National Seminar

on

EMERGING TRENDS IN BUSINESS & MANAGEMENT

4th October 2018

Jointly Organized by

Department of Commerce & Commerce with CA

Idhaya College for Women
Affiliated to Alagappa University
(Accredited by NAAC with “B” Grade)
Sarugani, Sivagangai District - 630 411.
Profound Joy of the heart is like a magnet that indicates the path of life  
Real Joy comes from doing something worthwhile.  

- Mother Teresa

With immense pleasure I place my congratulations and appreciations to the organisers of this National Seminar on “Emerging Trends in Business and Management” scheduled on 4th October, 2018 at our Holy Paradise from where thousands of women went out and shining in multifaceted avenues with prestige and proud backed human value and credibility.

Research drives innovation and  
Innovation drives change.

The title selected for the Seminar is highly relevant and significant for the present scenario. It is not enough to know more and do more and have more. All this must lead to becoming more, more human and more compassionate. This gathering of Business professionals, Academicians, Researchers, and the students definitely make this juncture as platform to discuss, exchange views and present papers.

The capacity to learn is a gift;  
The ability to learn is a skill;  
The willingness to learn is a choice.

My dear young minds, this is a great choice given by us to prove your skill and acquire knowledge as gift. I do hope such seminars are held on a regular basis to enhance the knowledge base of students and motivate students to become successful in their various undertakings.

Dr.Sr.C.Jothimary  
Principal, Idhaya College for Women, Sarugani
All praise to the Almighty God, the creator of this universe, for having given me the opportunity to express my views and opinions and my heartfelt appreciations and congratulations to my colleagues and students community for their strenuous efforts in giving the shape of our dreams to make into reality today.

Our attitude is greatly dependent on the way our education has prepared us to think about reality. The title selected for this seminar proved the same. It is of great significance that this august seminar is going to deliberate upon diversified themes and gives a platform to unite the Academicians, Researchers, Business and professional leaders.

“Research is to see what everybody else has seen and to think what nobody has thought”. Hence I feel this initiative of bringing out a volume on various issues relating to “Emerging trends in Business and Management” is the need of the hour. We are indebted to our Management for supporting us in each and every step we forward.

I am sure this conference will be a milestone in ensuring the highest standards in this profession.

Dr.R.Vijayalakshmi
Convener and HOD of Commerce with CA
Idhaya College for Women, Sarugani
“Achieving a New Milestone”

Dear Colleagues Greetings!!

First of all I extend my cordiality and join with the organizing committee to have reached those milestones and be able to present the new Journal of “Emerging Trends in Business and Management”.

“Academic success Depends on Research Publications”,
This Journal focuses on multi facts of business and management practices must be known by researchers, professionals, academicians and corporate delegates to transform education and innovation in business and management globally. We build a new name, new opportunities and a new future through this edition. We are strengthening ourselves in the field of Commerce and Management Research.

“Management is doing Things Right
Leadership is doing the Right Things”.

I wish to extend my gratitude to the Principal and Vice Principal as they are the backbone of this social and academic endeavor.

“Coming Together is a Beginning
Keeping Together is Progress
Working Together is Success”

I appreciate the hard work, involvement and efforts taken by the team of HOD, Staff, and Students in organizing this Seminar. I congratulate each and everyone contributed to the success in making this book a comprehensive and resourceful book in future.

I wish Success.
Thank you.

Dr.S.Selvarani
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Idhaya College for Women, Sarugani
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A Study on Factors Influencing to Choose the Marketing Channels for Distribution of Chilies in Virudhunagar District

Dr. S. Selvarani
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Idhaya College for Women, Sarugani, Sivagangai District

Abstract
The objective of the study was to find out the marketing channels of chilies in Virudhunagar District. The study based on primary and secondary data information collected during the field survey adopting questionnaire, interview, and observation of the study area. The study has found that the marketing channels play the role of mediator between traders and farmers with higher bargaining power. It concludes that there is a need for the channels members to buy products from farmers at a rate that would compensate for their efforts and continue to keep them in business.

Introduction
Agriculture marketing is mainly the buying and selling of agricultural products. In the olden days, selling of agricultural cultivate was easy as it was direct between the cultivator and the consumer either for money or barter. In the modern world, it became challenging with the latest technologies and involvement of intermediaries, commission agent who keep their margins. The marketing channel is longer and dominated by a number of key prayers which include farmers, rural traders / exporters, and intermediaries. Marketing system, then it would be possible to achieve higher economic growth. It is pertinent to mention here, that it would not be possible to ensure a better living standard of farmers without farming different kind of marketing channels throughout the country.

Statement of the Problem
The farmers are not having the capacity to run their farming activities efficiently because of their poor family background, lack of educational qualification (illiterate), financial ability to purchase the market price for a better price.

Objectives
1. To study the characteristics of sampled Chili cultivators.
2. To analyze the marketing channels for Chilies.
Research Methodology
The study based on primary data, and secondary data. The primary data collected from the questionnaire, and the secondary data from Journals, and magazines, etc.

Analysis of the Study
The distribution of farmers by age group revealed that there was a high proportion of 60.6 percent of the respondents belong to the age group of 40 to 50 years and also the dominance of large size of a farmer is in this group. In this study, the gender analyzed that there was a large proportion of 82.20 percent than females and most of the male farmers are depending on the small size farms compared with medium and large size farms. The level of education was included to ascertain the respondent’s ability to use and interpret agricultural information. The result showed that 37.5 percent had higher education and medium and large size farmers having majority higher education 81.1 percent respondent’s main occupation is agriculture in all level of farmers 91.1 percent respondent are married. The above table reveals that 58.9 percent respondents nearly 4 to 6 members are engaged in farming activities and 44.3 percent in small farms, 71.3 percent in medium farms and 46 percent in large farms.

Analysis of Data
Table 1 Domestic Characteristics of Sampled Chili Cultivators

<table>
<thead>
<tr>
<th>S. No</th>
<th>Particulars</th>
<th>Size of Farm</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Small</td>
<td>Medium</td>
</tr>
<tr>
<td>1</td>
<td>Age</td>
<td>Below 40 Years</td>
<td>6(9.9)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>40 to 50 Years</td>
<td>21(34.4)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Above 50 Years</td>
<td>34(55.7)</td>
</tr>
<tr>
<td>2</td>
<td>Gender</td>
<td>Male</td>
<td>57(93.4)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Female</td>
<td>4(6.6)</td>
</tr>
<tr>
<td>3</td>
<td>Education</td>
<td>Illiterate</td>
<td>26(42.6)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Middle school</td>
<td>4(6.6)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Higher Secondary</td>
<td>21(34.4)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Degree and Above</td>
<td>10(16.4)</td>
</tr>
<tr>
<td>4</td>
<td>Occupation</td>
<td>Main</td>
<td>44(72.1)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Supplementary</td>
<td>17(27.9)</td>
</tr>
<tr>
<td>5</td>
<td>Marital Status</td>
<td>Married</td>
<td>54(88.5)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Unmarried</td>
<td>7(11.5)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Total</td>
<td>61(100.0)</td>
</tr>
<tr>
<td>6</td>
<td>No. of a member engaged in Chili farming</td>
<td>Up to 3</td>
<td>26(42.6)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 - 6</td>
<td>27(44.3)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Above 6</td>
<td>8(13.1)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Total</td>
<td>61(100.0)</td>
</tr>
</tbody>
</table>

Sources: Primary Data ( )-%

Sources of Marketing
Agricultural marketing today means more than linking the producer with the consumer, it includes the creation of a favorable economic environment for farmers to enthuse him to grow...
more and get proceeds from transactions. Many alternative forms, such as cooperative marketing, local marketing, contract marketing, regulated marketing, direct marketing, and e-com-electronic commerce are in the wake to enable the producers to maximize the share in consumer’s rupee and delivering at an affordable price to the consumer.

<table>
<thead>
<tr>
<th>Particular</th>
<th>No. of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Village trader / local buyer</td>
<td>73</td>
<td>20.3</td>
</tr>
<tr>
<td>Regulated market</td>
<td>42</td>
<td>11.7</td>
</tr>
<tr>
<td>Commission agent</td>
<td>172</td>
<td>47.8</td>
</tr>
<tr>
<td>Co-operative societies</td>
<td>26</td>
<td>7.2</td>
</tr>
<tr>
<td>Direct Marketing</td>
<td>47</td>
<td>13.1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>360</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Table 2 Source Selected by Respondents for Selling their Chili**

*Source: Primary Data*

The above table reveals that 47.8 percent of the respondents sell Chilies through the commission agent, 20.3 percent sell Chilies to village traders, 13.1 percent sell Chilies directly to the consumer, 11.7 percent sell Chilies to regulated market and 7.2 percent only it to the co-operative societies.

**Factors Influencing for Choosing Different Channels**

The researcher has identified that to avoid risk immediately cash, better price, freedom from malpractice, advance amount, more convenient, reliability, storage, and transport facilities. In this section, the researcher has used a weighted average score to rank the factors that affect the Chili producer in the study area. The Chili producers were asked to rank that factor in the order of their importance. The percent position of each rank thus obtained was converted into weighted stores. The ranks assigned to the various factors are given separately as the reason for selling the Chilies to village traders, regulated market, commission agent, co-operative society and direct.

**Selling Chilies to the Village Trader**

The responses of Chili growing farmers about trade facilities with village trader in Chili market are summarized in Table 3.

**Table 3 Reason for Selling Chilies to the Village Traders**

<table>
<thead>
<tr>
<th>Reason</th>
<th>SA</th>
<th>A</th>
<th>N</th>
<th>DA</th>
<th>SDA</th>
<th>Total Score</th>
<th>WAS</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crop hypothecated</td>
<td>9</td>
<td>30</td>
<td>17</td>
<td>11</td>
<td>6</td>
<td>244</td>
<td>3.34</td>
<td>III</td>
</tr>
<tr>
<td>Advance received</td>
<td>11</td>
<td>23</td>
<td>15</td>
<td>14</td>
<td>10</td>
<td>230</td>
<td>3.15</td>
<td>IV</td>
</tr>
<tr>
<td>No profit benefit-other market</td>
<td>6</td>
<td>17</td>
<td>27</td>
<td>19</td>
<td>4</td>
<td>221</td>
<td>3.03</td>
<td>V</td>
</tr>
<tr>
<td>Immediate cash after sales</td>
<td>34</td>
<td>22</td>
<td>14</td>
<td>1</td>
<td>2</td>
<td>304</td>
<td>4.16</td>
<td>I</td>
</tr>
<tr>
<td>Long-term practices</td>
<td>9</td>
<td>13</td>
<td>20</td>
<td>17</td>
<td>14</td>
<td>305</td>
<td>2.81</td>
<td>VII</td>
</tr>
<tr>
<td>Low marketable surplus</td>
<td>12</td>
<td>20</td>
<td>29</td>
<td>9</td>
<td>3</td>
<td>248</td>
<td>3.40</td>
<td>II</td>
</tr>
<tr>
<td>Lack of transport facilities</td>
<td>0</td>
<td>16</td>
<td>34</td>
<td>22</td>
<td>1</td>
<td>211</td>
<td>2.89</td>
<td>VI</td>
</tr>
<tr>
<td>Any other</td>
<td>0</td>
<td>5</td>
<td>45</td>
<td>19</td>
<td>4</td>
<td>197</td>
<td>2.70</td>
<td>VIII</td>
</tr>
</tbody>
</table>

*Source: Compiled from Primary Data*

**WAS: Weighted Average Score**

It is clear from the table that some of the Chili growing farmers sale their Chili production to the Village Traders because they will provide immediate cash got the first rank with the total score...
of 304, low marketable surplus got the second rank with the total score of 359, crop hypothecated got third rank with the total score of 244, followed by advance received, no profit benefit in another market, lack of transport facilities, long-term practices, and other reasons are placed in the fourth, fifth, sixth, seventh and eighth ranks respectively.

Selling Chilies to the Regulated Market

Regulated market is a wholesale market where buying and selling are regulated and controlled by the state government through the market committee. It aims at the elimination of unhealthy and unscrupulous practices reducing marketing charges and proposing facilities to producers and sellers in the market. The responses of Chili growing farmers about trade facilities with the Regulated market in Chili Market are summarized in Table 4. It could be inferred for the above table that Chili producers sell Chili to the regulated market for a financial facility, storage facilities, better market practices placed in first, second and third. More convenient, correct weight and auction method are placed in fourth and sixth. Reliability and seeds on subsidiary rate are placed in seventh and eighth positions respectively.

Table 4 Reason for Selling Chilies to the Regulated Market

<table>
<thead>
<tr>
<th>Reason</th>
<th>SA</th>
<th>A</th>
<th>N</th>
<th>DA</th>
<th>SDA</th>
<th>Total Score</th>
<th>WAS</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Better market practices</td>
<td>13</td>
<td>8</td>
<td>11</td>
<td>4</td>
<td>6</td>
<td>144</td>
<td>3.43</td>
<td>III</td>
</tr>
<tr>
<td>Reliability</td>
<td>5</td>
<td>5</td>
<td>20</td>
<td>8</td>
<td>4</td>
<td>125</td>
<td>2.98</td>
<td>VII</td>
</tr>
<tr>
<td>Auction method</td>
<td>13</td>
<td>4</td>
<td>12</td>
<td>8</td>
<td>5</td>
<td>138</td>
<td>3.29</td>
<td>VI</td>
</tr>
<tr>
<td>More convenient</td>
<td>9</td>
<td>8</td>
<td>15</td>
<td>10</td>
<td>0</td>
<td>142</td>
<td>3.38</td>
<td>IV</td>
</tr>
<tr>
<td>Financial facility</td>
<td>8</td>
<td>18</td>
<td>16</td>
<td>0</td>
<td>0</td>
<td>160</td>
<td>3.81</td>
<td>I</td>
</tr>
<tr>
<td>Correct weight</td>
<td>9</td>
<td>11</td>
<td>13</td>
<td>5</td>
<td>4</td>
<td>142</td>
<td>3.38</td>
<td>IV</td>
</tr>
<tr>
<td>Storage facilities</td>
<td>7</td>
<td>13</td>
<td>15</td>
<td>7</td>
<td>0</td>
<td>146</td>
<td>3.48</td>
<td>II</td>
</tr>
<tr>
<td>Seed on a subsidiary rate</td>
<td>4</td>
<td>4</td>
<td>22</td>
<td>5</td>
<td>7</td>
<td>119</td>
<td>2.83</td>
<td>VIII</td>
</tr>
</tbody>
</table>

Source: Compiled from Primary Data
WAS: Weighted Average Score

Selling Chilies to the Commission Agent

The responses of Chili growing farmers about trade facilities with Commission agents in Chili Market are summarized in a table. It is clear from the table and chart that highest number of Chili growing farmers sale their Chili production to the commission Agents because they will provide better credit facilities, better price for the product, immediate cash after sale and they have long-term practice.

Table 5 Reason for Selling Chilies to the Commission Agent

<table>
<thead>
<tr>
<th>Reason</th>
<th>SA</th>
<th>A</th>
<th>N</th>
<th>DA</th>
<th>SDA</th>
<th>Total Score</th>
<th>WAS</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Immediate cash</td>
<td>77</td>
<td>53</td>
<td>37</td>
<td>3</td>
<td>2</td>
<td>716</td>
<td>4.16</td>
<td>I</td>
</tr>
<tr>
<td>Advance Received</td>
<td>24</td>
<td>44</td>
<td>41</td>
<td>44</td>
<td>19</td>
<td>526</td>
<td>3.06</td>
<td>III</td>
</tr>
<tr>
<td>Transport facilities</td>
<td>4</td>
<td>36</td>
<td>75</td>
<td>37</td>
<td>20</td>
<td>483</td>
<td>2.81</td>
<td>IV</td>
</tr>
<tr>
<td>Storage facilities</td>
<td>8</td>
<td>10</td>
<td>60</td>
<td>68</td>
<td>26</td>
<td>422</td>
<td>2.45</td>
<td>VI</td>
</tr>
<tr>
<td>Long-term practice</td>
<td>9</td>
<td>8</td>
<td>71</td>
<td>70</td>
<td>14</td>
<td>444</td>
<td>2.58</td>
<td>V</td>
</tr>
<tr>
<td>High Price</td>
<td>27</td>
<td>51</td>
<td>50</td>
<td>40</td>
<td>4</td>
<td>573</td>
<td>3.33</td>
<td>II</td>
</tr>
<tr>
<td>Any other</td>
<td>20</td>
<td>4</td>
<td>12</td>
<td>49</td>
<td>87</td>
<td>337</td>
<td>1.96</td>
<td>VII</td>
</tr>
</tbody>
</table>

Source: Compiled from primary data
WAS: Weighted Average Score
It could be inferred from the above table that Chili producers sell Chili to the commission agent for immediate cash, followed by high price compared to village merchant, advance received and transport facilities are available placed second, third and fourth. Long-term practices, storage facilities, and any other reasons are placed in fifth, sixth and seventh positions respectively.

**Selling Chilies to Co-Operative Societies**

This marketing system is pursued through the Co-operative societies registered under Co-operative Societies Act. This system is pursued on the principle of “self-help by mutual help.” It reduces the marketing cost, enhances the bargaining power, and there is an equitable distribution of the proceeds. Presence of marketing cooperatives makes the market more competitive and ensures better returns to the producer. The responses of Chili growing farmers about trade facilities with co-operative societies in Chili Market are summarized in Table 6.

**Table 6 Reason for Selling Chilies to Co-Operative Societies**

<table>
<thead>
<tr>
<th>Reason</th>
<th>SA</th>
<th>A</th>
<th>N</th>
<th>DA</th>
<th>SDA</th>
<th>Total Score</th>
<th>WAS</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>No malpractice</td>
<td>3</td>
<td>6</td>
<td>10</td>
<td>3</td>
<td>4</td>
<td>79</td>
<td>3.04</td>
<td>III</td>
</tr>
<tr>
<td>Loan facility</td>
<td>10</td>
<td>7</td>
<td>3</td>
<td>0</td>
<td>6</td>
<td>93</td>
<td>3.58</td>
<td>I</td>
</tr>
<tr>
<td>Gain of bulk supply</td>
<td>0</td>
<td>5</td>
<td>6</td>
<td>10</td>
<td>5</td>
<td>63</td>
<td>2.42</td>
<td>VII</td>
</tr>
<tr>
<td>Immediate cash</td>
<td>5</td>
<td>4</td>
<td>6</td>
<td>4</td>
<td>7</td>
<td>74</td>
<td>2.85</td>
<td>V</td>
</tr>
<tr>
<td>Better price</td>
<td>3</td>
<td>6</td>
<td>8</td>
<td>3</td>
<td>6</td>
<td>75</td>
<td>2.88</td>
<td>IV</td>
</tr>
<tr>
<td>Quality seed on a subsidiary rate</td>
<td>6</td>
<td>5</td>
<td>10</td>
<td>2</td>
<td></td>
<td>88</td>
<td>3.38</td>
<td>II</td>
</tr>
<tr>
<td>Storage facility</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>8</td>
<td>66</td>
<td>2.54</td>
<td>VI</td>
</tr>
<tr>
<td>Long-term practices</td>
<td>0</td>
<td>5</td>
<td>3</td>
<td>7</td>
<td>11</td>
<td>54</td>
<td>2.08</td>
<td>VIII</td>
</tr>
</tbody>
</table>

Source: Compiled from Primary Data

Chili producers sell Chili to co-operative societies because there is loan facility followed by quality seed on subsidiary rate, no malpractice, and better price placed in second, third and fourth. Immediate cash, storage facility, gain of bulk order and long-term practices placed in fifth, sixth, seventh and eighth positions respectively.

**Selling Chilies to Direct Marketing**

Direct marketing is an innovative concept, which involves marketing of produce by the farmer directly to the consumers/processors without any intermediaries. Direct marketing enables producers, processors, and other bulk buyers to economize on transportation cost and improve price realization. The responses of Chili growing farmers about trade facilities with direct Chili market are summarized in Table 7.

**Table 7 Reason for Selling Chilies to Direct Marketing**

<table>
<thead>
<tr>
<th>Reason</th>
<th>SA</th>
<th>A</th>
<th>N</th>
<th>DA</th>
<th>SDA</th>
<th>Total Score</th>
<th>WAS</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>More profit margin</td>
<td>7</td>
<td>10</td>
<td>17</td>
<td>5</td>
<td>8</td>
<td>144</td>
<td>3.06</td>
<td>V</td>
</tr>
<tr>
<td>No commission</td>
<td>15</td>
<td>9</td>
<td>9</td>
<td>7</td>
<td>7</td>
<td>159</td>
<td>3.38</td>
<td>III</td>
</tr>
<tr>
<td>No malpractice</td>
<td>12</td>
<td>16</td>
<td>8</td>
<td>5</td>
<td>6</td>
<td>164</td>
<td>3.49</td>
<td>I</td>
</tr>
<tr>
<td>Immediate cash</td>
<td>9</td>
<td>6</td>
<td>24</td>
<td>4</td>
<td>4</td>
<td>153</td>
<td>3.26</td>
<td>IV</td>
</tr>
<tr>
<td>Long-term practice</td>
<td>0</td>
<td>11</td>
<td>20</td>
<td>9</td>
<td>7</td>
<td>129</td>
<td>2.74</td>
<td>VI</td>
</tr>
<tr>
<td>Better price</td>
<td>12</td>
<td>8</td>
<td>18</td>
<td>9</td>
<td>0</td>
<td>164</td>
<td>3.49</td>
<td>I</td>
</tr>
</tbody>
</table>

Source: Compiled from Primary Data

WAS: Weighted Average Score

http://www.shanlaxjournals.in
Some of the Chili producers sell Chilies directly to the consumer for no malpractices and better price, which are placed in first, followed by no commission on the agent and immediate cash, which are placed in third and fourth places. More profit margin and long-term practice are placed in the fifth and sixth ranks respectively.

**Suggestion**

On the basis of this study, the following recommendations are suggested

1. Chili is an economically viable crop, it has a vital potential in increasing the income and employment so the area should be increased and should find an adequate place in the cropping pattern of the farmers.
2. Chili crop is more remunerative so that state government should come forward for more remunerative prices for the Chilies growers.
3. The Chili producers eliminated to sell their product in the regulated market through co-operative marketing society. Hence, the primary co-operative societies should be encouraged to arrange for a sale of the product of its members in the regulated market.
4. The government needs to attract the private sector to invest in infrastructure, to improve the distribution system and provide cold storage and warehouse along the marketing chain.
5. Furthermore, in order to have more clear information on a commodity price marketing opportunity, the government could expand the marketing information system all over the country.
6. Adequate finance facilities should be made available at producer level to reduce dependence on non institutional credit, so that producer would get time utility and more bargaining power at open auction process.

**Conclusion**

This paper attempted to discuss the channels of distribution of Chili in Virudhunagar District. From the analysis carried out so far, it could be seen that the channels for marketing of Chili negate the conventional marketing channels. Many factors account for this phenomenon, however, because of the high risks are taken by the farmers that are associated by perishability and seasonality involved Chili production in Virudhunagar there is the need for the channels members to buy products from farmers at a rate that would compensate for their efforts and continue to keep them in business.

**References**

Advantages and Disadvantages of Outsourcing

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Abstract

Outsourcing has both advantages and disadvantages. This research was a prospect to investigate and disadvantages of endorse outsourcing business and economics. As a consequence of using selective sampling technique, the samples of this study were 20 managers and director in the selected 20 small and medium enterprises in different types of industries of Chennai that have for applying outsourcing system. The findings exposed that the majority of the respondents agreed that the advantaged included know-how, the potential and time to deliberate process, risk-sharing, and cost reduction such as recruitment costs and operating costs. The disadvantage of using outsourcing included the risk of exposing not to be mention data and technology, wrong partners, lack of customer focal point, and many hidden costs.

Keywords: Advantages, Disadvantages, Outsourcing, Business Benefits

Introduction

With the globalization, many companies do not have to produce everything on their own. Outsourcing is one of the best ideas that allow many companies to focus on what they do best and outsourcing what others can do better, faster, cheaper, and higher quality. Outsourcing is one of the businesses an increasingly popular organization management strategy (Koszewska, 2004). Outsourcing management adopted in respond business units’ requirement of enhancing competitiveness many experts agreed that it is the most management (Tracy and Wierseman, 1995) (Jones and Sasser, 1995) (Sharp, 1997). Outsourcing is nowadays the most popular business concept applied in many companies and many industries around the world (Shy & Stenbacka, 2003). However, there still is a lack of in value insight in many of developing countries towards this type of business concept. Outsourcing is known to be a reduction of costs of raw materials and labor, ensuing in reduced production costs. Moreover, by the system of outsourcing mobility in productions of goods and services between countries in ASEAN Community, it can increase the level of aggressive for all nations.

