in logistics, payments, to drive market growth.

To access foreign capital, some players have set up a separate entity for activities where 100% FDI is allowed. This covers back-end operations such as logistics, inventory and technology, which enables 100% Indian-owned and controlled front-end entities to leverage on the capabilities of these back-end operations. With this new directive, future investments would be routed through the same path as earlier.

Conclusion

There is no unique universally definition of e-commerce. Therefore, there is a need to clarify terms and explain the context of being applied. E-commerce has influence on Indian economy and customers. A number of advantages of e-commerce such as cost savings, increased efficiency, customization and global marketplaces. Internet was introduced in India in 1995 and the first wave of e-commerce started soon thereafter. The diffusion of ecommerce is very low compare to developed countries. However, is developing at a much faster rate.
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A STUDY ON IMPACT OF DEMONETISATION IN INDIA

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ABSTRACT

Demonetisation is the act of stripping a currency unit of its status as legal tender. Demonetization is necessary whenever there is a change of national currency. The prime objective of this study is to analyse and to list out the effects of demonetization and flaws in its implementation and discusses about the measures to be taken to avoid such menace to the financial system and daily life of common human. The effects of demonetisation in economy of a country like India and its growth and financial report for this fiscal year have been analysed and represented with statistical data.

Keywords: Demonetisation, cashless transaction, tax evasion, credit.

Introduction

Demonetisation is a process by which a denomination of currency will not be legal tender. The demonetisation of note will not acceptable as valid currency. The same things happen with the Rs.500 and Rs.1000 note after demonetisation. However, this is the first time that Rs 2,000 currency note is being introduced. Bank notes in Ashoka Pillar watermark series in Rs 10 denomination were issued between 1967 and 1992, Rs 20 in 1972 and 1975, Rs 50 in 1975 and 1981 and Rs 100 between 1967-1979. The banknotes issued during this period contained the symbols representing science and technology, progress and orientation to Indian art forms. In the year 1980, the legend Satyameva Jayate — ‘truth alone shall prevail’ — was incorporated under the national emblem for the first time. In October 1987, Rs 500 banknote was introduced with the portrait of Mahatma Gandhi and Ashoka Pillar watermark. Mahatma Gandhi (MG) series banknotes – 1996 were issued in the denominations of Rs 5, (introduced in November 2001), Rs 10 (June 1996), Rs 20 (August 2001), Rs 50 (March 1997), Rs 100 (June 1996), Rs 500 (October 1997) and Rs 1,000 (November 2000). The Mahatma Gandhi Series – 2005 bank notes were issued in the denomination of Rs 10, Rs 20, Rs 50, Rs 100, Rs 500 and Rs 1,000 and contained some additional/new security features as compared to the 1996 MG series. The Rs 50 and Rs 100 banknotes were issued in August 2005, followed by Rs 500 and Rs 1,000 denominations in October 2005 and Rs 10 and Rs 20 in April 2006 and August 2006, respectively.

To understand the effects of these dimensions, it is important to first understand what it is that cash does in the economy? There are broadly four kinds of transaction in the economy: accounted transaction, unaccounted transactions, those that belong to the informal sector and illegal transactions. The first two categories relate to whether transactions and the corresponding incomes are reported for tax
Causes

There can be many causes of Demonetisation in any economy some of them are:

Introduction of New Currency, Black Marketing, Currency Storage, Corruption and others. There will be excess fake currency in the economy is main reason of demonetisation. On 8th November 2016, Government of India had announced that from today onward rupees 500 and 1000 rupee note will not be a legal tender. This means that 500 and 1000 rupee note will be accepted by anyone except the organisation declared by government. They can change the currency from the banks and post offices till 30th December 2016. The removal of these 500 and 1000 notes and replacement of the same with new 500 and 2000 Rupee Notes is expected to – remove black money from the economy as they will be blocked since the owners will not be in a position to deposit the same in the banks.

- Temporarily stall the circulation of large volume of counterfeit currency
- It would curb the funding for anti-social elements like smuggling, terrorism, espionage, etc.

Various Effects

Effects on Money Supply

- With the older 500 and 1000 Rupees notes being scrapped, until the new 500 and 2000 Rupees notes get widely circulated in the market, money supply is expected to reduce in the short run.
- To the extent that black money (which is not counterfeit) does not re-enter the system, reserve money and hence money supply will decrease permanently.
- However gradually as the new notes get circulated in the market and the mismatch gets corrected, money supply will pick up.