Different Types of Outsourcing

BPO

Business Process Outsourcing (BPO) is a subject of outsourcing that involves the contracting of the operation and responsibilities of a specific business process to a third- party service provider.
KPO
Knowledge process outsourcing (KPO) describes BPO activities that involve carrying out standardized processes for the client. KPO has work that needs higher levels of taking part in the knowledge process outsourcing. Creativity is the nowadays important role in the KPO further investigate in the outsourcing growth is very high level in the sectors.

Research Methodology
The qualitative research technique was utilized to seek more insight information from the experiences of managers and directors in various businesses. The purpose of this was to investigate the advantages and disadvantages of promoting outsourcing. By using selective sampling technique, the sample of this study 20 managers and directors in the selected 20 small and medium enterprises in different types of industries of Chennai. For apply outsourcing system for at least five years. The majority of sample groups of selected companies have in Chennai and India. The 20 informants must have at least five years of direct experiences in the areas of outsourcing.

Findings

<table>
<thead>
<tr>
<th>S.No</th>
<th>Advantage</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Expertise and fast delivery</td>
<td>89</td>
</tr>
<tr>
<td>2</td>
<td>Concentrating noncore process production</td>
<td>82</td>
</tr>
<tr>
<td>3</td>
<td>Risk sharing</td>
<td>91</td>
</tr>
<tr>
<td>4</td>
<td>Cost reduction-operating cost and recruitment cost</td>
<td>90</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>S.No</th>
<th>Disadvantage</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Risk of exposing confidential data and technology</td>
<td>86</td>
</tr>
<tr>
<td>2</td>
<td>Synchronizing the deliverables</td>
<td>84</td>
</tr>
<tr>
<td>3</td>
<td>Many hidden costs</td>
<td>91</td>
</tr>
<tr>
<td>4</td>
<td>Lack of customer focus</td>
<td>90</td>
</tr>
</tbody>
</table>

From Table: 1 The conclusion revealed that the preponderance of the respondents agreed that risk-sharing is the factor of the advantages of outsourcing, then cost reduction such as operating cost and employment cost, expertise and fast and concentrate on core process production.

Table: 2 revealed that the majority of respondents agreed that they were many concealed cost, then be short of customer focus, of exposing confidential data and synchronize the deliverables.

Advantages of Outsourcing

Knowledge and quick liberation: Most of the times tasks or projects to others who specialize in the particular field. The outsourced vendor must have specific tackle and technical expertise, most of the times better than the ones at the outsourcing organization. The tasks should be accomplished faster and with better quality and prompt delivery.

The ability to concentrate on core progression rather than the supporting ones: Outsourcing the behind a process allows the organization more time to focus on core business procedure or job assignment.

Risk- Sharing: This is the most vital factors determining the outcome of a campaign is risk-analysis. The outsourced must have to plan your risk-mitigating factors better.
Summary cost such as Set up cost, Operational and Recruitment costs: Outsourcing reduces the need to hire persons in-house; hence recruitment and operational costs can be minimizing to a great extent.

Disadvantages of Outsourcing

Jeopardy of Divulging Confidential Data and Technology: Whenever an organization outsources HR, Payroll and Recruitment services, it involves a risk if exposing confidential company information as well as technology to a third-party. For example, if you allow outsourcing, soon there is going to be imitation products.

Deliverables: If you choose a wrong partner for outsourcing, some of the common problem areas include expanded delivery time frames, quality output, defects, and inappropriate categorization of responsibilities. At times it is easier to mitigate these factors surrounded by an organization rather than with an outsourced partner.

Many Hidden Costs: In general, the perception of outsourcing is cost-effective at times the hidden costs involved in signing a contract while signing a convention across international limitations may pose a threat.

Lack of Customer Focus: An outsourced vendor may have to serve up many companies and organizations at a time. Therefore, they may lack a complete focus on your organization’s everyday jobs and job assignment (Wongleedee, 2016).

Future Studies

The only small entrepreneurs in various industries, both managers and director, were selected as the sample. The research may be conducted with companies of large business sizes, as well as in other locations. Further studies for outsourcing may necessitate using both qualitative method and quantitative method gain more information.

Conclusions

To accomplish the competitive advantage it is necessary to reshape the limitations of the organization by making the right decision on what to keep in-house and what to outsource. Overall outsourcing seems to be in the trend. There are some cons to outsourcing, but I believe that is most helps in and complete in a way, now especially over in India. Outsourcing has increased globalization and everyone gains to the expanding in more market. I believe it is a good give and take relationship with relationship and growing companies both sides will in the long run. We are going to be a happening country in the future.

References


Cross Cultural Perceptive of Consumer Behavior-An Overview

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Abstract
Culture is everything that is socially learned and shared by the people from an overall population. Culture contains material and nonmaterial components. Nonmaterial culture joins the words people use; and the inclinations they look for after. Material culture involves all the physical substance that have been changed and used by people, for instance, gadgets, auto mobiles, lanes and farms. In an advancing and client direct setting, doodads of the material culture would fuse each one of the things and organizations which are made and exhausted. Displaying associations, for instance, safe way stores. Nonmaterial culture would consolidate the way by which customers shop in super markets, our need for fresher and better things, and our response to the word bargain.

Keywords: Culture decision, Market, consumers buying, Cultural values.

Introduction
As the broadest part of the full scale social condition, culture has an unavoidable impacts customer. However in spite of expanding research consideration, culture stays troublesome for advertisers to get it. Many definitions have confounded specialists about what “culture” is or how culture attempts to impact shoppers. Luckily late hypothetical advancement help clear up the idea of culture and how it influences individuals. We regard culture as the implying that are shared by the vast majority in a social gathering. In an expansive sense, social importance incorporate basic emotional responses, run of the mill perception, and trademark examples of conduct. Simple society sets up its own vision of the world and develops that social world by making and utilizing implications to speaks to essential social refinements.
Advertisers ought to consider a few issues while breaking down culture. First social significance can be dissected at various levels. Frequently culture is broken down at the full scale level of a whole society or nation. In any case, since culture is the implications advertisers can likewise examined the social importance of sub social or social classes. A second issue, the idea of shared or regular importance is basic to understanding society. In area two we analyzed mental importance the individual, mental portrayal of articles, occasions and practices put away in the recollections of individual purchasers. In this idea we think about social significance at a full scale social level. A significance is social if numerous individuals is a social gathering share a similar fundamental importance.

Third social implications are made individuals. Anthropologies frequently say that social implications are developed or consulted by individuals in a gathering through their social cooperations. The development of social significance is more evident at the level of littler gatherings. Think about the social implications of apparel prevailing fashions among understudy. At the full scale societal level, social foundations, for example, an administration, religious and instructive associations and business firms likewise are engaged with developing social significance.

**Cultural Meanings from Products into Consumers**

The social procedure display recognizes customs as methods for moving implications from the item to the customer. Ceremonies are emblematic activities performed by purchasers to make, attest, inspire, or change certain social implications. The utilization customs performed on thanks giving day by American families who devour turkey and every one of the trimmings confirm their capacity to accommodate their requirements.

Not all customs are formal services, for example, an exceptional supper, a graduation, or a wedding; rather, numerous ceremonies are regular parts of regular day to day existence. In spite of the fact that individuals more often than not don’t perceive their conduct as ceremonial. Shopper analysts have started to explore the part of ceremonies in customer conduct, yet our insight is as yet restricted.

- Acquisition Rituals.
- Possession Rituals.
- Grooming Rituals.
- Divestment Rituals.

**Objectives of the Study**

- To study the Cross Cultural understanding Consumer Behaviour

**Cultural Meaning in Consumer**

Customers purchase items as an approach to secure social implications to use in setting up their self-ID. Individuals purchase such items to move vital social importance into themselves and to convey these implications to other people. In this sense, purchasers can utilize items to halfway make their self idea or self-recognize.

**Cross Culture Difference**

Marketers must consider cross-cultural difference when developing marketing strategy for foreign markets. We discuss a few of these differences here. The level of consumption orientation in different market is important cross- culture factors that companies should consider when developing international marketing strategies. Obviously, a large part of U.S culture involves consumption activities.
Need for Cross Culture Understanding

The diversity among cultures is reflected not only in management but also in marketing and consumer behaviour, and corporation, there is still no common culture of management. Moreover the consumer behaviour and it can take some getting used to. Thus when Americans venture abroad, they experience what anthropologies call culture shock, that is a serious of psychological jolts when they encounter new customs, value systems, attitudes, and work habits. Cross culture management and communication.

- Time
- Thoughts and communication patterns
- Personal space
- Materialism and Achievement
- Family Roles
- Religion
- Competitiveness and individuality
- Social Behaviour

Elements of Consumer Behaviour Analyzing in a Cross Cultural Setting

- Determining underlying value and their rate of change within relevant market
- Evaluate the product concept as it related to this culture.
- Determine characteristic purchase decision-making patterns.
- Determine appropriate promotion methods.
- Determine appropriate distribution channels.
- Determine appropriate pricing approaches.

The following discussion of several marketing decision areas reveals some of the cultural barriers that may be present.

- Market segments
- Product consideration
- Promotion consideration
- Distribution Channel considerations
- Pricing considerations

Conclusion

The cross cultural examined one of the most basic factors influencing the behaviour of consumers their cultural heritage. The cross culture its functions, and its components. The core U.S culture value were presented and changing orientation of these values was discussed. This shift in values may have great marketing significance, especially as it presents untapped market opportunity. The cultural difference in order to warn the potential international marketer against an American self-reference criterian that could prove to be disastrous for decision making abroad.

References


Impact of E-Learning on Rural Area

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Abstract
E-Learning is referred to like teaching and learning by using electronic media. This methodology supports this use of networking and communication technology in teaching and learning. E–learning is generally meant for remote learning or distance learning, but can also be studied in face to face mode. New trends in education have also come about, and new challenges have been thrown up to reckon, at the same time, there is an indisputable need to maintain continuity, change, and growth, all at once. However the benefits of these technologies have to reach the rural masses of India. Otherwise, they will be one of the causes of the Digital Divide.

Keywords: E-Learning, rural area, communication, media, internet.

Introduction
Rural students possess a big amount of knowledge. But in the past system of learning, they the knowledge, but did not have adequate channels to express themselves. The present system has ushered in a great change with the help of e-learning. The article aims to learn whether e-learning is impacting the rural students of Sivaganga districts (Tamil Nadu). The research enhances the value of e-learning in the rural students among the Engineering Colleges and Arts & Science Colleges. The 21st century ushered in the revolution of “Telematic.” Both globalization and computer communication technology have caused and resulted in the growth of each other and they have emerged as two sides of the same coin and have impacted each other in complex. However the benefits of these technologies have to reach the rural masses of India. Otherwise, they will be one of the causes of the Digital Divide. E-Learning is defined as internet-enabled learning. E-learning uses the concept of distance learning but at a faster rate. It is open for working people, career-oriented training is favor available, there are no time constraints, little infrastructure is needed to set up an E-Learning center, and provides innovative and interactive learning. The future looks extremely bright.

Literature Review
In Technology –over 20 Billion USD software experts to over 100 countries in the world- Market share of above 20% software development of one third of e-commerce start-up having Indian connection in the silicon valley – 5th largest telecom network in the world.
Scope of the Study
The study was conducted to analyze the benefits of E-Learning among the Rural college students of Sivaganga District in TamilNadu and to analyze whether Engineering and Arts & Science students of rural colleges use the E-Learning facilities.

Objectives of the Study
• To know the uses of the internet.
• To identify whether the students use E-Books and E-Journals.
• To identify different classification have been used to categories efforts in learning.

Methodology
The article is based on an exploratory study. The primary data was collected through questionnaire it was collected from the students of Engineering and Arts & Science college of Sivaganga district of Tamil Nadu. The secondary data was collected from printed journals and books. Online journals were also referred.

Sample Design
No probability sampling – convenience sampling was adopted for this study. The survey was conducted engineering colleges and Arts & Science colleges consisting of hundred samples from each. The study adopts percentage models and coefficient of variation. An empirical model was framed for e-learning among rural students and for the classification of learning.

Implementation
• Selection of participants:
• Securing operational resources (tutors, facilities and equipment)
• Course content, scheduling elements of the module:
• Tutor training approach.

Different Approaches among Rural Students
The Deep Approach
Here, the students are to understand the course in a way that is personally meaningful to them and which engages their own experiences and previous knowledge through an interactive process with relevant content knowledge and logic.

The Strategic Approach
This approach concern of the student is to achieve the highest grade, and therefore, she/he adopts an assessment focused approach. The students are alert to the cues, will have a high degree of contact with staff and will have an exam strategy.
## Analysis

### E-Learning among Rural Students of Arts & Science College and Engineering College Students

<table>
<thead>
<tr>
<th></th>
<th>Knowledge about the use of the internet</th>
<th>Students using e-books &amp; e-journals</th>
<th>Students using e-mail ID</th>
<th>English language through communication lab</th>
<th>Approaches adopted by students(%)</th>
<th>Classification of learning(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Arts &amp; Science College</strong></td>
<td>65</td>
<td>30</td>
<td>50</td>
<td>25</td>
<td>60 40 40 60</td>
<td>Strategic  Deep  Traditional  focused</td>
</tr>
<tr>
<td><strong>Engineering</strong></td>
<td>98</td>
<td>73</td>
<td>95</td>
<td>100</td>
<td>75 25 0 100</td>
<td></td>
</tr>
</tbody>
</table>

### Findings

**Know the Use of the Internet**

65% of the rural students knowing of the internet in Arts & Science College. 98% of the engineering students knowing of the use of the internet. Students use e-books and e-journal, 30% of the Arts & Science students were using e-books & e-journals, 73% of the Engineering college students using e-books and e-journals.

**Using E-mail ID**

50% of the Arts & Science college students were using e-mail. 95% of the Engineering college students using e-learning.

**Students Learning Through Communication Lab**

25% of the Arts & Science College students were learning English through e-learning.

### Empirical Model of E-Learning among Rural Students

![Empirical Model of E-Learning among Rural Students](http://www.shanlaxjournals.in)
100% of the Engineering students were learning English language through e-learning

**Approaches Adopted by Students (Deep and Strategic Approach)**

60% of the students strategic learning approach and 40% of the students deep approach in Arts & Science College. 75% of the Engineering students adopted strategic learning approach and 25% of the students adopted a deep learning approach.

**Classification if Learning (Traditional Approach)**

60% of the students concentrated on this method and 40% of the students concentrated on this method among Arts & Science College. 100% of the engineering students concentrated on focused learning. The coefficient of variation of the Arts & Science students (27.97) is less than that of the (41.28) Engineering College students in E-learning among rural students of Sivaganga district Tamil Nadu.

**Conclusion**

Sivaganga is one of the developing districts in Tamil Nadu. It has many villages and few towns. Internet helps in using the rural college the rural students for information sources. The college students of sivaganga were adept at using the internet. The Arts & Science students were not concentrating more on using e-journals and e-books as compared to the Engineering college students. The ratio of E-mail users was high in engineering students as compared to the Arts &Science college students. English language learning was fully utilized by the Engineering students as compared to the Arts &Science college students. Technology helps the students in their learning through e-learning. The Government of India the state Govt. implemented several schemes and projects, related to E-Learning in Rural areas, especially in schools and colleges. The Govt. introduced several projects for focused learning system in rural schools. In rural schools, the students were trained to work on computers. At the same time, the classroom teaching methodology is also used along with E-learning.

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Efficacy of Teaching New Parenting Strategies Based on Trouble Approach

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Abstract
The purpose of the here study is to appraise the workshops for teaching new parenting styles based on the predicament solving approach. One of the compensations of these workshops is the truth that parents along with their children contribute to an assortment of behavior and are optimistic to ponder upon the issue. Every meeting consists of a lesson plan present parents with a hard-hitting circumstances and they have to seek a suitable solution. The nearby study is an empirical research with pre and post-testing without the control group. The efficiency of this study was deliberate by comparing the Robinson opinion poll on parenting and the custom-made questionnaire of behavioral troubles for children, before and after the workshops. Consequences showed that these workshops were extensively on parenting styles, and inconsequentially abridged children’s behavioral Problems. At the end, the submission of such findings and suggestion for further research.

Keywords: Parenting style, parent education, and problem - solving skills.

Introduction
One of the majorities of significant subjects in this field are Parenting Style” [1]. Parenting style is a composite progression consisting of methods and special approach which by you or on the whole have a reach on the child’s development. Indeed, the base of parenting is the rigid work and hard work of parents to have power over and ultimately enhance the process of socialization in their children

Even though the approach to parenting, it seems that parents still play a most role in such a process. Dilemma solving skill is one of the highest functions of the brain, and its attainment requires proper training. In the face of the fact that human being is facing different troubles in various domains, the essential remainder the same. Problem- solving is a cognitive succession is vital role in the problem-solving.
Steps are as Follow

1. Identify the problem, 2. Defining the problem and comprehend the core of it, 3. Explore various solutions 4. Acting based on the establish solutions, 5. Looking back and evaluating the results. At present, many researchers show interest in subjects such as problem-solving skills. As for some others, the difficult moment, not only do not cause any anxiety but also make them to get the handle with the deeper level of their uncomfortable. Each difficult situation for this group is considered a method of obtaining impressive to identify their weakness and present an occasion to seek some solution for it. The persons are the fact that they use a method for dealing with the encounter problems. The first group lacks such aptitude and therefore any tough situations will create a high level of apprehension in them, and as long as the difficulty lasts, the stress level would continue to increase. The parent’s farm duties are to teach necessary skills for identifying and solving problems. Also addition, children will learn how to move toward their problems, and potential failures will no longer reason any constant worry in them [4].

Research Methodology

The Sample in this study comprises of 45 parents (33 women and 12 men) of students of some private schools. This group volunteered to contribute in these workshops behind the proclamation of the school’s establishment. Workshop facilitators explain the raise a curriculum of thoughts child in one assembly, and at the end, those parents who uttered their willingness the program. The in attendance study is a semi-empirical with pre and post tough without the control group. The efficiency of teaching new parenting strategy has been studied as the main purposes.

Result: Representing the Demographic Factors

<table>
<thead>
<tr>
<th>Variable</th>
<th>Levels of variable</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Female</td>
<td>33</td>
<td>73.3</td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>12</td>
<td>26.7</td>
</tr>
<tr>
<td>Employment Status</td>
<td>Employed</td>
<td>16</td>
<td>35.6</td>
</tr>
<tr>
<td></td>
<td>Unemployed</td>
<td>29</td>
<td>64.4</td>
</tr>
<tr>
<td>Education</td>
<td>HS diploma</td>
<td>24</td>
<td>53.3</td>
</tr>
<tr>
<td></td>
<td>HS &amp; Higher</td>
<td>21</td>
<td>46.7</td>
</tr>
<tr>
<td>Of Children</td>
<td>1-2</td>
<td>36</td>
<td>80</td>
</tr>
<tr>
<td></td>
<td>3-4</td>
<td>9</td>
<td>20</td>
</tr>
<tr>
<td>Gender of Children</td>
<td>Girl</td>
<td>10</td>
<td>22.3</td>
</tr>
<tr>
<td></td>
<td>Boy</td>
<td>35</td>
<td>77.8</td>
</tr>
<tr>
<td>Age of Children</td>
<td>4-6 yrs</td>
<td>35</td>
<td>77.7</td>
</tr>
<tr>
<td></td>
<td>7-9 yrs</td>
<td>10</td>
<td>23.3</td>
</tr>
</tbody>
</table>

Finally results says that demographic factors vital role in the places female 73.3 percentage more than in parting problem-solving approach male 26.7 percentage is very low and then employment status now days is important in the parenting styles employment status percentage is growth is high 64.4 percentage education Diploma? Higher education percentage is 53.3 genders of children boy is more high in the 77.8 girl is low for 22.3 and age of children is 77.7 is more percentage high in the 4-6 years children’s. Statistical analysis shows that representing variables t-test (P<0/05). It is observed in parenting style and not in the questionnaire of behavioral problems.
Table 2 Measurement of Standard Error and Mean Standard Deviation

<table>
<thead>
<tr>
<th>Factor</th>
<th>Mean</th>
<th>N</th>
<th>SD</th>
<th>SE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Authoritative (Pre-Test)</td>
<td>35.07</td>
<td>45</td>
<td>3.19</td>
<td>0.47</td>
</tr>
<tr>
<td>Authoritative (post-Test)</td>
<td>3.86</td>
<td>0.57</td>
<td>36.76</td>
<td>45</td>
</tr>
<tr>
<td>Authoritarian (pre test)</td>
<td>12.80</td>
<td>2.90</td>
<td>0.43</td>
<td>45</td>
</tr>
<tr>
<td>Authoritarian (Post-test)</td>
<td>10.64</td>
<td>45</td>
<td>2.65</td>
<td>0.39</td>
</tr>
<tr>
<td>Permissive (Pre –test)</td>
<td>8.18</td>
<td>45</td>
<td>1.91</td>
<td>0.28</td>
</tr>
<tr>
<td>Permissive (Post-Test)</td>
<td>7.27</td>
<td>45</td>
<td>2.17</td>
<td>0.32</td>
</tr>
</tbody>
</table>

The result shows that standard error authoritative (Pre test) is 0.43 and then authoritative (Post-test) is 0.57 permissive pre-test 0.28 post-test of permissive is 0.32 the result significance of variables utilize t-test procedure in the standard error for the three factors see table.2.

Table 3 Results of Dependent T-Test for Pre & Post Test Scores

<table>
<thead>
<tr>
<th>Factor</th>
<th>Mean Difference</th>
<th>SD</th>
<th>SE</th>
<th>Confidence Interval</th>
<th>T</th>
<th>df</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>High</td>
<td>Low</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Authoritative</td>
<td>1.68</td>
<td>3.47</td>
<td>0.51</td>
<td>-2.72</td>
<td>-0.65</td>
<td>44</td>
<td>0.002</td>
</tr>
<tr>
<td>Authoritarian</td>
<td>2.15</td>
<td>2.58</td>
<td>0.38</td>
<td>1.37</td>
<td>2.93</td>
<td>44</td>
<td>0.000</td>
</tr>
<tr>
<td>Neglectful</td>
<td>0.91</td>
<td>2.13</td>
<td>0.31</td>
<td>0.27</td>
<td>1.55</td>
<td>44</td>
<td>0.006</td>
</tr>
</tbody>
</table>

One can bring to a close that teaching new parenting strategy enhanced behaviors parenting style and lessen controlling and permissive styles. A comparison of pre and post testing results for behavioral troubles in children did not show any important difference (P > 0.05).

References
An Analysis of Consumers Behaviour towards Online Shopping using Mobile Applications

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Sri Kanyaka Parameswari Arts and Science College for Women, Chennai

Abstract
Internet, as everyone can see now, a biggest revolution on the earth that has brought changes to almost all the fields where a human can reach. The revolution which has brought the world too close that actualized virtual communicating with a person residing on earths another edge is on the finger now. The use of internet which have changed the shape and face of business is easing the customers and the sellers in a very convenient way. has changed the traditional process of purchase by a vast. The result of such convenience is increase and speed business activities. Online shopping has now become the lifestyle of the people. The rural population in India also using it in a very large amount. The Indian population is now well connected and used to online business. Hence the scope of business in India is develop by a huge amount. The activities like agricultural marketing, purchase of raw material, etc are also being practiced by the mean now days. In this way, the increase in online commerce have now reached to a greater height and creating new opportunities for business. This study aims to know the behavior of consumers who do the online shopping based on apps.

Keywords: Online shopping, e-commerce, buyer’s behavior, purchase decision.

Introduction and Research Methodology
Introduction E-commerce in India has emerged as one of the option for various problems related to the country’s economy. It has helped in creating many opportunities for employment and also has a role in infrastructure development of the country. This e-commerce or major part of it called as online shopping have changed the traditional and classical system of transaction in business and opened new doors for new ways of transacting. The development in the field of technology has gifted the internet technology and in effect the ecommerce or online shopping have been developed a part. Online shopping in urban areas and developed geographies can be welcomed easily but the use of same structure in rural and semi-urban geography leads to a great wonder. Having covered a major part of population Indian rural and semi-urban part has also showed very good signs in online shopping. And the result of this is before us. The Indian E-commerce market has developed by multiplications and the economy is increased many folds. The intention of this study
is to find out regarding the same. How customers behavior from rural or semi-urban customer works in e-commerce is the prime question to study under this effort.

**Objectives of the Study**

- To study the online shopping market in India.
- To study various factors that influences the online shopping through Apps.
- To study customers behaviour towards online shopping with the help of Apps.
- To study whether online shopping creates unnecessary needs for product.

**Hypotheses**

- **H1** Cash on delivery is one of the features which attract more customers towards online shopping with the help of apps.
- **H2** Variety and ease of comparison is one of the reasons for attracting customers towards online shopping with the help of apps.
- **H3** Misuse of banking and personal details is major threat for online shopping through app.
- **H4** Online shopping boosts external stimuli to create unnecessary needs.