Effects on Demand

The overall demand is expected to be affected to an extent. The demand in following areas is to be impacted particularly:

- Consumer goods
- Real Estate and Property
- Gold and luxury goods
- Automobiles (only to a certain limit)
- All these mentioned sectors are expected to face certain moderation in demand from the consumer side, owing to the significant amount of cash transactions involved in these sectors.
- Effect on Prices
- Price level is expected to be lowered due to moderation from demand side. This demand driven fall in prices could be understood as follows:
- Consumer goods: Prices are expected to fall only marginally due to moderation in
demand as use of cards and cheques would compensate for some purchases.

- Real Estate and Property: Prices in this sector are largely expected to fall, especially for sales of properties where major part of the transaction is cash based, rather than based on banks transfer or cheque transactions.

**Effect on GDP**

- The GDP formation could be impacted by this measure, with reduction in the consumption demand.
- However with the recent rise in festival demand is expected to offset this fall in overall impact.
- Moreover, this expected impact on GDP may not be significant as some of this demand will only be deferred and re-enter the stream once the cash situation becomes normal.

**Effect on Online Transactions and Alternative Modes of Payment**

- With cash transactions facing a reduction, alternative forms of payment will see a surge in demand.
- Digital transaction systems, E wallets and apps, online transactions using E banking, usage of Plastic money (Debit and Credit Cards), etc. will definitely see substantial increase in demand.

**Impact of Demonetization on Indian Society/ Economy**

We shall see a great impact of this move of the Central Government on Indian Society and Economy. The first impact shall be that people will have lower expenditure power. With that they will not be able to purchase luxurious things. Society will grow lesser materialistic and people more prudent. With the fake money destroyed, Indian economy will see a big boom and the so far booming real estate sector shall fall on the ground. The things shall be cheaper. Indian Currency shall get respect at the international market. There shall be a great check on the terror-related funding and therefore on terrorist activities. Corruption shall be down to a great extent as people will stop the tendency of accumulating money using wrong means. It will bridge the gap between the have and the have-nots. However, there may be some difficulties for a couple of months. But this inconvenience shall be temporary and for short-term.

<table>
<thead>
<tr>
<th>Pros:-</th>
<th>Cons:-</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. The high end corrupt people began to think themselves superior to law. Demonetisation gave them a clear cut message that those who converted corruption into a doctrine will have to pay a high price.</td>
<td>1: 600 million people don't have the bank accounts.</td>
</tr>
</tbody>
</table>
2. Secondly, switch to a cashless economy. In a cashless economy there will be digital trail on all our actions through purchases and transactions. So there’s no possibility of tax evasion. For instance: Today a doctor is seeing 100 patients and charging them 500 rupees. This means daily he is earning Rs. 50000. And annually his income is 1.8 cr. But he is showing his income as only 5 lac and is paying tax accordingly.

2. Less than 20% of the population have access to mobile phones.

3. This will reduce corruption. As the people will not accept illegal money through cheques or digital payments.

3. Electricity and internet connection have not reached to each and every village.

3. Low internet speed. India lags behind even Sri Lanka and Bangladesh in terms of download speed.

4. Besides this, the growing cybercrime with zero conviction. Every day we here news of some big hacking. IT industry welcomes PM’s call for cashless economy but at the same time lament at the deplorable condition of IT in India.

4. This will also create problem for those employed in unorganized sector. Most of them don't have bank accounts. And those who have are unwilling to accept their wage directly in their accounts because if the cash exceeds to Rs.50000 they will have to forfeit their subsidy benefits for Below poverty line accounts.

5. It will lead to joblessness.

5. This will put a halt to India’s growth process. According to the report of IMF, the growth forecast of India for the current and next fiscal year trimmed to 1% and 0.4% respectively.

6. Less than 10% of the corrupt transactions are in cash. Most of them are in the form of metals or they are in foreign accounts. Just cleaning up 10% of blank money will not clean up all.

8. Less than 10% of the corrupt transactions are in cash. Most of them are in the form of metals or they are in foreign accounts. Just cleaning up 10% of blank money will not clean up all.

9. Lack of freedom. When we have cash in hand, we are free to do whatever we wish.

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10. Lack of freedom. When we have cash in hand, we are free to do whatever we wish.

\[\text{Conclusion}\]

The Indian government’s decision to demonetize currency notes of Rs 500 and Rs 1,000 was necessitated by the increase in difficult-to-tell counterfeit notes and a desire to curb black income generation as well as eliminating a part of existing unaccounted wealth held in these high-denomination notes. The authorities’ intent and action are indeed praiseworthy but need to be followed up with subsequent actions to remain effective. These actions relate mainly to structural changes to make
the system more rules-based—reduce the discretionary powers of the bureaucracy, make the tax system simple, transparent and less discretionary, make a greater effort to include the informal sector and ensure effective and quick dispensation of justice. Meanwhile, the impact on the economy will most certainly be negative and could reduce potential gross domestic product (GDP) in the medium term and consequently government revenue.