**Significance of the Study**

The business in any country needs to develop a day by day, which ultimately results in economic growth of that particular country. Same is regarding India. Indian business is also increasing in a very rapid way and one of the reasons for this speed is internet and e commerce which is bringing ease to business activity. Having a major part covered by rural population, India still manages to have a good share of online business in the world. Hence this study is important to know what the semi-urban population of the country thinks and feels about online shopping and e-business.

**Research Method**

The survey method is used for this specific work. The behavior of the said sample is studied with the help of a survey which is carried out with help of a questionnaire. The behavior of customer is studied and described in this research, hence it can also be called as descriptive research.

**Tools of Data Collection**

- **Primary Data:** primary data is collected from the said sample with the help of a structured questionnaire. Though the secondary data is used, major findings have been drafted from primary and secondary data both.
- **Secondary Data:** The secondary data is collected by the articles, research papers, books and internet. The use of secondary data is made for creating a platform for the research and to shape the process of this research.

**Questionnaire**

A systematic questionnaire is prepared to collect the related primary data. This questionnaire is divided into two parts wise; personal information and study related information.

**Sampling**

Data collection for this work is done on the base of stratified random sampling. Then the samples are selected on the base of age groups. Youth are the major parts of the population which uses internet hence the data is collected by the respondents of the age group between 21 to 35 FROM CHENNAI. For choosing particular respondents the youths who uses internet and known about the online shopping have been selected.
Tools and Techniques of Data Analysis

The data gathered by the questionnaire is analyzed and interpreted with the help of various quantitative techniques like average, percentage, etc. The hypotheses are tested with the help of chi square technique. Consumer Behavior & Online Shopping

The study of consumer behavior is a tough still necessary task if someone wants to sustain in the market. The business today have become customer oriented and have reached to the doors of customers. This customization of business needs a deep and correct study of the customers. Hence marketing and business have realized the great value of knowing their customers or studying the customer behavior. The marketers are also studying this phenomenon as Nair (2010)1 explains that the marketers are studying and found that a huge change have been occurred in the customer attitudes from few years back. To explain the consumer behavior, he further adds it is the study of how an individual decides on how to utilize and spent his or her resources on various items which are to be consumed. To explain the dynamism of consumer behavior Peter, Jerry and Olson (2002)2 writes the thinking of a particular individual, feeling of a particular individual, actions an individual takes, targeted groups and a constantly changing society makes it dynamic.

One more question arises when someone wants to study the behavior of a particular customer and that is what influences a customer to take a buying action. Kotler, Keller, Koshy and Jha (2009)1 stresses on the cultural, social and personal factors which can influence a behavior more. According to them these are the major factors which can shape and influence a customer’s mind towards a particular product. Blackwell, Miniard and Engel (2005)2 also describe various factors which can affect and influence the behavior of a customer. They have divided these affecting factors in to two different dimensions as customer related factors and organizational influences. In customers related factors they emphasize the role of culture, personality, lifestyle, income, attitude, motivation, feelings, knowledge, civilization, family values and family, available resources, opinions of related people, past experience with the product where organizational influences they have given place for Brand, advertising, promotions, price, service, convenience, packaging, product features, word of mouth, retail display, quality, store ambience, loyalty programs.

Literature Review

Wang, Liu & Cheng9 (2008) in their research called Study on the Influencing Factors of Online Shopping have explained various factors which can influence on online shopping negatively and positively. According to this study, traditional shopping which may also called store shops can be influenced by traffic conditions, shops credibility, promotion, service quality, shopping environment, background and experience, etc. Whereas the major factors which can influence a customer in online shopping are web site visibility, online shops credibility, information comparison, payment privacy and security, interface, education level and experience of the customers, etc. One of the major factors, consumer’s cognition, is also discussed here. According to the this the habits of traditional shopping like touching, seeing and feeling the actual product before purchase is one of the major influencing factor for store shopping. A comprehensive description of risk perception of the customers is also given this research. One of the main restrictive forces for online shopping is greater risk perception of the customer regarding online shopping. Inability of touch or feel before purchase, distrust of websites, fear of being deceived and financial insecurity are the major reasons of this risk perception. Thus this research has explored the major reasons of risk perception in online shopping. Lim & Ting10 (2012) have tried to analyze the online behavior of the customers with the help of gratification theory. It has been noted that the intention of the customers to shop online is determined by the attitude of them. The attitude of the customers is depends on the Entertainment gratification and Information Gratification in online shopping. According to the research it was...
concluded that the EG and IG creates favourable environment for the online research in the mind of customers. At the other hand Web irritation can be the negative aspect for creating unfavourable mind of the customer regarding online shopping. In this way, the gratification theory shows how one can use this factors to create a favourable environment for online purchase.

In this way various efforts has been taken to analyze and study the behavior of online shoppers and many reasons have been found for the same.

**Data Analysis and Interpretation**

**Awareness of Online Shopping**

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
<td>0</td>
</tr>
</tbody>
</table>

As the respondents selected on the bases that they should aware of online shopping, all the respondents are aware of online shopping.

**Awareness about online shopping with the help of Apps**

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
<td>0</td>
</tr>
</tbody>
</table>

It can be seen from the graph that all the respondents have heard or they are aware about the applications of online shopping and its use.

**Respondents ever Shop Online**

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>78</td>
<td>22</td>
</tr>
</tbody>
</table>

78% 22%
It can be seen with the help of graph that the 78% of the respondents have shopping online.

**Respondents Who used Apps for Shopping Online**

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>78</td>
<td>0</td>
</tr>
<tr>
<td>100%</td>
<td>0%</td>
</tr>
</tbody>
</table>

It can be seen that among respondents who have had shopping online, all of them have used any online shopping app for the purpose.

**Apps used by Respondents**

<table>
<thead>
<tr>
<th>Apps</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Amazon</td>
<td>Pay TM</td>
<td>Flip kart</td>
<td>Snap deal</td>
<td>Naptol</td>
<td>Other</td>
</tr>
<tr>
<td></td>
<td>41</td>
<td>13</td>
<td>16</td>
<td>8</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Percentage</td>
<td>52.56%</td>
<td>16.66%</td>
<td>20.50%</td>
<td>10.25%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>
According to the table and graph it can be seen that 52.56% of the respondents have used Amazon for online shopping. Whereas 16.66, 20.5 and 10.25 percent of the respondents have used Pay Tm, Flip Kart and Snap Deal respectively. Naptol is one of the Apps which are not in use yet among the respondents.

Products type being Shop Online

<table>
<thead>
<tr>
<th></th>
<th>Clothing</th>
<th>Electronics</th>
<th>Sports</th>
<th>Grocery</th>
<th>All Above</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>14</td>
<td>7</td>
<td>4</td>
<td>3</td>
<td>50</td>
</tr>
<tr>
<td>Percentage</td>
<td>17.94%</td>
<td>8.97%</td>
<td>5.12%</td>
<td>3.84%</td>
<td>64.10%</td>
</tr>
</tbody>
</table>

By seeing above table it can be said that the major category of product which is being purchased on online shopping Apps is clothing. Apart from which electronics, sports and grocery is also being purchased by Apps. 50 mean 64.10% of the respondents are used to purchase all types of products.

Payment mode Used

<table>
<thead>
<tr>
<th>Payment Mode</th>
<th>Debit Card</th>
<th>Credit Card</th>
<th>Net banking</th>
<th>COD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>23</td>
<td>0</td>
<td>8</td>
<td>47</td>
</tr>
<tr>
<td>Percentage</td>
<td>29.48%</td>
<td>0%</td>
<td>10.25%</td>
<td>60.25%</td>
</tr>
</tbody>
</table>

Cash on delivery is one of the most used payment mode as 60.25% of the respondents use it followed by debit card (29.48%) and net banking (10.25%). Credit cars are not being used for online purchase in selected respondents.
National Seminar on  **Emerging Trends in Business & Management**

### Behaviour towards shopping online with the help of App

<table>
<thead>
<tr>
<th>No.</th>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>NAND</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Shopping online with App is a tedious task.</td>
<td>21</td>
<td>3</td>
<td>2</td>
<td>51</td>
<td>23</td>
</tr>
<tr>
<td>2</td>
<td>Shopping online with App is a fun task.</td>
<td>67</td>
<td>7</td>
<td>1</td>
<td>24</td>
<td>1</td>
</tr>
</tbody>
</table>

![Bar chart showing responses to statements about shopping online with App.

### Reasons for Preferring Online Shopping with the Help of App

<table>
<thead>
<tr>
<th>No.</th>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>NAND</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Convenience</td>
<td>57</td>
<td>23</td>
<td>3</td>
<td>10</td>
<td>7</td>
</tr>
<tr>
<td>2</td>
<td>Ease of finding products.</td>
<td>40</td>
<td>21</td>
<td>2</td>
<td>19</td>
<td>18</td>
</tr>
<tr>
<td>3</td>
<td>Variety</td>
<td>46</td>
<td>34</td>
<td>0</td>
<td>18</td>
<td>2</td>
</tr>
<tr>
<td>4</td>
<td>Ease of comparison</td>
<td>32</td>
<td>24</td>
<td>6</td>
<td>20</td>
<td>18</td>
</tr>
<tr>
<td>5</td>
<td>Offers and discounts</td>
<td>41</td>
<td>32</td>
<td>9</td>
<td>15</td>
<td>3</td>
</tr>
<tr>
<td>6</td>
<td>Cash on delivery</td>
<td>51</td>
<td>24</td>
<td>0</td>
<td>19</td>
<td>6</td>
</tr>
</tbody>
</table>

![Bar chart showing reasons for preferring online shopping with App.

---

IDHAYA COLLEGE FOR WOMEN, Sivagangai
Probable risks in online shopping with the help of App

<table>
<thead>
<tr>
<th>No.</th>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>NAND</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Misuse of Banking and personal Details</td>
<td>49</td>
<td>27</td>
<td>3</td>
<td>13</td>
<td>8</td>
</tr>
<tr>
<td>2</td>
<td>Not having actual feel, touch, etc of the products</td>
<td>33</td>
<td>39</td>
<td>7</td>
<td>19</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Delivering in time</td>
<td>19</td>
<td>27</td>
<td>13</td>
<td>32</td>
<td>9</td>
</tr>
<tr>
<td>4</td>
<td>Possibility of difference between actual and promised quality.</td>
<td>24</td>
<td>37</td>
<td>7</td>
<td>22</td>
<td>10</td>
</tr>
</tbody>
</table>

At the time of surfing on online shopping, external stimuli create unnecessary needs

Online Shopping creates unnecessary external stimuli

When it was asked whether online shopping creates external need stimuli a majority of 54% of the respondents were agree to the statement and 12% were strongly agree to it. The respondents who are disagreeing or strongly disagree with this statement are 20% and 9% respectively. And 5% of the respondents were neither agree to statement nor disagree.
Hypotheses Testing

Cash on delivery is one of the features which attract more customers towards online shopping with the help of apps.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Freq.</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>NAND</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash on delivery</td>
<td>fo</td>
<td>51</td>
<td>24</td>
<td>0</td>
<td>19</td>
<td>6</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>fe</td>
<td>20</td>
<td>20</td>
<td>20</td>
<td>20</td>
<td>20</td>
<td></td>
</tr>
</tbody>
</table>

- $x^2 = 78.7$
- $Df = 04$
- Significant level at 0.05 = 9.488
- Significant level at 0.01 = 13.277

Calculated value of X2 is 78.7 which marginally exceeds on both the level of significant hence The hypothesis is accepted.

Variety and ease of comparison is one of the reasons for attracting customers towards online shopping with the help of apps.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Freq.</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>NAND</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Variety</td>
<td>fo</td>
<td>46</td>
<td>34</td>
<td>0</td>
<td>18</td>
<td>2</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>fe</td>
<td>20</td>
<td>20</td>
<td>20</td>
<td>20</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>Ease of comparison</td>
<td>fo</td>
<td>32</td>
<td>24</td>
<td>6</td>
<td>20</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td></td>
<td>fe</td>
<td>20</td>
<td>20</td>
<td>20</td>
<td>20</td>
<td>20</td>
<td></td>
</tr>
</tbody>
</table>

- $x^2 = 98$
- $Df = 04$
- Significant level at 0.05 = 9.488
- Significant level at 0.01 = 13.277

Calculated value of X2 is 98 which marginally exceeds on both the level of significant hence The hypothesis is accepted.

Misuse of banking and personal details is major threat for online shopping through app

<table>
<thead>
<tr>
<th>Statement</th>
<th>Freq.</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>NAND</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Misuse of Banking and personal Details</td>
<td>fo</td>
<td>49</td>
<td>27</td>
<td>3</td>
<td>13</td>
<td>8</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>fe</td>
<td>20</td>
<td>20</td>
<td>20</td>
<td>20</td>
<td>20</td>
<td></td>
</tr>
</tbody>
</table>

- $x^2 = 68.6$
- $Df = 04$
- Significant level at 0.05 = 9.488
- Significant level at 0.01 = 13.277

Calculated value of X2 is 68.6 which marginally exceeds on both the level of significant hence The hypothesis is accepted.
Online shopping boosts external stimuli to create unnecessary needs

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- $x^2 = 77.8$
- $\text{Df} = 04$
- Significant level at $0.05 = 9.488$
- Significant level at $0.01 = 13.277$

Calculated value of $X^2$ is 77.8 which marginally exceeds on both the level of significant hence The hypothesis is accepted.

**Major Findings & Conclusions**

After studying all the facts and theories, following findings were drawn:
- It was found that the gender, age differences, income and educational level have correlation with the online shopping behavior. According to these aspects the behavior of a particular individual can be different.
- Factors are different in both type of purchases as regarded online and on store purchase. In on-store purchase actual feel, touch, etc. of a product can be positive factor for purchase which is not available in online purchase.
- The attitude of the customers depends on the Entertainment gratification and Information Gratification in online shopping. The EG and IG creates favourable environment for the online research in the mind of customers. At the other hand Web irritation can be the negative aspect for creating unfavourable mind of the customer regarding online shopping.
- 24x7 convenience is one of the major features which attract online shopping.
- Majority of respondents who shop online uses online shopping Apps.
- Amazon, Flipkart and PayTM are the most used Apps in the sample area.
- Cash on Delivery is very famous and most used mode of payment followed by debit cards. Credit cards are not yet in use for the purpose in the sample area.
- Variety and ease of comparison are major reason for favourability for online shopping.
- Misuse of banking and personal details are the major fears faced by the customers regarding online shopping.
- The concern for security is one of the major negative aspects for online shopping.
- Online Shopping boosts external stimuli for purchase decision.

According to the above findings it can be concluded that online shopping business in India is increasing a day by day. The main reasons for increased business is ease of access, comparison, cash on delivery, variety, are the reasons which saves time and creates convenience for customers. Fear for misuse of information, fear for money loss, fear for not getting promised products are some of the reasons for not using online shopping in India. Though the online business is developing, it is not developed as the possibility because of above explained reasons. If a proper action taken to reduce above fears and proper legal provisions are made, the number of customers can be increased at lot. Finally one can say that everyone likes to save time, money and efforts but not on the cost of gullied.
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Problems and Prospects in the Promotion of Entrepreneurship among the Educated Women Youth

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Abstract
Today women constitute almost half of the total population in India. The education of children and women ranks the top priority in the country. According to an I.L.O report in 1980, “women are 50% of the world’s population, do the 2/3rd of the world’s work hours, receive 10% of the world’s income and own less than 01% of the world property. All these are due to the “fact of birth as women”.

Keywords: Entrepreneurship, Entrepreneur, Women Entrepreneur, Challenges

Introduction
For the purpose of this study, we define entrepreneurs as “an individual who establishes and manages a business for profit and growth.” Being an entrepreneur, he/she is perhaps described as a mix of these attributes, although it is difficult to identify which that is stronger, in what situation it is stronger, etc.

Entrepreneurs do entrepreneurship. From the definition of an entrepreneur, we can see that entrepreneurship is more that the mere creation of business. It is a dynamic process of vision, change, and creation. It requires an application of energy and passion towards the creation and implementation of new ideas and creative solutions.

Entrepreneur
Behind all innovative business, there are entrepreneurs, individuals who possess the foresight, belief, and boldness to build something new. It is a fact of human existence that some individuals are more capable than others, that some individuals are hard workers than others, and that some individuals are better at creating wealth than others.

Regardless of the field in which entrepreneurs work, they admit the responsibility of using their judgment; use their abilities to create new values; deal sincerely with others and with reality, risks failure and loss, cope with adversity, are watchful for signs of previously unrecognized needs and ways of meeting them, and get reward for...
increasing the wealth of individuals in society.

By their nature, entrepreneurs are fanatically driven to succeed, they are sensitive to all market fluctuations and movements, they stay focused on long-term goals but continually adapt to changing environments; they are enthusiastic to action, reality, and the need to transform ideas into concrete form; and they are always in search of new opportunities to grow.

**Woman Entrepreneur**

Commonly, an entrepreneur is an innovating individual who introduces something new [according to Schumpeter], but a woman entrepreneur is one who initiates, organizes, and operates something new into the economy. It is not something new to the women because they are home-makers and home-financial engineers. Thus here women entrepreneurs become a combination of the organizer of productive factors and creative disburser.

### 5 “E”s of Women Entrepreneurs

- **E** = Exploration
- **E** = Examination
- **E** = Experimentation
- **E** = Expending co-operation
- **E** = Execution

**Exploring Divergent Possibilities**

Basically the women need a sense of idea of starting up a business. The word is a four letter word namely IDEA:

- **I** = stands for innovation
- **D** = stands for direction
- **E** = stands for Execution
- **A** = stands for action

**Examination**

This “E” involves a concept of examining the various possibilities to start an organization either small or big. It is the verification and examination of the SWOT analysis.

- **S** = Strengths
- **W** = Weaknesses,
- **O** = Opportunities and
- **T** = Threats.

**Experimentation**

No one has become rich overnight. It is a constant process and practice of the various opportunities and chances and the huts to overcome the stigma that society has labeled upon the womenfolk.

**Expending Co-Operation**

The graduated or educated women entrepreneurs are expected to gain the holistic support and cooperation from all the parts of the society. Since the women entrepreneur is educated, she can handle various methods and techniques in order to run the organization. It is a habit of openness and frankness on the part of the educated graduate women entrepreneurs.
Execution
Nothing is impossible under the sun. Everything is possible. When the women educated entrepreneur says “IMPOSSIBLE” there means to say I’m Possible.

In most cases, the failure of the women educated entrepreneurs genuinely lies on the concept of change. The change has to flow from the part of the womenfolk. If all the women are united, everything is possible.

Generic Problems of the Women Entrepreneurs

Male Domination
God created man and woman equally without any differences. But the society has given utmost importance to the manhood and women are still treated secondary both in the society and world in general.

High Finance and Low Mobility
There is no doubt that Government of India and Government of Tamil Nadu has been giving funds for the growth of the entrepreneurial promotion. The Deputy Chief Minister Honorable Mr. Stalin spoke at Thiruvanur District on 05-02-10 that economy of Tamil Nadu is really flourishing only through the participation of the entrepreneurs and particularly women. There is a great amount of formalities and rules and regulations which really disrupt the functioning of the women entrepreneurs.

Poor Arrangements for Sale and Marketing
The women are weak by nature. But it is a blessing that they willingly undertake responsibilities of erecting a business and business house only with their confidence and guts. But the difficulties always are ahead. Normally the problem of middlemen, who chunk a lion’s share, distanced marketing places from the cities, and domination from the part of men to capture the market. We can cite a vivid example from the food industries and food processing ventures.

Low Supply of Raw Materials and High Cost of Production
It is a common difficulty to get the raw materials supplied and other necessary inputs. There was a time in India in the year 1970’s, an enormous amount of upcoming the basket industries and they were shut down due to the poor supply and availability of the forest based raw materials. In addition to, the prices of the raw materials are also high. Though Government enormously proclaims the financial assistance to the women educated under the banner of entrepreneurial development schemes, it is the bounden responsibility to enhance the efficiency, expansion of capacity and at the end reduction of the cost and prices.

Social Stigma and Family Crises
The entrepreneurial educated women have to make a line of balance between the family and business. It really depends on the support and cooperation of the husbands and men folk. Some of the reserved constituency for both parliament and assembly elections for women, their husbands and other men folk dominate and do not expend the total and full abilities of the women to excel and march forward. It is the avoidable stigma.

In addition to this, there is also a role conflict in many educated entrepreneurs. Such conflict disrupts the women entrepreneurs to take policy decisions. To put in nutshell, the decision taking of the policy and other financial statements should be drawn to the hands of the women educated entrepreneurs.
The rural educated women have potency but they are not properly trained. It is also believed that the girl loses the skills when she gets married. Thus the womenfolk is always treated as helpers in tiny businesses and agriculture and never they be allowed to become the owners. But this trend is changed now. The women are enormously coming up and taking up new responsibilities and in certain, the Indian economy is going to be very soon economy of women entrepreneurs. To prove this conviction, the President of our country Shri Pradeepa Patil is also an educated woman.

**Low Mobility, Low Education and Low Need for Achievement**

The women entrepreneurs find difficulty in traveling from place to place. A single woman asking a room is looked upon something different. Comparing to the European countries, the girl is totally free in choosing the job and earn income and settle down in the life. But it is far beyond a fact to believe for a young woman to start a business.

Due to the lack of proper education, majority of women are unaware of technological developments, technical know-how and marketing knowledge. It also leads to the lack of experience and lack of information to start the business and run the show.

The three factors which are necessary for the success in entrepreneurship are: need for achievement, independence and autonomy. But in most of the cases, the women rest under the banner of their sons, parents and husbands.

There are also many other reasons such as: poor monsoon, climate change, shortage of power supply and unannounced power cuts, social, economic and other political and environmental constraints have become the stumbling blocks towards the achievements of the educated women entrepreneurs.

**Conclusion**

Entrepreneurship education is different from a typical business education. Business entry is a fundamentally different activity from managing a business. EE must address the equivocal nature of business entry. To this end, the EE must include skill-building courses in negotiation, leadership, new product development, creative thinking and exposure to technology innovation. Other areas identified as important of EE include an awareness of entrepreneur career options; sources of venture capital; idea protection; ambiguity tolerance. These are characteristics that define the entrepreneurial personality from which one draws when faced with the challenges associated with each stage of venture development. The following learning tools are useful in EE: business plans; student business start-ups; consolation with practicing entrepreneurs; computer simulations; behavioral simulations; interviews with entrepreneurs, environmental scans; “live” cases; field, and the use of video and films. New finance cells should be created and the tasks should be done only the women officers and clerks. The negative social stigma should be changed. The elders particularly the mothers and mother-in-laws should be aware about the hidden potency of their women wards. Giving positive thought towards them, will always harvest a change and a success in the society.

There should be a regular supply of the raw materials and it should be also on a regular basis. A financial subsidy should be also provided to make the products manufactured by women entrepreneurs cost competitive.

The improvement of infrastructure in Indian will take a long time because of its less developed economy. But at least the state policies (both central and state governments) can be made more entrepreneurship friendly.

It is an exaggeration that the economy of the 21st Century is the economy of Women and that too, economy of educated women entrepreneurs.
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Research Trends in E-Learning

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Abstract

E-learning is playing very important role in the present educational scenario. It has potential to change the whole education system and due to this very reason it has become one of the most preferred subjects for the researchers. Research works on e-learning are going on in various disciplines like Mass Communication, Education, Information and Technology (IT) and Distance Education. Scholars are working on the various aspects of e-learning. This study analyzed the various research works on e-learning to find out the research trends in this field.

E-learning refers to the cognitive process of acquiring knowledge or skill where electronic media and Information and Communication Technologies (ICT) in education serve as a medium. E-learning does not require any physical accommodation and can be self-paced. This is known as asynchronous learning. It may also be instructor-led and the user needs to attend various sessions which are scheduled by the instructor. This is known as synchronous learning. Due to this flexibility (asynchronous) and interactive collective learning (synchronous) E-learning has evolved tremendously. Studies have proven that E-learning has the capability to provide quality environment for future education.

Keywords: E-learning, Learning Management Systems, Education, Training, Distance Learning.

Introduction

E-learning or electronic learning is changing the educational scenario rapidly. Information and Communication Technology has opened a new sky for the experiments on teaching-learning methods to make education more interesting, flexible and broader. It is a broad term including various types of teaching-learning methods based on information and communication technology. E-learning is the combination of technology and specially designed learning material. Learning material must be according to the medium so special design is required. On the basis of the involvement of e-learning content we can classify it into two major types:

1. Complete Online Learning

Complete Online Learning

This type of learning depends completely on e-learning tools. Delivery of course materials, discussions, assignment evaluation, examination and other evaluations are performed only on e learning platform. It provides maximum flexibility to the learners regarding place and time of learning.
**Blended Learning**
In this category e-learning tools are used to increase the effectiveness of conventional face-to-face methods as on add on tools. Sometimes these tools are used for reducing face-to-face contact time. Some part of learning activities is occurred in classroom and rest of the part at e-learning platform.

**Meaning of E-Learning**
When it comes to online learning in education, the model has been pretty straightforward - up until the early 2000s education was in a classroom of students with a teacher who led the process. E-learning is a rapidly growing industry, the effects of which we can trace back to the 1980s and even well before that (in the form of distance learning and televised courses) – these will be discussed later in this ebook.

E-learning offers the ability to share material in all kinds of formats such as videos, slideshows, word documents and PDFs. Conducting webinars (live online classes) and communicating with professors via chat and message forums is also an option available to users.

**E-Learning Trends**
E-Learning is present in the society and business for several decades and is here to stay. It might seem as simple process of delivering learning materials and examining the proficiency and/or knowledge by electronic means but the development and flexibility of the Information Technology enables many different approaches and implementation of new methods regarding the process of learning helped by the technology and we can consider that it is still evolving. As the technology develops and some best practices are confirmed certain aspects and tools are adopted and widely used by many institutions and business. Some of the established and emerging trends include but are not limited to:

**E-Learning Tools (or) Trends**
- Micro learning
- Mobile Learning
- Tests and Assignments
- Gamification
- Social/Community Learning
- Augmented Reality/Virtual Reality Technology
- Open and Flexible Systems.
- Cloud Computing
- Mobile Technology.
- Continuous Learning.

**Advantages of E-Learning**
1. Reduces overall cost.
3. Ensures consistent delivery.
4. Offers expert Knowledge:
5. On-demand availability
6. Confidence.
7. Global connectivity
8. Fast access
10. Self-paced.

**Dis Advantage of E-Learning**
1. Technology dependent.
2. Lack of Motivation
3. Lack of human touch
4. Inflexible.
5. Start up Cost.

**Status of Research Work in E-Learning**
E-learning is a part of many subjects or it is involved in different disciplines of knowledge. Research on e-learning is going on in various disciplines like Mass Communication, Education, Information and Technology (IT) and Distance Education. We can find the component of e-learning in various research projects of above mentioned subjects. One can find e-learning as a popular topic of research in the research journals of Communication, Education, IT and Distance Education. Many scholars of these knowledge disciplines are doing their M.Phil. and doctoral research on e-learning. Few International research journals are completely dedicated to education technology mainly e-learning. British journal of Education and Technology (BJET) is the example of it. In nutshell we can say that sufficient research work is going on about the different aspects of e-learning nationally and internationally.

**Different Aspects of E-Learning Under Research**
1. Learner’s access
2. Learner’s and teacher’s perspective
3. Learning behaviour
4. User friendliness of e-learning platforms and tools
5. Comparison between e-learning environment and traditional face-to-face learning
6. Impact of e-learning in terms of memorizing and understanding of the content by the students.
7. E-learning in open and distance education.
8. E-learning in blended learning and teaching mode

**Conclusions**
Given that the e-learning has many benefits for both sides in the learning process (trainers and learners) it is widely adopted by the educational institutions (80%), the companies (77%) and the military. On the other side, the learners/students also turn to e-learning where 32% of regular students take at least one online course and in 2015 and 35 million students signed up for at least one MOOC.

E-learning is convenient and has the ability to reach more learners. It is cost effective as compared to other learning methods but still there is a concern in the corporate world that cost would exceed the financial returns. In recent years, the corporate E-learning market has shown incredible growth due to the increased awareness of benefits of its adoption. The need of the current E-learning scenario involves recommendation and adoption of the best technologies in the inception stage of business.
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Recent Trends in E - Commerce

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Abstract

The arrival of internet and smart phone has created a revolutionary change in the way we purchase. Ecommerce is a type of business where goods and services are offered directly to its customers without an intermediary through the website. Ecommerce enables us to order for the goods sitting at the home. The customers can select the required products from a variety of products that are available online. The payment for the product can also be done using debt cart, credit card, e-cash or e-wallet. This paper discusses the recent trends in ecommerce, the opportunities and limitations of ecommerce and the various ecommerce models.

Keywords: Ecommerce, Origin, Opportunities, Models, Limitations.

Introduction

Ecommerce is also known as electronic commerce or internet commerce. It refers to the buying and selling of goods or services using the internet. The payment for the purchases made can even be using internet. In simple words any transaction that is conducted using the medium of internet and network can be called as Ecommerce.

Ecommerce has a long history. It was on August 11 1994 the first sale happened online. The ecommerce has started in America when a man sold a CD through his website to his friend. Net Market was the website used by him for completing the sale through online.

Ecommerce has really started playing a vital role in our day to day lives. We hardly go to stores for making purchases. Instead we are ordering for goods sitting at home itself. The introduction of smart phones has really accelerated the transactions conducted through internet.

Objectives of the Study

1. To study the various ecommerce models.
2. To study the recent trends in Ecommerce.
3. To study the opportunities and limitations of Ecommerce

Review of Literature

Shahrzad Shahriari, Mohammadreza Shahriari and Saeid gheiji (2015) has carried out a study to examine the advantages. They also
studied the impact of ecommerce on stock market. E-commerce has clearly become an inevitable part of our society. Ecommerce is the primary way through which we make purchase. The World Wide Web has become an inevitable part in our daily lives. They stated that it is so important that small businesses are really competing with the larger firms for their existence. Now a days it is possible for small business firms to access the services of web developers. They are offering their services at lower cost which is affordable even for the small business firms.

Abdul Gaffar Khan (2016) has carried out a study to analyse the merits that ecommerce offers to our economy. The author also attempted to study the challenges of ecommerce in our economy. The growth of IT has really favoured the growth of financial sectors. The author stated that with an increase in the usage of smart mobile services and internet there is a chance of more security issues and fraudulent practices. The internet and network technologies have created a lot of significant changes in all of our daily life. The author stated that E-commerce has a lot of benefits which add value to customer’s satisfaction. Ecommerce enables us to easily purchase goods and services using internet.

**Research Methodology**

The present study is conceptual purely based on secondary data which is collected from books, national journals, international journals, published reports of government and other websites.

**E-Commerce Models**

- **Business to Consumer (B2C):** In a B2C model a business sells a goods or services to an individual consumer (eg. purchasing of books from an online retailer)

- **Business to Business (B2B):** B2B business model is a model where a business sells a good or service to another business (e.g. A business firm selling products or services to other business firms)

- **Consumer to Consumer (C2C):** When a consumer sells a good or service to another consumer (e.g. You sell your old furniture on eBay to another consumer).

- **Consumer to Business (C2B):** When a consumer sells their own products or services to a business or organization (e.g. An influencer offers exposure to their online audience in exchange for a fee, or a photographer licenses their photo for a business to use).

**Opportunities for E-Commerce**

**Direct Sales**

Companies can directly sell their goods and services to customers through ecommerce website. Making order for the purchase, invoicing and payment is done using internet. The delivery of goods will be through a physical channel

**Presales**

Ecommerce companies can make use of their websites for promoting your sales. Companies can make use of email campaigns, search marketing or online advertising for boosting their product sales.

**User Interface**

The user interface allows us to search for the products easily and can order for the product in a lesser time. The customers can even filter their products based on price, colour, Top Brands and so on.

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Shopping Cart
The shopping cart allows the customer to choose the products according to their choice of interest. Add to cart options can be used to add products to our shopping cart.

Payment Software
The payment for the online purchase can be made using debit cards or credit cards. The ecommerce website will direct the customer to a payment gateway. The three main methods of payment are opening a merchant account, Using a payment processing company or creating an online shop within a virtual shopping mall.

Recent Trends in Ecommerce
Connecting through Social Media
Now a day’s social media enables the customers to choose the products according to their interest. Social media can be used as a medium for providing information about the product to the customers. The role of social media in accelerating the sales of an ecommerce company is very vital.

Mobile Commerce
The purchase of goods using mobile phones and the transactions that are conducted through mobile phones has widely increased now a days. Easy accessibility to mobile phones and computers has resulted in an increase in the amount of shopping done using mobile phones and networks. Purchasing using mobile phones has become more common with the introduction of the smart phone.

Quick Service
The ordering of the product, payment and delivery of the product will be completed in one week. Online shopping is a type of shopping that helps the customers to reduce the amount of time required for purchasing.

Product Videos/Video Based Marketing
The effect that is created in the customers through videos will be long lasting. Customers can be easily motivated to purchase a product by providing them with interesting videos relating to the product. Videos are very effective in conveying the usage, comparison and specification of a product to the users.

Websites and Apps
More number of people is having access to mobile phones than laptops and computers. Smart phones are the most commonly used medium for accessing ecommerce website. The high speed internet which is available in smart phones further simplifies the access of site. Amazon, eBay, Grofers and paytm are having mobile applications that enable the user to easily enter and access the website and order for the needed product.

Virtual Sales Force
Ecommerce companies are really trying to boost their sales by using popups, chat modules and other tools for sales people to convince customers to buy before they make a decision.
Limitations of Ecommerce

Security Issues
People fear to make payment through online because of the security issues. Customers fear the loss of their credit card information while making payment through online.

Privacy Issues
The customers are required to give their personal details such as name, address and mobile number for engaging in online buying. Most of the customers fear that because of these their privacy issue will be affected.

Family and Culture
Parents restrict their children from engaging in online purchasing. They fear the products purchased through online will be of lesser quality and not fit for use.

Technical Issues
As the entire process of ordering for goods and the payment is done using internet the accessibility to computer related technologies are needed. Technical issues can limit the customers from accessing computers and networks.

Legal Issues
Ecommerce Company should take care of a number of legal formalities for establishing their business. The difficult procedures limit the business from making their presence online.

Conclusion
Ecommerce plays a vital role now a days. The number of people who are using ecommerce websites has widely increased. The introduction of smart phones has further accelerated the usage of ecommerce websites for purchasing. Ecommerce offers its customers a huge number of merits starting from wide comparability of the products, time saving, and quick delivery of products and offers discounts to the customers. Internet and smart phones has really changed the way we make purchases. It is further clearer that the number of people who are accessing ecommerce websites for their purchase will further increase in future.

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Entrepreneurship & Financial Literacy: A Roadmap to Economic Development of India

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Abstract
Our India, one of the largest countries where its population is increasing continuously. In 2017, 66.23 percent of the total population of our country is youth which shows that our country is a young country. The youth of the nation are trustees of prosperity. A huge reservoir of youthful energy which needs to be tapped and harnessed intelligently for the development of society. In the progress of an economy economically and industrially entrepreneurs are the catalysts of an economy. The countries like the United States of America, Japan etc., are developed because they have countless examples of successful entrepreneurial ventures. From this, it is very clear that entrepreneurial development role in emerging of powerful economies in the world. While on the other side, some countries like Mynamar, Nepal are remained backward due to poor entrepreneurial development. To put the youth on the track of economic progress, transforming youth from job seekers to job makers through nurturing entrepreneurship skills and sound financial literacy. So this paper focuses on the two factors inter-related to the economic development of India, i.e. financial literacy and entrepreneurship which goes hand in hand. In this context, this paper stresses the role of financial literacy in entrepreneurship and the impact of entrepreneurship on economic growth.

Keywords: Economic development, entrepreneurship, financial literacy

Introduction
For entrepreneurship culture, our country provides a successful platform. India grabbed the fifth position in the world on the basis of a large number of startups as entrepreneurs play as a catalyst for transformation. Through their micro ventures, they help in accelerating the growth process by influencing macroeconomic variables. The capability of entrepreneurs penetrating as a ray of transformation which is essential for an emerging country like India. Today so-called powerful economies like the US, Japan etc. are developed due to the countless examples of successful entrepreneurial ventures. While on the other hand it was observed that the absence of entrepreneurial culture in countries like Nepal, Bangladesh etc. remains backward economies. Coming to our economy, we can observe the same impact of entrepreneurs in the growth of states like Punjab, Gujarat. From this, it was strongly proven that there is a need of initiatives.
should be taken by our country to promote entrepreneurship spirit. Exclusively to inspire youth government has to launch entrepreneurship-related programs and camps to develop the spirit of entrepreneurship. Every college should set up separate hubs for creativity and innovation. To implement innovative ideas and develop successful entrepreneurship culture, financial literacy is one of the most important concepts. To run a business at a full-fledged level one should have financial literacy skills.

**Objectives of the Study**

- To contemplate the present scenario of entrepreneurship in India.
- To review the concept of Financial Literacy.
- To summarize the requisite and imperative of Financial literacy for entrepreneurs.
- To understand financial tools essential to getting success in entrepreneurship.
- To present how entrepreneurs drive economic development.

**Research Methodology**

The study mainly is an explanatory method. The research done is based on secondary data collected from different research journals, articles, and websites to understand the vitality of financial literacy skills for the success of empowering entrepreneurship. This paper primarily focuses on the importance of financial literacy in the association of entrepreneurship in the economic development of India.

**A Scenario of Entrepreneurship in India**

Entrepreneurship is a business activity which is undertaken by a person or group of persons. It can be defined as the making of a new blend of existing and innovative materials and forces; he or she is called as an entrepreneur forever, only when one is doing in an innovative way. So it is involved with a lot of patience, industriousness and persistent effort. To get ideas fruitful, stories of successful entrepreneurs inspire the youth. The scenario of entrepreneurship in India seems to be better than ever as government and international organizations alike are investing in innovative ideas. Providing monetary and infrastructure support to incubators is given a good uplift to the system. Start-ups are also making optimum utilization of the facilities available which is showing a sign of good times.

India is one of the top five countries in the world where a number of startups founded. The entrepreneurial ecosystem in India is accelerated with the introduction of GST and Make In India initiatives. Indian Start-ups are moving ahead and is expected to increase in the upcoming years.

A phenomenal progress of technology witnessed in Indian start-up ecosystem in the previous 10 years. This period was marked as the baseline of several thousands of start-ups, the rise of leaders with a total current market turnover of US$32 billion and the emergence of entrepreneurs in the fields of Robotics, Analytics, Technology in finance, health etc. India is expected to cross with a 7% growth from 2017 as entrepreneurs pivot their business models and explore untapped opportunities.

Indian ecosystem continues to remain attractive for investors with almost US$ 6.4 Bn of funding in the first half of 2017 demonstrating 167% growth over H1 2016. The entrepreneurial ecosystem also an evidence an accumulating of a vital base of companies building solutions for India at grass root level problems across different fields like Healthcare, Education, Financial inclusion, Clean Energy and Agriculture.

The report has touched upon every aspect of the start-up and can be used as a solid reference guide in framing actionable directives for the ecosystem.
Annual reports of MSME 2015-16 revealed that there are about 14.85k micro enterprises, 76k small and 3k medium enterprises. MSMEs are facing new challenges in the increased globalization of the Indian economy. The Government of India has identified the importance of changed environment of entrepreneurship and is currently concentrating on providing support to MSMEs in the sectors of finance, marketing, technology, and infrastructure.

The government is also striving at its level best to impart greater vivacity and growth impulsion to the MSMEs in the country in terms of production, employment, and exports and inculcating a competitive culture based on sophisticated technology awareness. Recent initiatives like Start-up India, Mudra Yojana, etc, provided by the present government are expected to provide a boost to the growth of MSMEs.(https://msme.gov.in/relatedlinks/annual-report-ministry-micro-small-and-medium-enterprises)

Financial Literacy

The Organisation for Economic Co-operation and Development (OECD) and the International Network on Financial Education (INFE) define financial literacy as:

“A combination of awareness, knowledge, skill, attitude, and behavior necessary to make sound financial decisions and ultimately achieve individual financial wellbeing” Recent developments have made people feel more financially anxious as they have always had the responsibility of managing their personal and business finances. For example, investment avenues in the form of complex financial instruments for investing and saving have made financial markets increasingly sophisticated. Moreover, recent policies are shifted from returns to social security perspective. In this context, the risk for financial decisions and responsibility shifted from the government and employers to the individual person. A form of assurance of financial well-being is determined by the increase in life expectancy and appropriate financial education.

(Measuring Financial Literacy: Questionnaire and ... - OECD.org)

Need for Financial Literacy for Entrepreneurs

An entrepreneur has to face challenges of complex decisions throughout their business life. So it is believed that entrepreneurs adapt themselves with financial literacy skills to a refined understanding of financial services available through different channels.

Some of the following reasons to emphasize the requirement of ‘financial education needs’ for entrepreneurs:

http://www.shanlaxjournals.in
To differentiate personal finance from business finance
To understand the available financial services in the market and its risk and cost
To estimate the future picture of the business
To train different skills to face the risks exposed to business
To improve decision-making skills
To increase the efficiency of business through understanding financial skills
To operate financial management activities

Financial Tools – Financial Literacy
Financial tools can be understood only when entrepreneurs are financially literate. By understanding the important five elements of finance an entrepreneur can succeed which can be achieved only through financial literacy.

Cash Management
Cash management involves three main breakdowns through which cash inflows and outflows occur in the form of operating activities, investing and financing activities.

Operating activities include your day-to-day operations. The operating statement shows the source of cash flows. The magnitude of profit and cash flow results in better business health in the long run. Investing activities include purchasing and selling of assets related to business activities. Financing activities like fundraising and utilizing resources at a lower cost of capital.

Budgeting Basics
Budgeting is the most effective tool to control the cash flow of business, able to take investment decisions at the appropriate time. A budget is a tool to:
• control transactions related to finance
• assess the maintenance of sufficient working capital to run operations smoothly
• increase the quality of decision making in investments
• enhance the knowledge on finance and improves financial capability

Banking and Financial Services
To understand the available services in the banking sector and financial markets, financial literacy is a tool to fulfill that concept. Those who have financial literacy skills, they can only assess the risk involved and expected the return from banking and financial services available in the market.

The Impact of Interest
An entrepreneur should have knowledge of the concept of interest. He/she should know the calculation of different types of interest which makes a large difference in fundraising and repayment with interest much more in forthcoming years. So this concept makes one to realize the inflow and outflow of cash and funds in the business which is very important in the enterprise.

The Credit-Debt Analysis
Financial literacy makes the entrepreneur understand the importance of credit. As credit is like a double-edged tool which should be utilized and managed correctly. Making fast decisions in the early days can end up costing ones throughout adulthood. So it is very important to analyze the concepts and tools behind responsible credit practices. It helps to build image and goodwill of business which in turn increase the debt capability to get credit.
Economic Development

Economic development is a multivariate concept, we can’t give a single suitable definition to it. It is a process of transforming national economies from the low-income level to modern industrial economies. This process involves different factors like qualitative, quantitative, political, social concepts. In general, economic development definitions as shifting from lower to a high level. Charles P. Kindleberger and Bruce Herrick (1958) point out: “Economic development is generally defined to include improvements in material welfare especially for persons with the lowest incomes, the eradication of mass poverty with its correlates of illiteracy, disease and early death, changes in the composition of inputs and output that generally include shifts in the underlying structure of production away from agricultural towards industrial activities, the organization of the economy in such a way that productive employment is general among working age population rather than the situation of a privileged minority, and the correspondingly greater participation of broad based groups in making decision about the direction, economic and otherwise, in which they should move their welfare.”

Entrepreneurs Drive Economic Development

Entrepreneurship contributes towards the economic development of a country in several dimensions. It is a catalyst for innovation, product development and the large source of employment creation. The entrepreneurship drives the economy in progressive way more globally which made government at both Centre and State level have been taking initial steps to impulse entrepreneurial culture as they realized the merits of entrepreneurship towards the economic growth of the country.

An Idea is an Investment of New Product

In historical perspective, entrepreneurs are those who create new products to unmet needs and demand in the market who acts as a bridge between products or services which are not available in the market. But at present economists identified entrepreneurs as a chance takers due to lack of employment opportunities. So entrepreneurs create job opportunities which is one of the important factors of economic growth in a particular region.

SME Capital Market has peaked at Rs. 15000 Crores of market capitalization. Indian SME capital market has turned as the fastest growing globally in the terms of a number of companies and their returns which is a contribution to GDP of an economy. The graph below depicts growth in investment

Source: Pantomath Research
Source of Employment

For new startups, the requirement of human resource become a big source of employment opportunities. In turn, it results in improving the standard living of people leads to an economic growth of the economy.

As per the National Sample Survey (NSS) 73rd round conducted during the period 2015-16, MSME sector has been creating 11.10 crore jobs (360.41 lakh in Manufacturing, 387.18 lakh in Trade and 362.82 lakh in Other Services and 0.07 lakh in Non-captive Electricity Generation and Transmission) in the rural and the urban areas across the country. The table below shows the distribution of MSMEs activity wise. (https://msme.gov.in/sites/default/files/MSME-AR-2017-18-Eng.pdf)

<table>
<thead>
<tr>
<th>BroadActivity Category</th>
<th>Employment</th>
<th>Share (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Rural</td>
<td>Urban</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>186.56</td>
<td>173.86</td>
</tr>
<tr>
<td>Trade</td>
<td>160.64</td>
<td>226.54</td>
</tr>
<tr>
<td>Other Services</td>
<td>150.53</td>
<td>211.69</td>
</tr>
<tr>
<td>Electricity</td>
<td>0.06</td>
<td>0.02</td>
</tr>
<tr>
<td>Total</td>
<td>497.78</td>
<td>612.10</td>
</tr>
</tbody>
</table>

Source: MSME-AR-2017-18

Commerce and Regional Economic Integration.

Developed technology uplifted small entrepreneurs from local markets to global markets which results in accelerating earning of the economy through exports and imports. The Balance of payments strengthens the revenue of an economy and leads to overall progress of the economy. Global-wide trade brings harmonious relations among different economies in promoting investments in regional transportation and infrastructure facilities. The global market made economies as a village lives in an increasingly interconnected global economy. Even for developed economies like Japan, the United States, foreign trade plays a crucial role.

Innovation Impacts Economic Growth

A global-wide accepted statement- Innovative and creative ideas are the vital criterion of developing new products which in turn creates high-tech jobs and become a share in pooling available human resources for employers. So it redefined as innovation by subsuming the development of
new product or service, business models, consultancies, etc. in the market. For better understanding of innovation which contributes to economic development, some of the examples are presented below.

1. **Let’s Barter India** - Let’s Barter India seems to re-introduce the age-old barter system, which existed long before money came into being. It is one idea of recycling of something no longer need to another item that’s rather useful.

2. **Wow! Momo** - a Kolkata based startup now is one of the fastest growing fast-food chains in India where we find delicious momos in incredible varieties.

3. **Inspirock** - If you suck at planning your vacations, trust Inspirock to plan it for you in the most awesome way possible.

4. **Batman Delivers** - Hands down one of the coolest start-ups that save the day for people like us who refuse to sleep in the night! To meet midnight necessities like from food to medicines and condoms, this delivery extends its services.

5. **Cleartax** – Without a help of CA or professionals, one can do filing income tax returns as Cleartax seeks to simplify it all for you.

When the same entrepreneurial activity is unevenly spread demographically, geographically, and socio-economically, the total eco-system of entrepreneurial culture hinders the economic growth. Under the right conditions, entrepreneurs have an incredible power: they help regional areas prosper economically, and they also serve society as they help engineer innovative solutions to problems and challenges.

**Conclusion**

As this paper reflects the association between entrepreneurship development and financial literacy is requisite to accomplish in economic development. The conclusion of this paper is that the success of entrepreneurs lies in financial literacy skills and drives the economic development. An economy efficiency depends on two key aspects—financial literacy and financial stability. Financial literacy ensures economic security of families through enhancement of individuals’ ability to manage personal and business finance. So financial literacy affects at micro-level of growth of the economy while entrepreneurship affects at its macro-level.

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Emerging Trends of E-Learning in India

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Abstract

In today’s Information and Communication Technology era e-learning plays a vital role in development of an individual and thus future of a nation. Conventional learning is teacher centric and it is very tough to teach same subject in the best quality possible everytime. Also in conventional learning it is not possible for a good teacher to teach at multiple locations in a single instant. But e-learning neutralizes this drawback of conventional learning and becomes a very powerful weapon for the intellectual growth of the individual and helps in producing intellectual society. Conventional learning has many other drawbacks apart from repetitiveness like high cost, limited to classroom, fixed time learning, fixed concept learning etc., which can be overcome by latest e-learning trends. India is a first largest democratic country in the entire world and main strength of the country is its people with democracy. In such countries e-learning is a boon and plays a critical role for producing intellectual think tanks that can be used by entire world for uniform development of all countries on earth and can be competitive answer for other nation intellectual societies. In this work more focus has been given on introducing the new methodologies used for e-learning, priorities of each methodology for easy e-learning and upcoming technological trends in the field of e-learning like Mobile learning, Micro learning, Beacon learning, Internet of Things(IoT), Cloud based e-learning, Gamification and many more.