The government, by announcing a tax amnesty scheme before demonetization, has sent a strong signal to tax evaders to declare their incomes in future and avoid evading taxes. This would help enhance the tax base going forward and help reduce the fiscal deficit. However, at the same time, revenue growth is likely to be negatively affected as a result of slower growth. The impact of the demonetization measures would certainly be slower economic growth. As most real-estate transactions entail an element of cash, this market is likely to come to a standstill with property prices likely to fall. This would imply a negative-wealth effect leading to a decline in consumption, and possibly business investment.

Several businesses transact in cash and with demonetization they may become cash-strapped, hurting business—and consequently revenue, employment, consumption and investment. The informal sector in India employs more than a majority of the workers and most transactions are in cash. Disruption to this system could endanger the employment and livelihood of weaker sections of society. The likely tax investigations following demonetization will affect domestic spending adversely—both consumption and investment in the formal and informal sectors. This would be true as tax laws remain open to interpretation at the mercy of the tax authorities with no real effective legal recourse. The reduction in overall investments, both in the formal and informal sectors, would reduce potential GDP growth.
COMPETENCY MAPPING - A STRATEGIC HR TOOL IN GLOBALIZED ERA

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ABSTRACT

As global business competition shifts from efficiency to innovation and from enlargement of scale to creation of value, management needs to be oriented towards the Strategic use of human resources. Human Resource Management needs much effort or skill to accomplish for their survival which is important to address with the changing nature of organizations. The organizational success earlier depended on physical and financial assets, today the success solely rely on the intangible ability and capability that lie in the human capital and manifested in the form of competencies. Human capital is the most valuable asset in the current era and companies are thriving for performance through developing their employee’s competencies. Competency is the ability of an individual to perform a job properly. Competency mapping becomes confusing for most of the organizations because of various models and competencies available. Competencies provide standard roadmap for effective and efficient performance. Successful competency management in organizations ensures that employees can execute the company business plan, and guide the way in organizational challenges of skill readiness, skill shortages and leadership. Every well-managed firm should have well defined roles and responsibilities and list of competencies required to perform each role effectively. Such list should be used for the functions of Human Resources (HR) such as recruitment, performance management, training, succession planning and compensation. This paper focuses on the fundamentals of Competency mapping which is a new dimension of management in the globalized era. This paper also brings out the current practices used by organizations which have successfully integrated competency-based systems in their Human Resource initiatives.

Keywords: Competency mapping, Performance, Competence, Evaluation, Competent, Competitive advantage, Skill, Learning & Development, Attitude.

Introduction

In the era of globalization, Competition among organizations has taken a new leap. To stay ahead of the competitors, organizations are reviving themselves with new technologies, methods and HR practices. Some of the factors driving competition in the world are Technology development, new startups, educated workforce, demand for quality and entry of big companies to social media. The major issues for organizations in recent years are attracting top talent, retaining key employees, ensuring that skills are available to meet the future challenges, aligning cross organizational teams to get products to the market faster and also aligning people’s behavior with organizational values and strategy. The performance of companies depends mostly on the quality of their human resource. For obvious economic and business reasons, organizations have always been concerned about the competence of
its people. In a recent Times now interview with Arnab Goswami, Dr Abdul Kalam said “Students must become ‘Employment Generators’ rather than ‘Employment Seekers’”, hence the performance of an individual also matters much in the society. Every organization in the world appreciates talent, knowledge and hard work. They continually put in efforts to develop their workforce to become competitive. There is an intense focus on performance which can only be achieved by investing in competent workforce. Everyone desires performance. What Bill gates has remarked on Microsoft’s need to perform consistently to remain successful and relevant in the new economy, applies to all organizations. Human resource is a collection of knowledge, skills, creativity, talents and aptitudes of an organizations workforce, as well as the value, attitudes and beliefs of the individuals involved. Organizations concentrate on getting the people who can make an organization success driven; they constantly thrive to enable those people to acquire required capabilities to make a successful organization. Also organizations spend crores of money every year to motivate their employees to contribute their resources continuously for running the organization effectively. Forbes article on Feb 2014 states that US spending on corporate training grew by 15 percent in 2013 (the highest growth rate in seven years) to over 70 Billion dollar in the US and over 130 Billion dollar worldwide. The key facts on the study are spending on leadership development remains very high, High-performing companies spend more and Technology is revolutionizing this market. While skills gaps continue to challenge companies, an increased investment in training is good for everyone: employees, businesses, and job seekers. This level of increase shows that businesses are aggressively expanding and companies need skilled workers to grow.