Keywords: Information, Communication, Technology, e-learning, Development, Conventional, Learning, Teacher, Neutralize, Intellectual, Society, Trends, classroom, think tanks, Mobile learning, Micro learning, IoT, Beacon, Cloud, Gamification, Student, Correspondence, Online, Education, Smart Phone.

Introduction

E-learning or Online education helps people get access to a world-class learning experience when traditional higher education may not be possible due to financial, personal or any other constraints. In countries like India there is a huge requirement of elearning to take its form completely. India is second largest populated country in the world. The strength of any country is its people and India has the population of 134 crores i.e., 1.34 billion. One of the best place in the world to use these latest e-learning trends is country like India. Today India is a home of many latest e-learning trends in education that are being used by the developed countries from a very long period. Some of the emerging trends of learning in India are:
Distance education - Postal, Radio, TV
- E-Learning
- Open Educational Resources (OER)
- Cloud based E-Learning
- Big Data in E-Learning
- Automated Course Authoring
- Responsive LMS
- Ubiquitous Learning
- Massive Open Online Courses

What is E-Learning?
E-learning is an electronic learning method, it typically means using a computer to deliver a part or the entire course whether it’s in a school, part of mandate business training or a full distance learning course. This e-learning can also be widely coined as “online learning” or “virtual learning”. E-learning is gift to individual and society where all the learning is done at learner convenient level using the electronically made devices like computer, mobile phone, tablet, smart phone etc., The Fig 1, explains simple e-learning technique using a computer device. The learner with the use of computer connected with internet can access tremendous level of information which replicates the physical library or physical books. E-Learning provides world class resources of information from which the learners can benefit at their own phase of learning.

What Learners Want?
- Mobile, relevant, personalized, self-paced
- Content coverage at point of need
- Many prefer learning at convenient timings like weekends or on their daily commute to and from work. Today mobiles changed how we come
- Across view, ideate, propagate and share content.

Among all the learning trends e-learning is very powerful tool to provide the learner with all the things he is willing to learn at his own or self-pace. In this period of modern era, learning is very important but at the same time learner interest also has to be kept in much consideration. E-learning provides the learner with most of the things he desires to quip himself. It doesn’t restrict the learner with anything unless and until proper resource is available at learner and at the same time availability of the information created by the someone who has already understood the requirement and purpose of learner’s interest. Some electronic devices used for e-learning are computer, Television(TV), mobile phone, smart phone, tablet, personal digital assistant(pda) etc.,

If we discuss about the education in 21st century, the actions of people speaks a lot how the learning is changing in current days. The traditional learning was teacher-student and book-learner but today the learning is completely based on resources availability on WWW(World Wide Web). If we take the note of these e-learning contents that the way they are getting updated every moment it’s really a boon to e-learning. People are creating nearly 2000 websites every hour, uploading 30 to 40 hours videos every minute, watching 2 to 2.5 billion youtube videos every day, so many social networking scraps. These all creates a very huge way for e-learning. Some important advantages of e-learning are:
1. Does not take as long to start and wrap up a learning session.
2. Learn at their own pace and place.
4. No commute time is required.
5. Learners can focus on concepts they want.
6. Reduced cost for learning and development.

**Literature Survey**

In the recent decades e-learning was really taking its shape and now it is of tremendous size that everyone is feeling its impact. This learning technique is completely changing the traditional format of the traditional learning patterns. In this same area of elearning there are so many articles written among which some are read and referred in the reference section. Some of the top most journal has published papers in the same area of e-learning and these interesting journals are.

[1] Valentina Arkorful and Nelly Abaido, written paper “The role of e-learning, the advantages and disadvantages of its adoption in higher education”, tells effectiveness of using elearning in teaching in tertiary institutions. Its points various advantages or benefits of E-learning. The author also says along with some good advantages there are few disadvantages too in e-learning. Author gives a good model for using e-learning in education. The model classifies the online learning into individual and collaborative learning, in which the author again says collaborative learning can be of synchronous and asynchronous. [2] Jui-Feng Weng, Shian-Shyong Tseng and Tsung-Ju Lee written paper “Teaching Boolean Logic through Game Rule Tuning”, were e-learning is shown as a game with the usage of boolean logics. In this paper author has told how interesting will it be to learn the same boolean logic with the usage of computer simulations. Here the author also specify that even the most difficult things becomes more easy to learn and remember for very long time as simulated games on computers through e-learning. [3] Abdallah Tubaishat, Azzedine Lansari, “Are Students Ready to Adopt E-Learning? A Preliminary E-readiness Study of a University in the Gulf Region”, this paper speaks about readiness of students, colleges or universities for accepting of the e-learning environment. This paper is restricted to e-learning perception of gulf region intelligence-based student learning evaluation tool (AISLE). The main purpose of this tool is to improve the use of artificial intelligence techniques in evaluating a student’s understanding of a particular topic. The author uses artificial intelligence as a medium of e-learning tool and at the same time he evaluates the understanding capability of a student. In conclusion the author says this method reduces the time involved in assessing a student understanding of a particular topic and at the same time the instructor can compare variability of understanding between various students. Webopedia and Wikipedia has helped a lot in getting the information on various technological trends and their current usage as elearning. [8] Webopedia provided some good meaning for IoT and its future extension.

**Different Technological Trends of E-Learning**

The technological trends of e-learning today are enormous and growing with very rapid pace. In this competitive world everyday some new trend is emerging to provide good learning techniques to the learner, among the popular technological e-learning trends these are some listed:

**Mobile Learning**

Mobile learning is the ability of an individual to obtain or provide educational content on personal pocket devices such as PDAs, Smartphone’s and mobile phones. These devices with access to internet connection or with the availability of the resources on itself will be a great source of e-learning. Today everyone has smart mobile phones on which huge memory and faster internet availability can be achieved and this makes the user to learn anything he desire at anytime and in any place. These devices are so portable that as if they walk with the user and never be a hurdle.
to carry them from one place to another. Mobile learning apps are also great source of this kind of learning. Mobile learning has a great role to accomplish the success of e-learning in a country not only like India but also in many developing countries of the world. Mobile phones are considered to be best platform for e-learning because:

**Potential to reach masses**
- Carried all the time.
- Easy to use.
- Cheap.
- Just in time learning.

**Micro Learning**

Micro learning is a way of teaching and delivering content to learners in small, very specific bursts. The learners are in control of what they are learning and when they are learning. Typically designed and delivered in rich media formats, it is a learner-centric approach that provides just-in-time training that is available on multiple devices. All these aspects and it finally concludes that students have very high acceptance to e-learning in their regional institutions. [4] Maria-Blanca Ibanez, Angela DiSerio, and Carlos Delgado-Kloos, “Gamification for Engaging Computer Science Students in Learning Activities: A Case Study”, this IEEE published paper speaks how gamification technology engages the students in learning activities. Here the author engaged the students for learning the C-Pragramming language basics through gaming platform. Finally it is concluded in this paper that the gamification plays very effective role in engaging the students in learning activities and also has positive effect on knowledge acquisition. At the same time author suggests that same gamification technology can be used for similar other programming learning for the students. [5] G. Pankaj Jain, Varadraj P. Gurupur, Jennifer L. Schroeder, and Eileen D. Faulkenberry, “Artificial Intelligence-Based Student Learning Evaluation: A Concept Map-Based Approach for Analyzing a Student’s Understanding of a Topic”, this reputed paper tells about the artificial intelligence technological trend in student learning. In this publication the author uses a tool named artificial ensure that it can be easily accessed, quickly completed, and easily applied by the learners. The main benefits of this kind of learning are:

**Accessible**
- Rich media.
- Less time consuming.
- Just-in-time
- Learner-centric
- Less time consuming.
- Micro Learning also provides huge benefits to business environments like: Affordable and agile.
- Shorter development cycle.
- Easy to update.
- Wider application.
- High impact.

**Internet of Things (IoT)**

It refers to the ever growing network of physical things or objects around us which hold IP address for internet connectivity, and the communication that occurs between these connected objects and other internet enabled devices and systems. It include not only the traditional things
like desktop, laptops, smartphones, tablets etc., but also all other things that utilize embedded technology to communicate and interact with the external environment via the internet. Here IoT can be a great tool for the learners instant learning for like daily study exercises, daily news or any information study the learner instantly plan to learn. In this kind of technology the learner will be assumed like an object in the whole system, where the system connected will detect the new updated and specific learner IP and gives him all the updates he desires from the whole network of physical devices or objects in which he is connected. Some major benefits of IoT in case of e-learning can be listed as follows:

**Learner is part of the learning system as an entity.** Continuous tracking of learner by the system.

**Continuous updates to learners.**

**Cloud based E-Learning**

This type of e-learning is creating ripples in the field of education and business. These e-learning systems are hosted on the internet and can be easily accessed by logging into a service provider’s site. Rather than installing all the software and course on user’s or learner’s computer, the instructional designers will simply use their internet browsers to upload course content, create new courses, and communicate with learners and users directly. This is all done by learner management system, which also gives the designer the ability to store information on the cloud, which can be remotely accessed by other, approved users. Here are some notable advantages of using this type of e-learning methodology. They are:

- Faster deployment.
- Cost predictability.
- Easier to maintain.
- More storage space.
- Fully customizable and scalable.
- Learner oriented service request.

**Gamification**

In e-learning, gamification is the hot topic today with lots of good reasons. It has proven to be useful in helping learners further comprehend and apply new information they want. This type of e-learning is through games and it really depends on the program and the audience desires. Especially children can benefit more from this kind of e-learning because it create interest in them and make them do again and again for long time. Gamification not only helps online learners acquire knowledge and skills more effectively but also it allows them to retain the information and commit it to long term memory for the future use. Some of the important benefits of the Gamification in e-learning are:

- Better learning experience.
- Better learning environment.
- Takes to Mastery level.
- Instant feedback.
- Helps to remember for long time.

**Adaptive E-Learning**

Adaptive e-learning uses computers as an interactive teaching devices. These methodology arrange the allocation of human and mediated resources according to the unique learning needs of each learner. This is also known as intelligent tutoring and it has its origin from artificial intelligence and started gaining its popularity in recent decades. Adaptive learning system can be implemented
on the internet for use in distance learning and group collaboration. The field of distance learning is greatly incorporating the aspects of adaptive learning. Adaptive learning has been implemented in several kinds of educational systems such as adaptive hypermedia, intelligent tutoring systems, computerized adaptive testing, and computer-based pedagogical agents. Some major benefits of this technological trend in case of e-learning can be:

- Very rich study resources.
- Tracking of learner by Tutor or human allocated.
- Saves lots of time of learners.

**Augmented Reality**

This technology superimposes a computer-generated image on a user view of real world. It is related to a more general concept called mediated reality. It is really a great boon technology for the students or learners in general. Whenever the learner wants to know more of the things he is seeing in the real world, using a device like mobile phone on which the augmented reality software in enabled, the learner can get all the information regarding the object. This technology needs device, internet and software of augmented reality. This technology has good future in e-learning. This technology has long way to go for making the learners learn the things just by projecting the device. This technology has just introduced in 1962. Google glass is a very good example for augmented reality. Some benefits of augmented reality in case of e-learning can be as follows:

- Easy instant deep learning of things.
- Huge collection of information.

**Video E-Learning**

This kind of learning helps the learner to grasp the content by watching the videos. When a learner wants to get an idea on some specific topic in details he visits the youtube.com for sure. This kind of e-learning gives a very quick idea and helps to understand the things with multimedia affects. Youtube.com is a rich source of video e-learning content and in the same way TV, CD’s and storage devices with educational videos paves the way to this kind of e-learning and these days this kind of learning is on full swing as it saves lots of time of the learner compared to reading line by line full stuff on computer or any other electronic device and also it might take little concentration of the learner than to reading stuff. This serves as very effective medium of e-learning. Some benefits of video e-learning can be as follows:

- Video explanation.
- More information in less time.
- Best learning experience.

**Beacon E-Learning**

This is one more boon technological trend to the e-learning. This beacon e-learning or beacon technology is a wireless devices that transmit signals to other nearby devices via low-energy Bluetooth connections. This is used as an Indoor Positioning System (IPS). These IPS beacons can wirelessly locate people and objects within a specific range and then trigger an action on a nearby wireless device. Most importantly this is safe and secure, only accessible through paired applications and easy to download and use. In these modern times almost 99% college students have smartphone and they can use their phones for effective e-learning. Some great benefits of this technological trend is:

- Easier Campus Navigation.
- Better Accessibility.
• More Powerful Communication.
• Increased Intellectual Discovery.
• Insightful Data.
• Improved In-Class Experiences.

**Artificial Intelligence**

This technological trend can also be a great shaper to e-learning world. Artificial Intelligence and robots are not same things. It is something like intelligent software which is designed to take some intelligent actions reading entire environment around it. This can produce a very good instructor which helps in making each and every student a good expert in their own field. Some latest outcome in artificial intelligence learning instructors are like SIRI and VIV, these are software which will answer simple queries to much complex queries of the learners. The involvement of artificial intelligence in e-learning helps the learner to take very wise decisions and quality resource, which in turn helps the learner to excel and make his achievements at faster phase. Some major benefits of AI in case of e-learning can be as follows:

• Provides expert tutors for learners.
• Automated teaching.
• Hugh and rich information.

**Analysis of Technological Trends of E-Learning**

Long ago, few decades in time there was a time when learning works and education was on hard papers or hard copies but slowly computer was introduce, which was a revolutionary electronic device then the soft papers or soft copies came in to the field of learning and when internet was launched, distance courses were being offered to provide students with education on particular subjects or skills. [6]There was time since 1840’s, first Isaac Pitman taught his pupils shorthand via correspondence. Shorthand is a symbolic writing was designed to improve writing speed and was popular amongst secretaries, and other individuals who did a great deal of note taking or writing. In 1924, the first testing machine was invented. This device allowed students to tests themselves. Then, in 1954, BF Skinner, a Harvard Professor, invented the “teaching machine”, which enabled schools to administer programmed instruction to their students. It wasn’t until 1960 however that the first computer based training program was introduced to the world. This computer based training program (or CBT program) was known as PLATO-Programmed Logic for Automated Teaching Operations. It was originally designed for students attending the University of Illinois, but ended up being used in schools throughout the area. Because of evolution of computer and internet in the late 20th century, e-learning tools and delivery methods also got expanded. The first MAC in the year 1980’s enabled individuals to have computers in their homes, making it easier for them to learn about particular subjects and develop certain skill sets. Then, in the following decade, virtual learning environments began to truly thrive, with people gaining access to a wealth of online information and e-learning opportunities. Presently in 2000’s, businesses began using e-learning to train their employees. New and experienced workers alike now had the opportunity to improve upon their industry knowledge base and expand their skill sets. At home individuals were granted access to programs that offered them the ability to earn online degrees and enrich their lives through expanded knowledge. Today, e-learning is more popular than ever, with countless individuals realizing the benefits that online learning can offer.

**Top 10 Growth Rates By Country:** Growth rate shows how each country adopts eLearning and is a significant indicator since it can reveal revenue opportunities. The growth rate of selfpaced e-learning by different country is [7]:

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IDHAYA COLLEGE FOR WOMEN, Sivagangai

By the above growth rate one can understand how the different countries are adapting to e-learning culture in entire world.

Conclusion
From this paper of Emerging trends of e-learning few major conclusions that can be made are as follows: 1. E-learning is a boon to the society and it can reach to any part of the world and maximum benefits can be obtained from it by anyone and at anytime. In coming future e-learning will save lots of time and money of the learners or users. E-Learning portal and websites should be owned by the governments of the particular countries for easy and free access of these learning resources by the people who are desiring to learn and equip themselves. E-learning is also a boon to the academic teachers where they can save lots of time and stressful condition of repetitive classes and focus much on student equipment in their respective subject. E-Learning is best tool for learner to learn according to their own phase and whole future of education will turn its way on it

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Job Satisfaction at the Workplace Concerning to Self Financing Colleges in Devakottai

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Abstract
Job satisfaction is one of the most challenges faced by employers today when it comes to managing their employees. Many researchers have demonstrated in their studies, the impact of job satisfaction on the motivation of employees, while the level of motivation has an impact on teaching, and hence also on the overall performance of educational institutions. This study represents job satisfaction of teachers.

Introduction
Job satisfaction was described as, “any combination of psychological, physiological and environmental circumstances that cause and person truthfully to say I am satisfied with my job.” [Hoppock 1935].

Job satisfaction refers to a person’s feeling towards their job which acts as a motivation to work. Job satisfaction is an individual’s feeling regarding his or her work. It can be influenced by various factors. Job satisfaction is under the influence of a series of factors such as the nature of work, Salary, Advancement opportunities, Management, Work groups and Work conditions.

Job satisfaction describes how content an individual is with his or her job. It is a relatively recent term since in previous centuries the jobs available to a particular person were often predetermined by the occupation of that person’s parent. There are a variety of factors that can influence a person’s level of job satisfaction. Some of these factors include the level of pay and benefits, the perceived fairness of the promotion system within a company, the quality of the working conditions, leadership and social relationships, the job itself (the variety of tasks involved, the interest and challenge generates, and the clarity of the job description/requirements). The happier people are in their job, the more satisfied they are said to be.

Determinants of Job Satisfaction
Various authors have identified the different factors that influenced job satisfaction. These include but not limited to: Salaries and benefits, organizational climate, autonomy, achievement, recognition, job security, workplace flexibility, the degree of professionalism, communication, working conditions, interpersonal relationships, job importance, and others.
Literature Review

Spector (1997) Job satisfaction is the degree to which people like their jobs.

Bauer (2004) showed that higher involvement of workers in high-performance workplace organizations associated with a high level of job satisfaction. This positive effect dominated by worker’s participation a flexible work system, workers related with opportunities in the organization regarding functional autonomy and coordination among workers. Job satisfaction and dissatisfaction not only depends on the nature of the job, but it also depends on the expectation what’s the job supply to an employee (Hussami, 2008]

Akbar (2011) identified that employee empowerment has a positive and impact on job satisfaction they also found that there existed a significant difference between male and female employees regarding job satisfaction level, male employees found to be more satisfied with their jobs. Hassan (2013) found that compensation was the most important factor for job satisfaction whereas employee empowerment was also a significant factor in employee loyalty.

Objectives

• To assess the job satisfaction of employees working in self-financing institutions.
• To identify the factors which influence the job satisfaction of employees
• To find out the aspect which improves the satisfaction level of employees

Limitations

The survey subjected to the bias and prejudices of the respondents. Hence 100 percent accuracy is not assured. The study conducted over a short span of time.

Methodology

A descriptive research design with the survey method applied in this study. The researcher has used both primary and secondary data for the study.

Universe

120 Assistant and Associate professors were randomly selected using a convenient random sampling method.

Analysis and Representation

Table 1 Socio-Demographic Profile of the employees

<table>
<thead>
<tr>
<th>S.No</th>
<th>Variables</th>
<th>Particulars</th>
<th>No. of Respondents</th>
<th>% of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Age</td>
<td>25-30</td>
<td>18</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td></td>
<td>30-35</td>
<td>36</td>
<td>28</td>
</tr>
<tr>
<td></td>
<td></td>
<td>35-40</td>
<td>41</td>
<td>34</td>
</tr>
<tr>
<td></td>
<td></td>
<td>40 Above</td>
<td>27</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>Gender</td>
<td>Male</td>
<td>55</td>
<td>46</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Female</td>
<td>65</td>
<td>54</td>
</tr>
<tr>
<td></td>
<td>Marital Status</td>
<td>Married</td>
<td>72</td>
<td>60</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Unmarried</td>
<td>48</td>
<td>40</td>
</tr>
<tr>
<td>2</td>
<td>Experience</td>
<td>Up to five years</td>
<td>16</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5 – 10 years</td>
<td>28</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td></td>
<td>10 - 15 years</td>
<td>46</td>
<td>31</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Above 15 years</td>
<td>30</td>
<td>32</td>
</tr>
</tbody>
</table>

Source: Primary Data
Table 2 Impact on factors influencing Job satisfaction

<table>
<thead>
<tr>
<th>Factor</th>
<th>Highly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Highly Disagree</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good interpersonal relations in the workplace</td>
<td>24.1</td>
<td>31.73</td>
<td>22.75</td>
<td>12.30</td>
<td>09.12</td>
<td>100</td>
</tr>
<tr>
<td>Compliments from the employer for good work</td>
<td>26.25</td>
<td>21.25</td>
<td>37.5</td>
<td>11.25</td>
<td>3.75</td>
<td>100</td>
</tr>
<tr>
<td>The possibility of autonomy at work</td>
<td>14.50</td>
<td>18.30</td>
<td>38.20</td>
<td>21.00</td>
<td>08.00</td>
<td>100</td>
</tr>
<tr>
<td>Higher Salary</td>
<td>06.70</td>
<td>12.35</td>
<td>25.85</td>
<td>38.42</td>
<td>16.68</td>
<td>100</td>
</tr>
<tr>
<td>The possibility of equal treatment among employees</td>
<td>21.25</td>
<td>28.43</td>
<td>15.74</td>
<td>18.17</td>
<td>16.41</td>
<td>100</td>
</tr>
<tr>
<td>The chance of diverse work</td>
<td>32.45</td>
<td>26.12</td>
<td>18.75</td>
<td>21.22</td>
<td>01.46</td>
<td>100</td>
</tr>
<tr>
<td>Satisfaction of Job</td>
<td>22.73</td>
<td>29.21</td>
<td>12.87</td>
<td>17.49</td>
<td>17.07</td>
<td>100</td>
</tr>
<tr>
<td>Employees Safety is assured</td>
<td>08.75</td>
<td>19.13</td>
<td>21.45</td>
<td>21.25</td>
<td>29.42</td>
<td>100</td>
</tr>
<tr>
<td>Feel proud to work in College</td>
<td>41.45</td>
<td>23.28</td>
<td>14.87</td>
<td>11.39</td>
<td>09.01</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Data

Findings and Results

Table 1: Represents the socio-demographic profile of the employees of the self-financing colleges.
- Nearly 23 percent of employees are still working in self-financing colleges after having crossed above 40 years old.
- 65 percent of them are female, and especially 78 percent of them are married.
- 32 percent of employees are working nearly 15 years of service.

Table 2: Represents the motivational factors influencing job satisfaction.
- Approximately 55.83 percent Assistant and Associate professors agreed that they have an interpersonal relationship among them and with the management people. Only 9 percent of them denied.
- Exactly 47.5 percent of them agreed that they could have compliments and rewards from the employer when their works recognized.
- 32.8 percent of them felt that they didn’t have autonomy at their work, while the same portion of them not answered. 29 percent of them agreed on the factor.
- Nearly 50 percent of them accepted that there is no partial treatment among the employees in the institution while 34 percent of them denied the factor.
- Nearly 59 percent of the respondents agreed that there is a possibility of diversified work.
- More than 50 percent of the respondents are satisfied with their job.
- With regret, nearly the same 50 percent of the respondents felt that they did not have job security.
- 64 percent of the workers agreed that they felt proud for selection of this career and to work in the institution.

Conclusion

Job satisfaction is one of the challenges faced by the managers today. At the same time, this fact is necessary for developing an educational institution. The condition for successful management of employees in the organization reflected in the support for high motivation and satisfaction of employees at different ages. Motivation and satisfaction of employees also build friendly
relationships and effectively cooperate with each other. The satisfied employees show a high level of efficiency and performance; on the other, the employees who are in dissatisfaction illustrate abnormal organizational behavior. This paper supports employees’ requirements based on different motivators to attain job satisfaction at a workplace. The educational institution should provide an appropriate condition for employees and try to satisfy them based on policy and strategies.

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An Economic Analysis of Labor Migration in Thanjavur District, Tamil Nadu

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Abstract
The study focuses on the paper in migration wage rates, working conditions in expenditure patterns. It reveals that migration from the study village is essentially seasonal and cyclical in nature and differs for the rural and the urban emigrants. It may be seen cultivators small and marginal labor, agriculture labor, land less labor all have limited purchasing power due to seasonal jobs they hold frequent occurrence of natural calamities working in unorganized sector further reduce their purchasing power. The helpless unemployed workers leave their village home and join already over populated areas viz., town and cities. It also finds that migration takes place mainly for survival and repayment of debts, and that a large proportion of their earnings from migration are utilized for day to day expenses.

Keywords: Types of Migration, Expenditure Patterns.

Introduction
A study of rajendram village in thanjavur district Tamilnadu. looks at the forms/types of migration and analyses wage rates, working conditions and the expenditure pattern of earnings from migration. The increase in population demands higher level of saving and capital formation [Nambiar 1995] networks extent in scale and reach, migration agents are predicted to become increasingly influential in international migration, further generating the social migration industry.[martin-2010]

Objective
To analysis the socioeconomic nature, characteristics and effect of migration works in the study region.

Methodology
In the study is based on primary and secondary data. In order to achieve these objectives, the data for the present study was collected from a primary survey conducted in mid-2018 (May-June) from study of Rajendram village in thanjavur district Tamilnadu. The survey enumerated all the households in the village. The primary data have been collected from the migration household’s respondents in the Rajandiran village two hundreds household in Thanjavur rural block. Thanjavur 200 household out of 114 household migrations
but 431 respondents migrated in the study area. The 200 household rural migrations 51 household, urban 63 household and non- migration 86 household in the villages. The survey enumerated all the households in the village.

The study is divided into four sections. The first section discusses the characteristics of both migrant and non-migrant households. The second section deals with the nature and form of the migration process in the village. The third section brings out the migrants’ working conditions, expenditure patterns in the studies. The final section is the conclusion.

Characteristics of Migrant Households

In this study the households are divided into three categories for analysis, viz., rural migrant, urban migrant and non-migrant households. Fifty-one households migrated to rural areas and 63 households to urban centers for work/employment (Table 1). In more than half of the households, one or more of their family members have migrated from the village. This indicates that a large number of households depend on migration and shows how important migration is for them. It seems to be one of the main sources of livelihood. On the whole, there are 431 migrants, out of whom 38% migrated to rural destinations and 62% to urban. Females mostly migrated to rural destinations and males mostly to urban destinations. Rural households migrated mainly to the villages in Thanjavur, Tiruchirapalli districts and to the nearby villages (migrated locally) and urban migration is mainly to Chennai (Table 2).

<table>
<thead>
<tr>
<th>Types of households</th>
<th>Rural migration</th>
<th>Urban migration</th>
<th>Non migration</th>
<th>Total</th>
</tr>
</thead>
</table>

Figures in parentheses indicate proportion of the households.


<table>
<thead>
<tr>
<th>Type of Migration</th>
<th>Destinations</th>
<th>No of Migrants</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Households</td>
</tr>
<tr>
<td>Rural migration</td>
<td>Villages in Thanjavur District</td>
<td>17 [15]</td>
</tr>
<tr>
<td>Urban migration</td>
<td>Villages in Tiruchirappalli District</td>
<td>65 [57]</td>
</tr>
</tbody>
</table>

Figures in parentheses indicate proportion of the households.

Source: Same as for Table 1.

If we look at the overall landholding pattern in the village, we find that a major portion of the land is owned by he non-migrant households with an average is 7 acres per household. Urban migrant households own an average of 6 acres, while rural migrant households own an average of 4 acres of land. However, urban migrant households are largely from the small farmer category followed by the marginal, medium and large farmer households. Though the number of medium and large landowning households is few, the land in their possession is larger than that owned by the other groups. Correspondingly, rural migrant households also possess land like the urban migrants but they are in a disadvantaged position.
Non-farming households primarily belong to artisan families (caste-based occupations) such as, carpenters, tailors, dhobis (washer men), pot makers and blacksmiths. These occupations/ families are basically service providers linked it directly or indirectly to farming. They get more work during agricultural and festival seasons. Their family members also migrate seasonally during the post- agricultural season.

Reasons of Migration

The main reasons for migration in the village are: for survival, for employment, to pay up debts, and to earn money. Interestingly, these answers came up in an open-ended query from migrant households and are presented here as the prime motive for their migration. On the whole, large numbers of households migrated for survival purposes followed by those who have migrated for earning a wage income and to clear their debts. Out of the total number of persons who have migrated for survival purposes, 46% migrated to rural areas and 54% to Chennai city. While 55% have migrated to rural areas and 45% to urban areas in order to clear debts, 37% of households have migrated to rural areas and 63% to Chennai for supplementing their income (Table 4). In fact, survival migration is a result of two Extreme economic difficulties: first, lack of employment locally, and second, shortage of food grains and to avoid starvation (Korra 2009).

Table 4 Reasons for Rural and Urban Migrant Households in the Village

<table>
<thead>
<tr>
<th>Reasons</th>
<th>Rural Migration</th>
<th>Urban Migration</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Survival</td>
<td>22 [46]</td>
<td>26 [54]</td>
<td>48 [100]</td>
</tr>
<tr>
<td>Employment</td>
<td>7 [47]</td>
<td>8 [53]</td>
<td>15 [100]</td>
</tr>
<tr>
<td>Marriage</td>
<td>2 [67]</td>
<td>1 [33]</td>
<td>3 [100]</td>
</tr>
<tr>
<td>Earnings</td>
<td>7 [37]</td>
<td>19 [63]</td>
<td>26 [100]</td>
</tr>
<tr>
<td>No land</td>
<td>2 [100]</td>
<td>-</td>
<td>2 [100]</td>
</tr>
<tr>
<td>Grand total</td>
<td>51 [45]</td>
<td>63 [55]</td>
<td>114 [100]</td>
</tr>
</tbody>
</table>

Figures in parentheses indicate proportion of the households.

Source: Same as for Table 1

Nature of Migration

Rural migrants mainly migrate to villages in thanjavur, tiruchirapalli districts and to nearby villages. They engage in cotton and paddy cultivation. Initially, they work in the cotton fields (until end of that activity), then shift to paddy cultivation in the same village or in neighboring villages. Urban migration is mostly to Chennai. They engage in various kinds of work such as construction of buildings, brick-making, poultry farming, auto driving, paper collecting and other private sector jobs. On the whole, 57% of the males and 43% of the females are engaged in different kinds of work. Most of them are construction labourers, followed by brick-kiln labourers, auto-rickshaw drivers and factory labourers (Table 8). Notably, illiterate and unskilled migrants belonging to deprived communities work as manual labourers. In contrast, literate and semi-skilled workers are employed in Factories and in the private sector, but they are in less number.
Table 5 Occupation of Urban Migrants at Destination

<table>
<thead>
<tr>
<th>Nature of work</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Driver</td>
<td>8 [80]</td>
<td>2 [20]</td>
<td>10 [100]</td>
</tr>
<tr>
<td>Masson</td>
<td>5 [100]</td>
<td>-</td>
<td>5 [100]</td>
</tr>
<tr>
<td>Carpenter</td>
<td>8 [100]</td>
<td>-</td>
<td>8 [100]</td>
</tr>
<tr>
<td>Brick makers</td>
<td>4</td>
<td>8</td>
<td>12 [100]</td>
</tr>
<tr>
<td>Factory labor</td>
<td>2 [50]</td>
<td>2 [50]</td>
<td>4 [100]</td>
</tr>
<tr>
<td>Poultry</td>
<td>2 [50]</td>
<td>2 [50]</td>
<td>4 [100]</td>
</tr>
<tr>
<td>Tailors’</td>
<td>2 [67]</td>
<td>1 [33]</td>
<td>3 [100]</td>
</tr>
<tr>
<td>Paper collections</td>
<td>3 [28]</td>
<td>8 [72]</td>
<td>11 [100]</td>
</tr>
<tr>
<td>Cerement works</td>
<td>4 [31]</td>
<td>9 [69]</td>
<td>13 [100]</td>
</tr>
<tr>
<td>Hotel server</td>
<td>11 [58]</td>
<td>8 [42]</td>
<td>19 [100]</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>79 [57]</td>
<td>59 [43]</td>
<td>138 [100]</td>
</tr>
</tbody>
</table>

Figures in parentheses indicate proportion of the households;  
**Source:** Same as for Table 1.

**Working Conditions and Wage Rates at Destinations**

Most of the migrants have expressed satisfaction with their working conditions and with their employers. Conversely, majority of urban migrants work in the Construction labor, Driver, Masson, Carpenter, Brick makers, Factory labor, Poultry, Tailors, Paper collections, Cerement works and Hotel server. The weekly average Working days are between 5 and 6. Employers provide vehicles for transportation to the Workplace or they pay the transport charges. They work from 9 am to 6 pm. urban migrants face a huge work burden. Wage rate differs for different work, but all manual laborers’ wage rates range from Rs 200 to Rs 350 for females and Rs 350 to Rs 500 for male migrants. With regard to migrants’ expenditure from earnings, a major portion goes for day to day expenses, conducting their daughter’s marriages and repayment of old debts (Table 6). Significantly, these 70.

Table 6 Expenditure Pattern of Migrant Households

<table>
<thead>
<tr>
<th>Nature</th>
<th>Rural Migration Household</th>
<th>Urban Migration Household</th>
<th>Total Migration Household</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumption</td>
<td>23 [54]</td>
<td>20 [46]</td>
<td>43 [100]</td>
</tr>
<tr>
<td>Agricultural inv</td>
<td>2 [50]</td>
<td>2 [50]</td>
<td>4 [100]</td>
</tr>
<tr>
<td>Debts</td>
<td>10 [50]</td>
<td>10 [50]</td>
<td>20 [100]</td>
</tr>
<tr>
<td>Health</td>
<td>2 [29]</td>
<td>5 [71]</td>
<td>7 [100]</td>
</tr>
<tr>
<td>Marriage</td>
<td>2 [34]</td>
<td>4 [66]</td>
<td>6 [100]</td>
</tr>
<tr>
<td>Dig well</td>
<td>3 [37]</td>
<td>5 [63]</td>
<td>8 [100]</td>
</tr>
<tr>
<td>Education</td>
<td>2 [14]</td>
<td>13 [86]</td>
<td>15 [100]</td>
</tr>
<tr>
<td>House construction</td>
<td>7 [64]</td>
<td>4 [36]</td>
<td>1 [100]</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>51 [45]</td>
<td>63 [55]</td>
<td>114 [100]</td>
</tr>
</tbody>
</table>

Figures in parentheses indicate proportion of the households.  
**Source:** Same as for Table 1.
Conclusions
The study village has witnessed mass seasonal migration to both rural and urban areas mainly for survival, settling their debts and to earn money to get their daughters married off. The migrants’ earnings are spent mainly on day to day expenses in rural migration household 54% and urban household 46% repayment of debts and conducting their daughters’ marriages, and consequently, there is little surplus left for them to invest in farm activities. Indeed, due to lack of employment and inadequate food grains from cultivation, they migrate to other regions every year in search of work during the post-agricultural season. Besides, due to poor resources and inadequate earnings from migration, these migrants are caught in a vicious circle of distress conditions and unable to come out of this ring. It seems that until and unless there is an improvement in their economic status and resources and cultivation becomes profitable and viable, migration to other regions will not end.

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A Study on Marketing Challenges of Food Processing Industry

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Abstract
India’s agricultural base is quite strong but wastage is very high and processing of food products is very low. The country’s processing sector is small and processing of food to consumable standards in India has reached only 10% recently. It is the transformation of raw ingredients by physical or chemical means into food, or of food into other forms. Food processing combines raw food ingredients to produce marketable food products that can be easily prepared and served by the consumer. Food processing industries experience growing logistical demands, growing variety in products and intense competition. As a reaction companies try to produce more on order.

Keywords: food processing, marketing challenges, food industry

Introduction
India is definitely the world’s moment most manufacturer in reference to fare next to ware, moreover has melodramatic potential in reference to body the largest of the foodstuff moreover agricultural stratum. spectacular foodstuff rarefaction labor is one of powerful most industries smart India - it’s far rated fifth latest terms in reference to management, decrease, transport moreover normal production. Powerful foodstuff labor exist a rich equally Indian end possess a feast. fueled aside what may well be christened cause an excellent factor to get a production – hefty excess incomes – sensational bread district antiquated most looking a decided transform smart depletion method, in particular smart terms in reference to bread.

A current trend point which a focal point upon consumption also fruits moreover staples has melodramatic potential so extend fly spectacular future. not just as far as be gone smart market along with enthralled equally organic along with / about abode re-tailored, product along with foodstuffs continue up to apply mod profusion of Indian as well as multicultural true along with refreshment / conversational foods please pizza, cheeseburger, sandwiches, rolls, tikkas, crispers, dosas, cutlets, salads, chunk creams, bakes, chutneys, curries, soup moreover chips and so on. Food duty labor is embroidery numerous demanding situations. elevated compel upon fresh material reparations, cooking security, status as well as hygiene,
dizzying loss, ordinary commodity service life, shortfall going from proficient factory floor are some in reference to startling most overrun problems the above-mentioned foodstuff businesses finish. catch 22 situation is how up to alter ascending cooking overhead as a consequence yet take care of a high quality, certain as a consequence logical output in order to trade that is definitely still agreeable as far as chef’s that other keep focus supported their root functions. proceeding please republic athletics chic India, marked up recognition over foodstuff assurance along with growth be about to continue that one may make bigger endurance moreover viable pressures touching fare activity by that developing damages similarly.

Objectives
• To naturalize melodramatic recount consisting of cooking filtering production smart India
• Tonaturalize powerful various display demanding situations containing fare purification industry
• To point startling various measures up to wiping the floor with melodramatic demanding situations consisting of food product industry

About Food Processing Industry
Cooking rarefaction comes to in general type containing importance boost that one may rural substitute botanic assemble together with also includes processes such like calibrating, distribution, together with swathe which counterpoint mean life epithetical fare commodities. Powerful cooking clarification activity provides very important linkages as well as synergies in the midst of commerce together with husbandry.

The fare filtering commerce district fly India is definitely one of the most fly terms containing management, expenditure, transship together with prosperity potentiality. powerful government has allowable magic a rich priority, using a number consisting of money reliefs moreover incentives, in order to strengthen commercialization along with profit boost so floricultural cultivate, in place of most epithetical pre/post mow diffusion, productive contracting together with ship surge.

The idea epithetical India is steadily changeable since number containing countries presentation participation as far as invests in India is growing. Correctly it’s far remembered a well known India has removed the U. S. because the runner-up so much preferred terminal on the earth in the direction of FDI later stoneware. food labor is among the means sectors that may be spectacular bulwark in reference to Amerindian recession because in reference to owned steep coordinate utilization together with dominant increase so GDP. by this time sensational cooking purification stratum employs roughly long dozen sum other folks at once moreover almost 35 ton everybody not directly. Sensational food Market fly India is approximated placed at ever Rs. 9, one hundred billions as well as deficit in the direction of roughly dos tertiary consisting of powerful total Indian market retail. India’s bread rarefaction district covers a wide range containing lines grain as a consequence staples, foodstuff as well as chicken; cream along with cream seconds, fermented beverages, shooting, homestead, direction rectification as a consequence diverse customer merchandise groups feel like bakery, confection together with russet commodities, soya-based commodities, carbonated water, strong protein foods and so forth. Looking in the direction of through to some containing melodramatic ticket story, India has greatest unsteady have on the earth. India produces every year 90 total tones in reference to cream (highest chic melodramatic world), 150 sum tones containing yield & produce (second largest), 485 sum oxen (largest), 204 sum tones food-grain (third largest), 6.3 thousand tones going from find (3rd largest), 489 total chicken moreover long-playing record, 2 hundred ton delicacy. Food purification production is straightaway expanding found in almost 14%. Startling labor accepted FDI totaling Rs. 7190 thousand smart 2007-08.
nonetheless it, India’s participate ship consisting of sewed-up bread chic comprehensive market is simply data.5 %; though melodramatic size in reference to melodramatic universal processed-food display is predicted in the vicinity of Rs. 190 quantity moreover virtually 80 according to red-cent in reference to horticultural seconds mod powerful matured countries try sewed-up moreover hide. India has setting itself a purpose in reference to growth magic fixed foodstuff manufacturing aside 2015, as a consequence determination scene up spectacular fare automation parks during startling later generation having a view in order to performing this one. according that one may powerful India cooking along with drink word away analyze opinion robust scrutinize as well as markets, through 2012, India’s refined cooking gain is probably going up to advance aside 44.2 consistent with copper penny as far as mark Rs. 4,505 tons though swaddle bread commerce feeling make bigger past 67.5 consistent with farthing up to reach Rs. binary digit, 085 lots. supported a in line with capita support, according to capita swathe cooking outlay is predicted that one may come past 56.5 consistent with penny so Rs. 903 away 2012.

Characteristics of Food Processing Industries

The aforementioned one category introduces startling fare purification industries beginning at a manufacturing supervision point epithetical view. sensational purpose in reference to the aforementioned one essay it’s miles favorable up to distinguish in the midst of companies a well known direct transitional articles starting with easy foodstuffs along with companies who treat the above-mentioned common seconds similarly toward purchaser approximately modern articles. Powerful following in reference to characteristics epithetical bread clarification commerce may well be compiled

Install Characteristics

• Upscale as well as single-purpose facility coupled including minor commodity kind moreover unusual volumes. in general, startling laboratory shows a drift stand intelligent devise.
• There are actually sigh (sequence-dependent) willful breed betwixt the several produce types.

Merchandise Characteristics

• Startling nature along with authority consisting of primal matter latest foodstuff clarification commerce repeatedly implies a yo-yo deliver, status, along with price as a result of volatile give way going from farmers.
• Latest contrast including unattached construction, strength uncertainty weights is recycled.
• Basic material, semi-manufactured wares, along with expire lines are short-lived.

Manufacture Movement Characteristics

• Processes possess a yo-yo give up along with purification show.
• To certain extent one consisting of startling processes deals amidst equal commodities.
• Melodramatic rectification stages don’t seem to be activity accelerated.
• Manufacture grade is principally controlled by talent.
• Fare industries possess a conflicting produce network, especially mod melodramatic drape do.
• Factories that one assembles user goods will have an in depth, labor-intensive drape time.
• As a result of anxiety smart pricings, good quality, along with hand over consisting of primal matter, quite a few recipes come in for any commodity. Mod most cases a poor number epithetical previous characteristics show. Privately practice sensational specifies exceeding in spite of proving, mirroring as well as reviewing tangible situations. Each going from sensational factors displayed has that one may be occupied via account in the direction of regularity moreover over scheduling purposes.

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Rich establishment as well as a bearings in order to practice capability virtually you may, lead to
purpose in reference to yearn manufacture loose stool moreover capital containing resolve seconds.

**Challenges of Food Processing Industry**

The major motive force last the worldwide bread production is high-tech notion, whatever
watch gratifying bullish market in spite of also tastes as a consequence easy-to-prepare foods.
Companies are that specialize in notion to spice up savings, amidst 60% of enormous companies as
a consequence more 40% epithetical art appraise enterprises purchase movement along with stock
modernization. Ever 99% on the each feed along with potation activity is made out of small-and-
medium-sized enterprises.

**Powerful Enlarged Require Going from Doing Business**

The damages epithetical conspiring, erection, arrangement, retailing, as a consequence business
are frequently quite serve directed toward startling price in reference to a commodity. Then again,
a variety of companies disregard to think of powerful come to epithetical a job-related swelling
substitute collapse. Work-related injuries moreover illnesses are catastrophic that one may an
organization. Overhead in order to administration wert equipped for:

- Medical expenses
- Vocational rehabilitation
- Increased workers’ benefit guarantee premiums
- Wages compensated up to wounded department who’re nothing producing
- damaged about wasted subject material moreover and so on.

Evaluate consumers’ requirements as a consequence wants the ruling walk in the interest
of any enterprise taking a look open foodstuff labor is knowing explicitly what powerful user
wants, as well as then discovering by whose help a well known company’s possibilities may well
be deployed as far as satisfy buyer exigency/exigency. “As households vary along with out-of-
home usage increases, consumers see additional cash as a consequence minus future for standard
bread purchases as a consequence arrangement,” nevertheless, middle order choke experience
fewer salary than fly a number of diverse artists in reference to sensational area. Comprehensive
companies focused on the particular consumers thence use so “balance startling consumers’ desires
in place of powerful latest westerly benefit with powerful real world in reference to what they may
manage to pay for as a consequence what they really need”.

**Identify Veiled Potential**

“The moment stride is indentifying melodramatic smoldering ability handy inside the advertise
that one may favor melodramatic foodstuff rarefaction corporation in order to prosperously cater
so startling consumer’s shortage. this can be incredibly intricate moreover is build on team afford
enslave drivers: startling ability up to typically expert sensational quantity, high quality moreover
variety in reference to asset constituents desired in the direction of provincial rectification, as
well as sensational ability that one may address startling merchandise so startling buyer smart
sensational most productive along with available alternative,” marginalia sensational inform. For
lesson, it might be silly in place of an organization in order to erect a advanced bread rarefaction
as a consequence drape raise latest an threatening united states with the condition that you will find
uncertainties about sensational opportunity in reference to goods lines prescribed.
Test Spectacular Market

To shrink melodramatic risk in reference to breakdown, bread companies might initially assess spectacular barter by the agency of exports prior so committing up to a massive purchase. Powerful brewery activity offers an excellent part going from wherewith companies are trying out melodramatic barter. intercontinental breweries “are extensively subsequent a furtherance deriving out of imply malt so approaching magic in the community most administering in the neighborhood mature constituents. Melodramatic advantage consisting of pretend chill is who brewers keep check merchandise demand moreover prove their brands though hiring keep an eye on more plight. They ship that one may character management because consisting of unusual outlay going from hauling (beer is upstairs 90% water) together with value price lists. cause self assurance smart powerful inhabitant advertise grows, brewers move straight a headway consisting of pretend stout in the direction of use chic provincial overhanging so ready chill in the community, ahead of sensational process becomes positively resident.”

Co-Nvest Amidst Loud Resident Players

Multinational companies extending to as far as countries have to keep in mind co-investment near intense inhabitant artists. Latest startling most populated group feed boner bucket pretty trust solid hand over containing certain, top quality accessories in order to stuff their filtering operations. on the other hand, this is nothing melodramatic claim latest many actors in reference to India, together with bread clarification companies require so be arranged that one may enlarge their very own meaning braces, reminiscent of burgeoning their very own floricultural articles which are needed up to direct seconds. Companies’ inclinations generally even have so received capacity in spite of their very own disposal; wear tear as a consequence primary filtering.

Spoilage Epithetical Foods

Unprocessed foods are susceptible up to disrepair along biochemical processes, microbial assail along with scourge. the proper station collect rituals reminiscent of just right rarefaction techniques, as a consequence proper swaddle, shipment as well as repository (of stable fixed foods) commit match an important job mod decreasing disrepair together with extending mean life.

Retaining Powerful Salubrious Value

The demanding situations latest filtering lie chic sustaining melodramatic healthful importance, flavor, and scent, together with smoothness epithetical foods, along with showing diehards latest ready genuine make amidst joined physical pleasure. more, refined foods require so be proffered up to startling consumer mod germ-free as well as attractive drape, as a consequence situated at nominal cumulative damages.

Food Safeguarding Together with Distribution

The demanding situations in place of startling foodstuff care, disposal together with filtering sectors contradict together with demanding, together with lack so be addressed over many fronts so collect extremity display perquisite. Almost immediately, sensational organizations lettering spectacular educational as a consequence R & D demands are exceptionally minor, along with there is really a critical desire in place of deepening their efforts.

Unavailability Going from Adept Fellow Power

Manpower vital mod feed rectification production is ready 5.3 lakh person the street mod untidy region & binary unit’s lakh fly coordinated stratum. We require decent workers up to deal with a range of fare assets small memories sow as far as consumers. Even though India can be a best producers epithetical cooking qualifications, sensational yielding wreck are among startling lowest.
Inadequate Framework

More than 30 in line with copper penny consisting of startling build beginning at plow doorway drop due up to scarce lukewarm tether footing (covering best data consistent with hill of beans containing all five production) together with incompetent coordination. Nearby 80 according to copper penny going from startling 217 lakh tones cool repository capability is interested past potatoes though new five account in the direction of unassisted 0.2 according to red-cent.

Likewise, instead epithetical performing specialized shipment in the direction of foodstuffs feel like hemp vans, their planning generally rely toward historic modes, regularly worn in pursuance of fragments. more, result containing lukewarm wristlets as a consequence engineering base wreckage an untenable purchase privilege, touching account containing, lack going from crucial adjust along with strong operating outlay (twice than mod startling west). The cooking rectification commerce has a steep combination going from unorganized segments, depicting relatively 75 in keeping with copper penny crossed only output categories. hence, off times startling inefficiencies latest spectacular extant manufacturing arrangement, ascribed up to melodramatic faintness consisting of small-scale sectional dramatis personas in order to invest fly automation terminated nuance along with alter in the direction of through to backup produce categories.

Deficiencies Smart Sensational Managerial Atmosphere

Lack in reference to union & transparency: plenty of laws, less than melodramatic discretion going from different ministries moreover departments, regulate fare security along with shroud. Powerful profusion going from statute leads that one May contradictions smart particulars, clashing program, lack in reference to planning moreover legislative delays. For instance, manufacturers in reference to swaddle fare lines comparable to thong along with squashes bless up to comply amidst way things shape ups practices moreover characterize declarations theatrical lower infinite legislations corresponding to powerful principles containing weights & measures (packaged commodities) traditional actions, determent containing fare debauchment (pfa) moreover product commodities require (fpo). Respectively, FPO lets in tradition epithetical class ii sweetener smart berry commodities, insomuch as pfa does nay. Change chic mindset-orienting stakeholders shortly before ‘demand moreover cash in guided manufacturing’ participants over powerful agri value-handcuff lack in order to relocate their focal point beginning at trying so display ‘what is produced’ so fertile ‘process in a position varieties along with merchantable commodities’ contact universal good quality rituals together with traceability demands, appropriately accepting use planted usable technologies moreover quality control.