Hence motivating and preparing for future becomes important for organizations. In managing the human capital and getting the best out of them, competency mapping comes in rescue. To make optimum utilization of the existing workforce, organizations are trying to fit the right people in the right job, which becomes tedious when there is no developed framework to carry out the process. Top management has been identifying corporate core competencies and has been working to establish them throughout the organization. Human Resource Development (HRD) in India builds competency-based models that drive business results for organizations.

Conceptual Framework of Competency Mapping

The terms ‘competencies’, ‘competence’, and ‘competent’ refer to a state or quality of being able and fit. Competencies are components of a job which are related in behavior that are observable in a workplace. Competence is the functional or technical traits required to perform a job better. Competencies are derived from specific job families within the organization and are often grouped around categories such as strategy, relationships, innovation, leadership, risk-taking, decision-making.

1http://undersandfounders.com/how-bill-gates-started/
emotional intelligence, and the like. In the recent years, various academicians in the area of strategic management have emphasized the need to identify the competencies a business requires, in order to operate effectively in a given competitive environment. Competencies provide a way to observe and measure key skills and behaviors of employees and segregate their abilities that serve as a guideline for enhancing the job performance in an organization. Competency required for a particular job depends on many factors that include social culture, nature of the business, external business environment, organizational culture, work environment, duties and responsibility, nature of work processes and designated activities, attitude and motive of colleagues, superior and subordinates. Some of these factors may change with time and thus changing competency requirements for the same job position in the organization\(^3\). Unlike other resources, human being is the most valuable asset that can appreciate useful inputs. It is one such asset that adds value to itself with respect to time. And therefore it is considered as a resource that can be cultivated by the manure of training and development. Competencies can provide the logic for designing an organization that will enable human resources to continually add value to its firm.

The organizations that understand and succeed in Competency management will be leaders in competition of scarce talent and be viewed as employers of choice. To be competent, any individual would need to identify and understand the situation in reality and have a repository of possible and eventful actions to take and have training and expertise in those actions in the repository. Regardless of training, employees’ competency would grow through their experience in the job and the willingness he/she exhibits to learn or adapt to new situations.

### Table 1 Competence and Competency

<table>
<thead>
<tr>
<th>Competence</th>
<th>Competency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skill-based (hard competencies)</td>
<td>Behaviour based (soft behaviours)</td>
</tr>
<tr>
<td>Standard attained</td>
<td>Manner of behaviour</td>
</tr>
<tr>
<td>What is measures</td>
<td>How the standard is achieved</td>
</tr>
</tbody>
</table>

**Importance of Competency Mapping in Organizations**

Competency mapping (CM) is a technique of assessing the strengths and weaknesses of employees in an organization and has much wider scope though quite often it is perceived as a synonym of Strengths, Weakness, Opportunities and Threats (SWOT) analysis. Again, it is totally different from performance appraisal, which is a postmortem of employees’ performance after a certain period while competency

mapping is like a diagnostic tool. The major difference between the Traditional job analysis approach and competency mapping approach are job analysis leads to a long list of tasks and the skills/knowledge required to perform each task, whereas competency leads to a distilled set of underlying personal characteristics. Data generation is done from Incumbents and subject matter experts in job analysis approach whereas outstanding performers are also included in the competency approach.

As the competency framework serves like bedrock for all Human Resource applications, Competency mapping has emerged as a crucial function in the present era. It is a process of identifying key competencies for an organization and the jobs, functions and scope of its activities. The competency mapping is not a cut and dry formula or like one-size-fits all; it has to be specific, that is, tailor made or customized for each organization. Each organization must understand their type of industry well and built the competency models accordingly. It is better to go for existing research based models but the organization should also create its own model using methods such as Behavioral Event Interview, critical incident or job description methods. The competency model created should reflect the organization’s strategy, market position, clients and its values and ethics. It will be most prudent to start with small discrete groups or teams, ideally with two dimensions - a horizontal segment across the business encompassing multi-functional or multi-location activities, matching with the organizational level, and a vertical segment, that is, a whole department. This enables the organization to learn about the process and know the probable alternative formats of models best suited for its needs. It is desirable to focus on one or two key areas of implementation rather than the whole gamut of Human Resource Management (HRM) in one gulp. Example - Beginning with recruitment and selection or succession planning if they are the main strategic needs of the business. Further, it is advisable to begin with a horizontal segment or senior-most team so that the benefits will percolate downward the entire organization.