Suggestions

• To overcome melodramatic ache along with ragged transfer handcuff, buy agriculture commit develop into an important excuse for firms how they take care of build mean plow linkages as far as authority correct way things shape ups, size moreover types of inputs
• There is a need up to intensify a unmarried sum in reference to purely multi-modal transport, instead going from nucleonic toward inveigh, surface together with air as separate ministries & entities. this one essence exigencies that one may remain customer & activity centric rather than as powerful governmental control mechanism
• The government should provide activity status as far as this person part as a consequence formulates a separate ministry in pursuance of transfer handcuff & logistics stratum.
• The government should set jump inter ministerial working group (image) under powerful leadership going from ministry containing feed rarefaction in order to look near to comprehensively addressing various issues which are holding the aforementioned one zone back
• The government should allocate separate budget in pursuance of human resource issue in pursuance of bread filtering zone in the interest of enhancing along with upward progression going from melodramatic skills along with implementation consisting of melodramatic various schemes in spite of skill development
• There is a need in spite of immediate adoption going from its away powerful feed filtering activity fly various clusters across powerful United States of America in order to upgrade spectacular lower end skills. Sensational track hind guidance perchance at once inked past startling commerce; this person design is previously prevailing fly a few actors going from melodramatic U.S.A. placed at a small, previously magic requirements a vast depress from powerful production.
• Create a put exact organize as far as draw in private moreover overseas contribution smart the aforementioned one part.
• Promote agri-food parks aside pressing activity cooperation in place of better functional going from the above-mentioned parks.
• Make combined efforts in order to beef up private region expenditure chic footing change, escalating tend yield together with upward level in reference to way things shape ups.

Conclusion
The injun fare commerce presents an awfully huge excuse up to every single associate. the one in question is at first impelled away a well constructed user demand, startling growing description epitheretical melodramatic American Indian customer, who’s too posted as well as willing up to wert industrious advanced commodities; as a consequence spectacular loud manufacture corrupt going from powerful u.s.a .. pointless in order to include, melodramatic several gaps smart spectacular flood construction together with birth wiring in fact hand out a super duper freedom in the interest of melodramatic production containing companies willing in order to wager yearn term chic the aforementioned one region. However, sensational production going from feed rarefaction companies antiquated sub-optimal because consisting of strong take, reduced wreck consisting of capacity, strong ravage as a consequence lack going from competitiveness consisting of amerind bread lines chic startling overall retail. thus, in order to comprehensively rank powerful prosperity ability containing melodramatic region, tide demanding situations which are personality tanked past sensational labor need in order to be accordingly addressed as a consequence espalier need up to be appropriated in order to remove sensational bottleneckes most deterrent melodramatic sectored production. FICCI overlook has hence constitute a kickoff smart revealing those demanding situations, so provided a guideline in place of quite melodramatic stakeholders so torment, moreover then contributory fly discerning sensational huge power consisting of that labor.

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A Study on Impact on Demonetisation in Various Business Sectors

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Abstract
Demonetization means to change of currency by a government to stop illegal activities and transactions. India insisted its resolution of demonetization on 8th Nov 2016, by making the Rs 500 / 1000 notes, not as legal tender. Government tried to reduce four major issues: The storage of black money, corruption, fake currency, circulation and funding of terrorist activities in the country. Through this announcement of prime minister Narendra Modi,

The life of Indian citizens came to struggle to meet daily needs. They had no cash in hand and spent maximum hours in front of banks and ATMs to get cash. Also, this had an impact on growth rate of Indian economy. Demonetization majorly impacted ten sectors in India: Construction, agriculture, real estate, hospitality, tourism, manufacturing, financial, telecom, healthcare, and hospitality. The most affected sectors are real estate, construction, tourism, and hospitality. Though this paper, various sectors impacted through demonetization is highlighted.

Introduction
Demonetization was an act by the Indian Government to change the formal economic system and terminate black money in India. This act cleared around 86% of the Indian currency. It was also implemented to keep a check on the illegal activities like smuggling and terrorism. The existing five hundred and one thousand notes would not be used longer as declared as a legal tender. RBI gives guidelines for issue of rupees two thousand notes and five hundred notes: There were no changes in rupees one hundred, fifty, twenty, ten, two and one rupee continued as legal tender. At two earlier instances of India has witnessed for demonetization, i.e. January 1946 and January 1978. Rs 1000 and 10000 notes were demonetized on the first demonetization in January 1946. Whereas in January 1978, rupees thousand, two thousand and ten thousand notes were promulgated to demonetize. The first demonetization related to conversion, the second was termed as cumulating. Hence, it can be proved that the change of currency is not new for Indian economy. It can be understood that all the three instances had a common objectives to avoid the circulation of black money and illegal activities.
Impact Assessment: Overview of Literature

At the outset different economists have analyzed the impact of demonetization from various dimensions viz. impact on economic growth, real estate, small and medium enterprises, agriculture sector, informal economy, wages, employment, and digital transactions. One group of researchers supported the present move, while other eminent economists like Paul Krugman, Mannohan Singh, Amartya Sen, Kaushik Basu, Larry Summers and Raghuram Rajan have cautioned the adverse impact on economy. RBI has argued that the transient impact was observed in the beginning of the demo move but economy could sustain the earlier level by mid-February of 2017, reflecting the fast pace of remonetization. However, the economic reform process is key to sustain the long-run growth.

Economy

**Impact:** Demonetization plays in India’s economy just when it was getting into a cruise mode, fired by good monsoon-led rural demand and Seventh Pay. Commission-enabled urban buying. Only a quarter of currency canceled is back in circulation, it creates difficulties for an emergency. Lower denomination notes are not available to facilitate transactions. The fall in demand is a greater risk in investment. The sharpest crash in services PMI since November 2008 in the aftermath of the global financial crisis underscores the risks.

Jobs

**Impact:** Expert says jobs at senior levels are not greatly impacted. But overall job hiring is down right now. Managers need to protect revenue and profit targets. No plans are relating for the job cuts. Remunerations and increment amounts may be impacted. It creates difficulties to pay remuneration for employees and also shows risk in estimating jobs. For sectors, where hiring is most hit, are retail, real estate, consumer goods, infrastructure, auto consumables, and building prod.

Consumerspend

**Impact:** The companies and analysts says that a big GDP contributor, will take a hit for at least two quarters. The two main problems are low circulation of lower denomination notes, and wealth erosion. Low circulation of lower denomination notes may be temporary but wealth erosion affecting big-ticket purchases. In November FMCG sales dropped to 20-30%. At store level eatables like snacks; biscuits were greatly hit. December can be worse than November. Since, consumer spent in the beginning of last month was unaffected. Totally nine million retailers who are depending upon wholesalers are worst hit. It will feel the pain for a while. Big, organized retail is going well. Annual growth rate is around 4.4%. Some big FMCG companies have reduced the production. Supply chains are greatly affected.

Realestate

**Impact:** People inside the real estate say there’s a 40%-plus drop in inquiries and sales across key markets of Mumbai, Delhi, Bengaluru, and Pune. There were no changes in secondary market. In Bengaluru, nearly 60% dealings were closed. Most homebuyers are waiting for mass price reductions. Black money transactions and crash crunch creates threatening to real estate sector, near future is bleak.
E-Commerce

Impact: Maximum part of the e-commerce is bad, some of them good. The Gross Merchandise Value (GMV) for the online retail market fell by 40-50% in the first few weeks after demonetization. Things may remain unsupported till March. Even high-value items like expensive smartphones and laptops are selling less. Products returned are high by 50%, and experts feel consumer’s sentiment won’t work out here. But there is bright scope for digital payment (100% jump in transactions) led the industry for bright future. The essential items like grocery and food delivery set-ups are doing better.

Tourism

Impact: Demonetization badly hits the tourism. The business may be down by 40%. Tourism business in metros may go down by 10%. The hotels; airports, and resorts faced a big problem due the cash storage. The card payment facilities have not applicable for all places like monument entry points. It creates difficulties even also for local tourism places, most of the tourism spots has not accepts the cards. It results in great drawback in tourism business.

Autos

Impact: The buyers are struggling to purchase a vehicle. The devalued currency cannot be accepted by the car dealerships and the new currency is not available in the system. Due to the demonetization the prospective buyers cannot implement their decisions and postpone those for a long time. It affects greatly in an automobile industry. The wholesale level for Maruti Suzuki, Toyota Kirloskar Motor and Tata Motors Were greatly hit. They preferred the new orders like like Baleno, Brezza, Fortuner, Innova and Tiago. Hyundai India, Honda Cars India and Mahindra & Mahindra also seen some short-term impact on sales. Two-wheeler and commercial vehicles have also been hit harder. It shows the decline stage in automobile

Telecom

Impact: Mobile phone shipments fell 26% when compared with last month. The retailers were badly affected. Big sellers who do card and online transactions less badly hit. Telecom business shows the decline stage when compared with the post-demonetization.

Gold

Impact: Scared by government warnings, the sellers afraid to sell the gold for black money. Sale of gold against old currency also felt. There is no possible to convert the black money for gold due to the government threatening. NRI customers have fled. Sales are down sharply, and it was already a bad year for gold.

Agriculture

Impact: Villages have adapted in some ways better than cities. Government protects village people by providing some benefits to them. GOI allowing tax-free deposits of any amounts for farmers have led to many of them getting 20% premium from traders when transacting. Informal credit for daily purchases and use of old notes for key inputs and selling produce have kept the rural economy going. Crop planting increased to 20-35% every week after demonetization and remained higher than last year in all weeks after November 8 it may benefits to the farmers. But a lot depends on cash supply improving quickly in the new year it may decides the future of the Farmers.
Banking Sector

Impact: One of the objectives of the government’s demonetization scheme is to inject desperately needed cash into India’s mainly state-owned banking sector. “Non-Performing Assets” hobbled the Public sector banks (PSBs), primarily business loans that are not being repaid or paid only sporadically. NPA is greater threatening for the Indian economic growth. The deficiency of lending threatens in turn to gut economic growth, which has already declined sharply in key sectors including industrial production, IT, and merchandise export. As of June 2016, the banks’ total NPAs stood at Rs. 6 trillion ($90 billion), but these figures probably grossly understate the problem.

Conclusion

The magnitude of the decision by PM Modi to go in for demonetization is enormous. It involved criticism from all quarters and most inconvenience to the public at large. There was a considerable drop in economic activity by about 1 percent in GDP immediately after demonetization, and on account of currency squeeze even during remonetization period, there was an impact on several sectors of the economy albeit for a brief duration. The decision was also enormous since it involved complete secrecy in the printing of substantial amounts of currency, distribution through banks, etc.

Overall, the effects of demonetization on the economy can be said to be neutral. Initially, the economy suffered hiccups, and the informal sector was strictly affected. But the positive results of demonetization far outweigh the opposite outcomes. As per Moody’s, Demonetization will strengthen India’s institutional framework by reducing tax avoidance and corruption. However, it is too early to carry out any comprehensive analysis of demonetization till at least a year is completed. But it is a landmark initiative to deal with the problem of rampant corruption and black money in the economy.

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Banking Sector in India –
An Overview of Conceptual
Framework and Product Offer
by Banks

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Introduction
The banking sector is the important one for the development of Indian economy. It is one of the significant financial segments, which play a vital role in economic development. The banks mobilize deposits from the general public and lending to various divisions of the country. It provides financing to trade, industry, and agriculture for meeting their higher degree of commitment and responsibility. Thus the development of a country is closely related to the development of this sector. After liberalization, the government of India announced a number of schemes for reform measures on the narasimhan committee to make this sector economically possible.

Objectives of the Study
• To know the organizational structure of the banking sectors.
• To study the services offered by banking sectors.
• To identify the Conceptual framework of banking sectors.

The Scope of the Study
This study is to analyze the quality of service offered by banks, and this paper will provide the details about the structure of banking sectors and their main aims.

Data Collection
This paper comprises the secondary data only. The secondary data belong to the study were collected from the books journals and websites.

Structure of Indian Banking System
Organisational Structure

Reserve Bank of India

Reserve Bank of India is a central bank of India. Reserve bank of India was passed in 1934 and the act of Bank implemented from 1st April, 1935. The central bank is the apex bank in India. RBI does various functions such as issue of currency, Fiscal agent and advice to the banks. The central bank has the power to control the banking activities in the country. It occupies the pivotal position in the monetary and banking structure of the country. It has different names in different countries. The central banks of India are also known as a banker’s bank. It controls the credit operations of the banks.

Commercial Banks

A commercial bank is one of bank that accepts deposits from the public and making loan and advances to the needy people. The main objectives of this bank are to earn good profit. They provide financial aids to agriculture, rural urban industries for their development, etc. It is one of the profit making institution owned by the government of India. There are many types of banks act as commercial banks.

Public Sector Banks

Currently, there are 21 Nationalised banks in India. 75 percent of total banking business in India is public sector banks, and State Bank of India is the largest commercial bank. The five associate banks of SBI and Bhartiya Mahila Bank are merged with State Bank of India after 1st April 2017. In our Country there are 21 nationalized banks are also available.

Private Sector Banks

Narasimham Committee had recommended granting permission for private-sector banks in India. The “private-sector banks” are banks which hold a minimum balance of Rs 200 crore. The major share of this bank is held by the outsiders and not by the government.

List of Private Sector Banks in India

1. ICICI Bank Ltd
2. HDFC Bank Ltd
3. AXIS Bank Ltd
4. Kotax Mahindra Bank Ltd
5. Yes Bank Ltd
6. Federal Bank Ltd
7. Karnataka Bank Ltd
8. Karur Vysya Bank Ltd
9. South India Bank Ltd
10. ING VYSYA Bank Ltd
11. Bank of Rajasthan Ltd
12. City Union Bank Ltd
13. Lakshmi Vilas Bank Ltd.

Foreign Banks

Those banks are foreign banks, which are in origin and have their head office outside in India. The functions of foreign bank accept deposits from the outside India. There are 36 Foreign banks in our country. The examples of the foreign bank were CITI bank, HSBC, Standard Chartered, etc.
Regional Rural Bank (RRB)

Regional Rural Banks was established on October 2, 1975. It is one of the scheduled commercial banks. It provides loan facility to weaker sections of the society like small farmers, agricultural laborers, and small entrepreneurs. The main aim of this bank is to encourage the rural entrepreneurship.

Co-operative Bank

The Co-operative bank was established by passing a co-operative act in 1904. The key objective of the co-operative bank is to provide rural credit. It plays a very important role in co-operative financing. The Cooperative Credit Societies Act, 1904 was amended in Cooperative societies act 1912.

Products Offered By Banking Sector

- Credit Card: Credit card is nothing but a small card containing a means of identification through stored computer data, a signature and a small photo. It permits the holder to charge goods or services to his account, on which he is billed. The bank receives the bill from the shopkeeper and pays on behalf of the card owner. These bills are assembled in the bank and the amount is paid to the bank by the card holder either totally or by instalments. For that the bank charges small amount as service charges from the customer. This allows the customer no need to take cash with him when he or she travels.

- Debit Cards: Debit card is a plastic payment card that can be used instead of cash while making purchases. It is just like a credit card but unlike a credit card, the money comes directly from the customer account when performing the transaction. Debit card eliminate to carry cash or physical check to make purchase. The card holder can just swipe the card and enter the PIN number on a key pad. Debit cards take money out of your checking account immediately. The main functions of debit card are like an ATM card for immediate withdrawals of cash and a check when buying an item. Debit card are a convenient alternative to cash. They are easy to carry and can be handling. It is a safety option when travelling. There is no grace days for debit card purchase.

- Automated Teller Machine: An ATM card is one of the devices. It is given by the banker to their customer. The ATM card allows the customer who has an ATM card to perform the banking transaction at any time around the clock and anywhere. This facility assists the customer to withdraw money, deposit their cash, check the account balance and take a statement even if the bank was closed. It allows the customer to transfer money from one account to another account. ATM card consist of personal identification number and secret password. It enables the customer to do their banking transaction at 24 hours per day and 365 day in a year. Nowadays ATM card are very popular in India.

- E-Cheques: The e-cheques comprising of five primary facts that is the customer, the merchant, customer’s bank, the merchant’s bank and e-mint and the clearing process. The payer issue a digital cheque to the payee and the whole transaction are done through internet.

- Electronic Funds Transfer (EFT): Due to the technological advancement many banking concern have computerized their cheque handling process with computer network and electronic equipment’s. With the use of this system electronic fund transfer (EFT) automatically transfer money from one account to another account. This facilitates the faster transfer of funds electronically from one branch to another branch located at anywhere and at any different banks. This system came into force on 7 February 1996, in India. Fund may be transfer with in the same city is also permitted.
• Telebanking: Telebanking refers to banking services provided through phone. The customer can collect the information about his account through phone call and by giving the personal identification number to the bank. Telebanking is user-friendly and effective.

• Mobile Banking: Mobile banking refers to one can avail their banking services through mobile are called mobile banking. The modern banking is now moving to the mobile world. This system provides a new method to collect the information about the banks to carry out the banking transactions. The benefits of mobile banking are limitless and are expected to be a great success. Currently, the peoples are booking and paying for travel and even tickets is also expected to be a great success.

• Internet Banking: Internet banking refers to banking services provided through internet. Through this facility the customer can avail the banking services at 24 hour a day without wasting their precious time. It helps the customer to clarify their inquiry or the banking transaction is processed online without any reference to the branch at any time in a day.

• Demat: Demat is refers to de-materialization of shares. It is a process, where the customer’s request, the physical stock is converted into electronic entries in the depositary system.

Conceptual Framework Of Banking Services

Banks are also introducing a number of services to their customers. The Indian banking industry is passing through a phase of customer market. The customers have more choice in choosing their banks. With the effect of high competition and the improvement of advanced technology the services offered by banks have become more convenient.

• Customer satisfaction
• Customer perception
• Customer Expectation
• Customer Relationship Management
• Customer Loyalty

Customer Satisfaction

Customer satisfaction means to meet out one’s expectation. Customer satisfaction is the most important aim of the banking sector. In this competitive world this is necessary for the banking sector and also offers quality services and products to maintain the existing customers and to attract the new customers as well.

Customer Perception

The bank’s customer perception was formed as a result of interpreting the experience by the services received by them. There is a growing interest in understanding the users’ experience as it is observed as a larger concept than user satisfaction. Customers have started evaluating the banks based on the convenience and comfort it provides to them. Bankers have started developing various product features and services by customer preference and need. This in turn will satisfy the existing customers and attract the new ones.

Customer Expectations

The basic expectations of the customers towards the banks are,
1. End to end transparency
2. Global Transaction Banking
3. Experience has driven distribution model
4. Solutions driven from customer’s pain points
5. Embedded risk understanding and management
To meet the expectations of the customers the banks need to:
1. Know their customers’ requirements well in advance and serve them better.
2. Recognize and practice what is right for customers
3. Introduce sophisticated, yet simple, processes and services to enhance end-customer experience

Customer Relationship Management

Today, banks are facing aggressive competition, and they have to make efforts to survive in a competitive and uncertain market place. Banks have realized that managing customer relationships is a very essential factor in their success. Customer Relationship Management (CRM) is a strategy which can help them to build long-lasting relationships with their customers and increase their profits through the right management system and the application of customer-focused policies. Many businesses such as banks, insurance companies, and other service providers realize the importance of CRM and its potential to help them acquire new customers retain the existing ones and maximize their lifetime value.

Customer Loyalty

Building customer loyalty occurs by building the relationship between customers and banks. Customer loyalty is one of the most imperative factors used to evaluate the quality of services offered by a banking industry. Therefore, gaining customer loyalty becomes a key objective for banking organizations which decide to adopt for customer relationship and customer retention.

Conclusion

The purpose of this study is to know the products offered by banks and their conceptual framework. The banks whether its private sector banks are public sector banks are the very dominant role in the development of Indian economy. Nowadays the banks introduce the number of amenities to their customers it reduces the burden of the customer, time savings, make it simple in their life. In this competitive world, it’s necessary for the banking sectors to provide a lot of quality services to their customer to retaining them. The banking sector is not only significant for the development of Indian economy but also essential for people too.
Retailers' Preference of Coconut Oil Brands - Distribution Perspective

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Abstract

In this research “Retailers preference of coconut oil, distribution perspective”, to study the distribution preference in the Coconut oil industry which is a growing industry along with the growth of population and derived and emerging needs for the product in Tamilnadu. For the study, AVM coconut oil, which was known for its quality from the reputed M.Edison Pvt Ltd, AVM group a Tuticorin based company with its brand which lost its reputation and acceptance in the customers and retailers mind after the quality problem happened a few years ago followed by the distribution issues. This study aimed to explain the current preference level of the retailers of AVM coconut oil after its recovery stage. The research attempts to suggest the company, the ways to overcome the issues to regain the brand and market share. The sample size chosen was 80 retailers from Chennai.

Keywords: Retailers Preference, Coconutoil, DIstribution

Need for the Study

- The Opportunities of the study gives the company a clear overview of the preference and awareness of retailers over AVM Coconut oil.
- The study emphasizes more on finding out the effectiveness of current promotional activities carried out by AVM Coconut oil.

Objectives of the Study

- To study the level of brand preference of AVM Coconut oil among the retailers.
- To study the factors influencing the retailers to select a Coconut oil brand.

Introduction

Coconut oil for edible purposes is now being claimed to be the second best edible oil in the world, after Olive oil. Much has been proclaimed about the temperate world’s incorrect propaganda of soya bean oil is better than the tropical world’s coconut oil. The demand for coconut products will steadily grow at an increasing pace as education, awareness, and prosperity reach more and more people. India has not made tangible progress in product
diversification and by-product utilization except for traditional activities of oil milling and coir products. The drastic change in this situation is the need of the hour to make coconut farming a profitable venture as is being achieved by other coconut growing countries through processing and export of diverse coconut products. For about 3960 years of the past 4000 years of the documented historical use of the fruits of the coconut palm as a food and a pharmaceutical, the news has all been good. It was seen as a sustainable resource from which the harvested materials influenced every aspect of the lives of tropical communities, but most importantly its fruit, the coconut flesh, water, milk & oil. The use of coconut oil around the world in tropical regions is prolific: South and Central America, Africa, the Indian subcontinent, Micro-, Mele- and Polynesia and most of Asia. Early European explorers, including Captain Cook, wrote affectionately about the beauty of communities across the Pacific using coconut oil as an integral part of their daily lives. In England, after the war, coconut oil was sold as "margarine" and in the USA as "coconut butter". AVM Group was established in the year 1937. The group has developed its business in different fields such as gold jewelry, manufacturing edible oil-coconut oil, Gingelly oil and sunflower oil, packaging-woven sacks and FIBCs and Hospital. Founder – Shri. A.V.M MARIMUTHU NADAR, M EDISON, AND COMPANY. M. Edison & company is an associate company of a single family-owned group of companies with a revenue of about US$ 40 million. In this 75-year-old group concern, M. Edison & company was established in 1964 and was from then on involved in the manufacture and exports of coconut oil, sunflower oil, and sesame oil. Following are the brands of AVM coconut oil.

- TRI GOLD premium refined sunflower oil
- TRIGOLD premium refined sunflower oil
- TRIGOLD premium refined sunflower oil
- TRIGOLD Premium Refined Sunflower Oil
- GINGELLY OIL
- AVM Sovereign Gingelly oil
- COCONUT OIL
- AVM sovereign coconut oil
- TRIGOLD

All this changed in 1954 even though it has been known for nearly a century that coconut oil is more nutritious than other oils. Over many decades, coconut oil received bad publicity due to its saturated fat content but what the proponents of "saturated fat is bad for you" did not do was to differentiate between the three different types of saturated fat. All the saturated fats were simply generalized under one category, ignoring the fact that some saturated fat is, in fact, necessary for human health. Modern research has shown that not all saturated fats are alike and coconut oil is unique in its structural make-up due to its medium chain fatty acids - the closest to those found in human breast milk that nature provides. They are the reason why coconut oil is used extensively in baby formula and also in sports drinks and energy bars, where it is usually described as MCT (medium chain triglycerides).

Hair Oil Categories

There are Three Main Categories of Hair Oil in India

- The light hair oil segment
- The heavy Amla hair oil
- Cooling Oils
Research Methodology
Research Design: Descriptive Research Design
Sampling Method: Convenience Sampling
Population: The targeted population includes all the retailers of AVM Coconut Oil in north Chennai.
Sample frame: This research was conducted in the various areas in north Chennai like Triplicane, and New Washermenpet etc.
Sample size: 80

Data Collection Method
The data collected for the study is primary in nature. As the study was mainly concerned with retailers’ preference of AVM COCONUT OIL, in North Chennai, interview schedule method was adopted to collect the primary data with the series of questions.