There are various competencies expected from an employee in organization which include Initiative taking, Strategic Thinking, Business Acumen, Relationship Building, Teamwork, Cooperation and Collaboration, Communication, Strategic Thinking Problem Solving and Decision Making and the like. Competencies for each job vary accordingly starting from the organization type. They may vary within departments, designations, jobs and individuals. Competencies are allocated with a different weightage for each job. Hence organizations assess the skills of the employee and help them to develop the competencies which are mandatory for their job role.

**Competency Based Human Resource Functions**

Competency Mapping is an important and an essential exercise to every type of organization around the world. Every well-managed firm should have well defined roles and responsibilities and list of competencies required to perform each role effectively. Such list should be used for the functions of Human Resources (HR) such as recruitment, performance management, promotions, placement and training needs.
identification. Competency mapping identifies an individual’s strengths and weaknesses. The aim of Competency mapping is to enable an individual to understand himself better and to point out where career development efforts need to be directed.

Competency mapping provides a common framework and language for discussing how to implement and communicate key strategies. It provides a common understanding of the scope and requirements of a specific role and provides common, organization-wide standards for career levels that enable employees to move across business boundaries. Competency Mapping identifies performance criteria to improve the accuracy and ease of the hiring and selection process. It provides a clear foundation for dialogue to occur between the manager and employee about performance, development, and career-related issues. Competency Mapping identifies the success criteria (that is, behavioral standards of performance excellence) required to be successful in their role. It supports a more specific and objective assessment of their strengths and specify targeted areas for professional development.

![Image of Competency-based HR: Linkages and alignment](image)

**Competency based HR applications**

**Fig 1**

**Benefits of Competency Mapping**

Competency mapping is a process which identifies the key competencies for a particular position in an organization using it for job-evaluation, recruitment, training and development, performance management, succession planning, and the like. As a result of competency mapping, all the Human Resource processes like Talent induction, Management development, Appraisals and Training yield much better results. The competency mapping process needs to be strongly integrated to help companies ‘raise the bar’ of performance expectations.

a) Once the competencies are identified and determined, training and development programs can be provided to the individuals to achieve perfection in their work.

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b) Key performance areas and key result areas can be identified and improved upon by understanding the gaps between existing performance and desired results.

c) Focused individual development can be carried out in the organization by identifying the needs and wants of the individual for his career development.

d) Competencies required for each job role can be identified and developed and training can be provided according to the individual’s requirements.

e) Competency assessment gets extended to individuals, teams and organization and leads to continuous development of the organization.

f) A Competency based culture in the organization can be created.

**Competency mapping scenario in Public Sector versus Private Sector**

India, a land of Government owned companies since independence, is still sticking to the old methods of performance evaluations and continue writing reports named Annual Performance Confidential reports (also known as Annual Confidential reports ACRs). They are still lagging in the concept of competency mapping which has taken a hit among global corporations. Only a few public sector companies such as NTPC, MTN, IOC, DRDO, NHPC, NALCO, HPCL, SBI, CPCL and TISCO are practicing competency mapping in their organizations. In sharp contrast to PSUs, a large number of organizations in the private sector have been following the practice of competency mapping particularly in Information Technology industry such as HCL, Wipro, TCS, Capgemini, Birlasoft, IBM, Cognizant Technologies and other Manufacturing and service sector companies such as GE Capital, Pricol, DS Group, Novell, O & M, L & T, Help Age India, Cairn Energy India, Lupin., LG, Bharti Cellular, Thermax group, Sandvik Asia, Exide Industries, Kochi Refineries, Royal Enfield, Visteon India, Tata Tea, NIIT, Cadila Pharmaceuticals, Welspun, TATA AIG Insurance Company, HDFC, TATA Cummins, Philips, TATA Motors, Siemens and the like.

**Conclusion**

Competency mapping is emerging as a modern HRM tool for the professionally managed organizations and can provide a competitive edge to the top brass for organizational development, optimum utilization of various resources including HR, increasing the production and productivity without compromising on the details and quality to ensure satisfaction of end users of the products and services. The concept of mapping competencies and creating talent factories is not only beneficial to the individual, but to the organization as a whole. Companies do face resistance while introducing a competency framework, as some employees tend to perceive it as a threat to their careers; but involving the employees in designing the model eliminates their apprehensions. To survive in a turbulent and dynamic business environment organizations have to adopt competency based human resource management practices, which are vital to productivity and performance excellence.
References

Books:
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