Source of Data
• PRIMARY DATA: Primary Data was collected on the basis of the survey method with the help of interview schedule through Questionnaire.
• SECONDARY DATA: Secondary Data were collected from the Magazines, Company journals, and through the internet.

Statistical Tools for Data Analysis
The Data Analyzing Tools used For the Study are as Follows
• Percentage method.
• Weighted Average method.

Limitations of the Study
• Due to time constraints, the survey had not been conducted in all areas of Chennai.
• Only 80 respondents are surveyed, so that result may not be accurate.
• Time is also the factor of limitation as the researcher felt difficult in finding the targeted respondents.

Table 1 Retailers Most Preferred Coconut Oil Brand

<table>
<thead>
<tr>
<th>Most Preferred Coconut oil brand</th>
<th>No. of respondents</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>AVM oil</td>
<td>8</td>
<td>10</td>
</tr>
<tr>
<td>VVD</td>
<td>70</td>
<td>87.5</td>
</tr>
<tr>
<td>Parachute</td>
<td>64</td>
<td>80</td>
</tr>
<tr>
<td>Vatika</td>
<td>8</td>
<td>10</td>
</tr>
<tr>
<td>Aswini oil</td>
<td>5</td>
<td>6.25</td>
</tr>
<tr>
<td>Amla</td>
<td>3</td>
<td>3.75</td>
</tr>
<tr>
<td>KPL</td>
<td>6</td>
<td>7.5</td>
</tr>
</tbody>
</table>

Source: Primary Data

Inference
• Preferred VVD coconut oil followed by Parachute (80%)
• AVM coconut oil Preferred by only (10%) of respondents
• Amla, Aswini, KPL were least preferred coconut oil brands.
### Table 2: Most Preferred SKU (Coconut Oil) by the Retailers

<table>
<thead>
<tr>
<th>Available SKU’s</th>
<th>No. of respondents</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Litre Pouch</td>
<td>5</td>
<td>6.25</td>
</tr>
<tr>
<td>500ml Pouch</td>
<td>8</td>
<td>10</td>
</tr>
<tr>
<td>225ml Pouch</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>100ml Pouch</td>
<td>27</td>
<td>33.75</td>
</tr>
<tr>
<td>50ml Pouch</td>
<td>5</td>
<td>6.25</td>
</tr>
<tr>
<td>5ml Pouch</td>
<td>5</td>
<td>6.25</td>
</tr>
<tr>
<td>500ml Can</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>225ml Can</td>
<td>16</td>
<td>20</td>
</tr>
<tr>
<td>100ml Can</td>
<td>10</td>
<td>12.5</td>
</tr>
<tr>
<td>50ml can</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>15kg Tin</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>80</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Source:** Primary Data

**Inference**
- 33.75% of the respondents preferred to buy 100ml package mostly.
- 5% of the respondents are preferred 225ml package rarely.
- 500ml, 50ml and 15kg Tin are not of all preferred by the retailers.

### Table 3: Packaging Preferred by Consumers in Most

<table>
<thead>
<tr>
<th>Package</th>
<th>No. of respondents</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Can</td>
<td>10</td>
<td>12.50</td>
</tr>
<tr>
<td>Sachet</td>
<td>3</td>
<td>3.75</td>
</tr>
<tr>
<td>Pouch</td>
<td>66</td>
<td>82.50</td>
</tr>
<tr>
<td>Tin</td>
<td>1</td>
<td>1.25</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>80</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>

**Source:** Primary Data

**Inference**
- Most of the respondents (82.50%) are preferred to buy coconut oil in the pouch.
- Least no. of respondents (1.25%) are preferred to buy coconut oil in the tin.

### Table 4: Retailers’ Opinion Customers Regarding Their Factors of Consideration for Purchasing Coconut Oil

<table>
<thead>
<tr>
<th>Factors</th>
<th>No of respondents</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality</td>
<td>22</td>
<td>27.5</td>
</tr>
<tr>
<td>Availability</td>
<td>2</td>
<td>2.5</td>
</tr>
<tr>
<td>Price</td>
<td>5</td>
<td>6.25</td>
</tr>
<tr>
<td>Brand Name</td>
<td>26</td>
<td>32.5</td>
</tr>
<tr>
<td>Promotion</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Advertisement</td>
<td>21</td>
<td>26.25</td>
</tr>
<tr>
<td>Others</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>80</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>
Inference

- Out of 80 respondents, 32.5% of the respondents provide a first preference for brand name followed by Quality (27.5%).
- Least of the respondents provide (2.5%), (5%) expressed their priority for buying Coconut oil.

Weighted Average Mean

Table 5 Retailers’ Ranking of Factors of Preferred to Purchase Coconut Oil for Selling to Customers

<table>
<thead>
<tr>
<th>Weight age Score Rank</th>
<th>1 2 3 4 5 6 7 8 9 10</th>
<th>Total score</th>
<th>Weighted Mean</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Demand</td>
<td>0 1 0 2 11 23 12 5 9 17</td>
<td>578</td>
<td>7.23</td>
<td>4</td>
</tr>
<tr>
<td>Quality</td>
<td>0 0 0 1 4 3 5 11 26 30</td>
<td>699</td>
<td>8.74</td>
<td>1</td>
</tr>
<tr>
<td>Price</td>
<td>0 0 0 5 3 0 18 32 21 1</td>
<td>616</td>
<td>7.70</td>
<td>3</td>
</tr>
<tr>
<td>Brand Name</td>
<td>5 0 2 5 1 1 9 14 19 24</td>
<td>628</td>
<td>7.85</td>
<td>2</td>
</tr>
<tr>
<td>Regular Supply</td>
<td>0 3 2 6 9 26 23 5 1 5</td>
<td>497</td>
<td>6.21</td>
<td>5</td>
</tr>
<tr>
<td>Schemes on purchase</td>
<td>25 20 13 9 10 3 0 0 0 0</td>
<td>208</td>
<td>2.60</td>
<td>10</td>
</tr>
<tr>
<td>Credit Policy</td>
<td>17 12 18 15 8 6 1 3 0 0</td>
<td>262</td>
<td>3.28</td>
<td>8</td>
</tr>
<tr>
<td>Profit Margin</td>
<td>4 3 11 15 15 11 6 9 3 3</td>
<td>415</td>
<td>5.19</td>
<td>6</td>
</tr>
<tr>
<td>Replacement facility</td>
<td>9 39 19 4 4 4 0 0 1 0 2</td>
<td>213</td>
<td>2.66</td>
<td>9</td>
</tr>
<tr>
<td>Relation with Distributor</td>
<td>19 2 14 19 17 3 5 1 0 0 0</td>
<td>287</td>
<td>3.59</td>
<td>7</td>
</tr>
</tbody>
</table>

Source: Primary Data

Inference

From the weighted arithmetic mean analysis, Quality, Brand name and Price are ranked as first, second and third as the most important factors respectively.
- Customer demand, regular supply, and profit margin ranked four, fifth and sixth among the respondents respectively.
- Other factors like relation to the distributor, credit policy, replacement facility and schemes on purchase are scored least rank respectively.

Findings

- Most of the respondents (57.5%) are in the retail business for more than 10 years.
- Out of 80 respondents, 70 respondents prefer to buy VVD coconut oil and only 3 respondents are buying Amla coconut oil.
- Majority of 83.75% of the respondents are purchasing coconut oil weekly.
- 33.75% of the respondents purchased 100ml package. Compared with all SKU’s 100ml pouch pack is selling more.
- According to the WAM analysis, most of the retailers are keen on Quality, Brand-name, and Price. Among all retailers least no. of retailers are giving importance to maintain rapport with the distributor, credit policy and schemes on the purchase.
- Moreover, all the retailers are preferred to use both modes of payments like Cash and Credit which is convenience.
- Majority of the respondents (82.5%) are a favor to buy in a pouch rather than another package.
- Among all the customer's preference, most of them are wish to buy coconut oil in the 100ml pouch and 225ml cans.
According to the survey, we can understand that most of the customers are intense on the Brand name, Quality and Advertisement to buy their preferred brands.

Most of the retailers are expecting a regular visit from the distributor side.

According to the WAM analysis, most of the distributors of VVD, Parachute, and Vatika are maintaining a good relationship with the retailers. AVM and Amla distributors are maintaining a poor relationship with the retailers.

Most of the retailers are used to rack the AVM Coconut Oil on the shelf and least no. of respondents place the AVM Coconut Oil in the display area.

Majority of the retailers are suggesting the AVM Company increase consumer promotional activities.

According to WAM analysis, most of the customers are preferred to buy VVD, Parachute, & Vatika and AVM & Amla are chosen by least no. of customers.

Suggestions

To increase the market share, the company has to focus on promotional activities to attract the customers.

According to the survey result, 100ml pouch is mostly preferred by the customers. So that we can give consumer promotion with a 100ml pouch to boost up the sales of down trending SKU’s.

To know the customer attitude towards the product, the sales force should maintain a strong rapport with retailers.

The company has the least number of distributors and especially those distributors are not covering the interior part of the city.

The awareness level of the product is very low. So that the company has to give frequent advertisements through mass media like TV and Radios. Through this, the company can strongly position their brand name.

Conclusion

FMCG retailing faces challenges from company and retailers side in reaching end customers. Though many types of promotion are available for the manufacturer, retail promotion is very essential and need for understanding the retailer's preference for the products and brands. In coconut oil business, retail preference and satisfaction are mainly made of the branding and customer preference through quality products at a reasonable price. Regarding AVM oil as the quality is at the satisfied level, branding and promotion for enhancing the brand are necessary for the current retailing scenario.

References


Issues and Prospectus of Green Banking in Tamilnadu

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Abstract

In Tamilnadu the banking sector spotlight the development of friendly banking environment. Green banking is also called as ethical banking, which means using the all banking resources with care and responsibility and avoiding the wastages. This paper highlights the attempts to scrutinize the adoption of green banking products according to their geographical area of customers, the urban peoples is more tending towards green banking products and rural peoples are lesser in their knowledge of green banking products. Therefore, more knowledge and awareness is need for the rural area customers.

Keywords: Green banking, ethical banking, environment friendly banking.

Introduction

All the financial institutions influence the economical development of the country both in quantity and quality. The bank plays a vital role among economic growth and environmental protection. There are intending the various strategies of economic development. In this generation all the sectors are changing their products into friendly environment for the customers. Like others, banking sector also taken the initiatives steps to change their environment into friendly manner. Green banking is defined as promoting environmental-friendly practices and reducing the carbon footprint from banking activities. The green banking system makes the customers to eco friendly practices and reducing the wastages. The bank can minimal the use of paperwork by promoting paperless banking through online banking. It has three dimensions they are economic, environment and social dimensions. The bank aims to develop the infrastructural facilities and information technology. Banking sector is generally considered as environment friendly in stipulations of secretion and pollutions. The internal environmental has an impact of the banking sector such as usage of energy, paper and water are relatively low and clean. The benefits of green banking are mutually given to the customers, industries, and for the economic activities.
Review of Literature
Getzner and Kra’uter (2004)1 in their research paper tested the respondents' willingness to invest in green shares. Authors found education, income, environmental awareness and the expected profit are the main explanatory variables.
Bhardwaj and Malhotra (2014)2 linked the performance of bank with the green banking adoption. They found a positive relationship between adoption of green banking and bank profitability.
Rajput, Arora, and Khanna (2014)3 found no relationship between green banking initiatives and bank’s profitability.
Sudhalakshmi and Chinnadorai (2014)4 studied the green banking adoption status of Indian banks. Their study showed that not many initiatives have been taken by banks in India as far as green banking is concerned.
Bahl (2012)5 suggested RBI and Indian government should play a proactive and formulate green banking policy, guidelines & financial incentives for effective green banking.

Objectives of the Study
The green banking adoption has many vibrant it always have many functions to decision makers to know how the usage of green banking product is useful for the customers in friendly environment. It enables the decision makers to ascertain which group needs to more targeted. It always provides the expedient to the customers and always saves the expenditure to the banks. The present study is only focusing and examining on the geographical area of the customer and how they adopt the green banking environment.

Research Methodology
The present study is tested by the following methodology

Data Collection
The primary data is collected through the questionnaire method and secondary is collected from the journals, newspapers, magazines.

Sampling Techniques
1) Judgmental Sampling: Judgmental sampling is a non-probability sampling technique where the researcher selects units to be sampled based on their knowledge and professional judgment.
2) Convenience Sampling: Convenience sampling is a non-probability sampling technique where subjects are selected because of their convenient accessibility and proximity to the researcher.

Statistical Techniques
The Analysis of Variance, popularly known as the ANOVA, is used in cases where there are more than two groups. In order to test the null hypothesis, Analysis of Variance and Post hoc Multiple Comparisons test has been applied. To test the equality of variance among various geographical locations, Levene test has been applied.
Data Analysis and Interpretation

The descriptive analysis of mean usage of green banking products used by the customers across various geographical regions have been shown in the table 1. The descriptive statistics shows that the usage of green banking is high among the urban area customers and the second place is goes to the semi urban people and the last stage is goes to the rural people. The standard error of the mean score for each group is between one and two, which is consistent and moderately low.

To test the hypothesis is usage of green banking products independent of geographical location, ANOVA test has been conducted. The $P$ value of chi-square statistics is found to be 0.039 (less than 0.05), which reject our null hypothesis that usage of green banking is independent of Age. Since, ANOVA test assume variance is equal across various group age group, therefore, to test the equality of variance, Leven test has been applied. Our results show that the usage of green banking products is not same across various geographical locations.

Chart 1

Green Banking Products
1. Online banking
2. Green credit cards
3. Green saving account
4. Green loans
5. Mobile banking

Issues in Green Banking
1. Diversification Problems
2. Startup Face
3. Higher Operating Cost
4. Reputational Risk
5. Credit Risk

Prospects of Green Banking
1. Using organizational resources with responsibility.
2. Keeping the world livable for a long period of time.
3. To minimize paper works as much as possible inside and outside the bank.
4. To achieve cost and time efficiency.
Conclusion

In today’s world of business many innovative technologies has been used in various sectors. All the human beings are making their life as a friendly environment; the same system is followed by banking sector. The green banking method is used to reduce the cost and make the business into ethical one.

The present study finds that the urban area is more tending towards green banking products than the semi urban and rural area. Therefore the present study finds that there is more of need to create awareness and knowledge about the green banking products and adoption towards the rural area customers.

References
A Study of Consumer Preference Towards Online Shopping

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Introduction
21st Century is an era of digitalization, where everything is available online from groceries to gadgets. Consumers today are cognizing the benefits of digitalization and asking for more personalized authority. Consumers in metro cities are mostly prefer to purchase their products in online retail, as well as the non metro peoples also slowly adopted to purchase through online marketing. This is impart to increase of internet penetration over all metro cities as well as the non metro cities shopping online on apps are becoming a new trend in the Indian market. The recent survey by Criteo, the performance marketing Technology Company, Nearly 74 percent of consumers living in India have installed two to five online shopping apps on their Smart phones. Consumers living in Bangalore, Mumbai, and Delhi are the highest percentage of preference for online shopping in 2017. Seeing this noticeable change in consumer behavior e-commerce website is improving their policies and coming up with new ways such as attractive EMI options or no cost EMI options which enhances affordability factor for the consumers.

Objectives
- To know the kinds of factors motivate the online purchase
- To identify the types of goods purchased through online
- To study the barriers to online shopping

Key Factors Motivating Purchase Decisions
Some elements are influences to motivating the consumers are the prime importance to big corporations, businesses and entrepreneurs. In the following points are induced to purchase the browsers.

Convenience of Buying
This means the flexibility of the consumer while shopping online. This creates the consumer independence that break all the barriers to geographical boundaries and time limit permit.
the consumer to shop anytime, and anywhere. Many online business and market places provide the numerous types of services such as EMI, cash on delivery to take the consumer a step to deliver their quality service at their door steps. Online purchase authorizes the consumers to make comparison of the prices easily and browse through various category of products right in front.

**Time-Saving**

We have concentrates the consumer conveniences to make an online purchase. This facilitates of saving time, and browsing quickly also motivates to shop online. It is one of the most powerful influential factors of online shopping. This gives the consumer to reduce effort and time to make a purchase.

Some of thoughts argue that the online shopping cannot be eliminate the time consumption for the delivery of the goods to reach, but here, it is to be elaborated that the time saved means the elimination of time taken to go for shopping to the stores physically, and restriction to make a analysis and the study of product at the time of purchase.

For example, a person can order a product from one country to another country. (i.e.) X Living in India can purchase any kind of goods in America, and can carry out the research and analysis before the purchase of product. But the existing consumers who have the experience of online shopping can know the time saving.

**Website Design**

“A good face makes the sale.” This is to be sure that the well-designed website is one of the most powerful motivations of online business. It is more proactive business and app induces the consumer to make purchase more and more. A fully equipped website is one of the drives to interact between the consumers and the business adds to create a motivation.

**Ensure Security and Privacy of Data**

The major problem for the online consumers is the privacy, and security. Money transaction, and credit card information need the security. So the e-shopping provide the safe and secured transaction at the same time it increases trust and reduces the risk. To avoid the insecurity the shoppers allow some more alternatives like cash on delivery or money back greenness to reduce the fear. Online are increases the usage of internet. It playing a critical role of understand and analyzing the customers’ expectations to sell a product with the help of marketers and advertisers.

**Best Selling Products**

Online shopping has brought us the opportunity of buying products through e-commerce retailing. There is lot of products being sold through online and generating more revenue by the following companies like Amazon, Flipkart, Alibaba, EBay, Snapdeal, Ajio, etc.

Some top sold products through ecommerce websites are as follows. These are largely influenced in the market creating trends and innovation. The following are some best selling products through online of all the time in India.

**Apparels**

From 2015 we have seen the apparel business started to build up in e-commerce. And then it is continuously increasing in numbers. E-store has included readymade garments and clothing apparels along with other customization to improve distinctiveness among the rest of things. The numerous designs of fashion clothing attract the wider range of the youngsters and getting huge level of orders. This is making to stand in top pest place of online marketing.
Consumer Electronics

Smart phone takes the first place in online marketing. India’s leading e-marketing giants like Amazon, Flipkart, and Snapdeal have been sold more than 5 Million units of Smart phones in last two years. The next place has been taken by the other accessories of computers and laptops, power bank, pen drive, digital cameras etc. The usage of technology improves the demand for consumer electronics goods. That is quite unstoppable.

Footwear

Online is the best place to find footwear. Most of the youngsters are highly interested in buying their footwear’s like shoes, sandals, slippers, sneakers, etc. through online. We can also search the top brands that are quite popular among customers. Now a day it is very easy to get the cheap and best product.

Food, Health and Beauty Supplements

Now a day people are particularly concentrating the diet and nutritional products. They often searching the weight loss products, branded green tea, solution for hair loss, health mix and other healthy product. Grocery also very quit common in leading products. The millions of working peoples approach the e-commerce to purchase the grocery items.

Jewellery

The Indian ladies are mostly searching the jewellery items, especially gems, pearls and stones ornaments. This is best retail shopping having a wide range of varieties. This creates more interest to select the perfect piece of ornaments that cannot be seen in any local market.

Fashion Accessories

The fashion accessories are very popular in online. Most of the shoppers like to wear the matching colours of Purses, Bags, Cell Phone covers, hats, belt, and travel accessories. These products are available in least cost, and unbelievable verities.

Toys and Video Games

The children’s are very interesting to play with Toys, and Videos Games. So the parents are offering the toys through online because this is only posible to find over the enormous of varieties. The snake and Ladder game is very popular, and never faced shortage of sales. This express the toys market is one of the leading in online sales.

Kitchen and Home Furnishing

People are very eagerly to decorate and apply innovation of their house. This is trends to create the online sale of skyrocket, screen cloths, kitchenware, and furniture. The interest of the consumers in India is continuously increased to furnishing their Dining room, Bed room and Bath room.

Other Trending Categories Best Purchased Online

Subscriptions

Online subscriptions are another one of the leading in Indian consumer market. The researchers, trainers, education institution institutions approaches the online subscription to equip the knowledge from Magazines, Newspapers, e-journals, e-books, software, Music’s & Videos. Online certificate courses and training lectures are also available in any time from online marketing.
Handmade Goods
Some people are very gracious to purchase the hand made things. The Indian e-stores offer a large range of items to shop the handcrafted products, and handmade goods.

Common Problems Faced by Customers While Shopping Online
Quality Issues
The largest problem happened during the online purchase that there is no guarantee of the quality of product. The reviews say that there are no reliable goods, and assurance of products can purchase through e-stores. The fraudulent sellers are misleading the customer to increase the sales. This is reflecting among the consumers getting fear to purchase. The size and qualities of the cloths and footwear’s having the lot of drawbacks. Selecting the size before buying can be varying from brand to brand. So this reduces the rating of the online purchase.

Delivery and Logistics
The difficult situation almost creates constantly during the delivery of the ordering products. The details collecting by the e-commerce sites are not always accurate. There is not able to fix a particular time to deliver the product to the employers and working peoples and peoples who are not contact at the time of delivery. Another problem is in India vast of the people are living in rural and III tier cities is not having the e-commerce sites to provide delivery services, and to identify the buyers locations

Digital Payment Failures
These days the customers are using the debit card, credit card, net banking, and some e-transaction services. In India we are not having the proper net connections in all the places, and all the times. So this can be creating failure of the digital payments, because one can wait nearly 7-8 days to transfer money from the buyer to seller. The same critical situations are happening during the repayment of money to buyer. This is occurrence of the faulty net connection.

Additional Charges
You can see the additional charges can be collected by the all e-commerce sites is the leading problem. Sometimes when you purchase the multiple products in a same site can be charged individual shipping charges. This is the great deal of the online shoppers. This makes more money spent for shipping charges when your order is not enough for free shipping.

Unclear Return and Guarantee Policies
Through the online purchase there is quite common to return policy of the goods which is low quality in every established e-commerce companies. But most of the e-sites are having very vague return policies. This situation impacts to leave the return policy, because there is no way of return but we have to accept the low qualities of products to use.

Lack of Security
The major problems faced by the internet can be rectified and eradicated by the cyber crime. At the same time all e-commerce sites they collected and recorded all personal details needed to sale the offered goods through online. The details like name, phone number, bank details, address, email Id, etc. unless the sites are strict to maintain the details the cyber security measures your data can be falling into the wrong hands it can be cause to disasters in your bank account. For this case only the well established sites playing very big role to secure the data’s and apply the safety
measure to protect the customers details. But in the numerous of smaller sites are not at all to giving the importance to secure the details. If over all sites can concentrates these issues they will surely improve their sale in all views of the customers.

Conclusion
Online shopping has become the rapid growth of last ten years. This can be done through the utilization of the net services. For this busy world the online shopping can be very convenient and suitable one. At the same time there is also having some problems. The consumers are normally having the different lifestyle and behavior. When they are shopping online than offline, they have been exhibit different buying behavior. This is shows the preference of the consumers makes change in offline can get remain successful. The powerful motivating factors seen in this study were the convenience and customer service which drives the people to purchase online shopping. As a result of today they are buying home appliances, electronic gadgets, medicines, Jewellery, Apparels, movie tickets, etc. are the dominant things on web site driving up to an online store.
A Study on “Data Analysis – the Impact of Technology on Humans and Human Society”

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Idhaya College for Women, Sarugani

Abstract  
The purpose of this article is analyzing about human being’s current situations, behavior, expectations, stress and work-life balance based on technology. Technology, a word which occupying almost all the area of human’s life. Nowadays, we are living in a techno world. So, obviously, human’s life depends on technology and technology takes a impacting role in human’s life. Analysing about human beings is a difficult one because everyone has different ideas, expectations, family situations, opportunities, emotions, capacity, etc. So studying about human beings is studies of mass uniqueness. This article attempts to analyze the human’s behavior, work-life balance, stress and the major impact of using technology especially by students and employees in Sivaganga region. For this study, 100 samples were selected from the students and employees from various colleges and sectors respectively. This study was done by direct survey method using a questionnaire to understand and analyze the current human practices because of using technology. It will give a fabulous solution for our human researchers that how to handle the human beings based on their current human practices and capacity because of technology in globalization and cross-cultural world.

Keywords: Human Practices, Technology, Current Data, Sivaganga

Introduction  
In today’s context technology is a very important one. It has become part of human life. There are various changes in human behavior today due to the technology. Without technology, the situation has not come to function in any field. All humans have started to believe in technology more than they believe in and their friendships. Humans spend more time with technology. These kinds of activities affect their behaviors too much. It makes maximum of changes in human beings’ habits and behaviours. With the arrival of technology, humans are trying to get anything easier and they do not want to get into trouble. Today they post each of their posts on social networks to attract others. Social Technology has created a condition that we can no longer live without technology. Networks today make all human beings addicted. Our behaviors are totally incompatible with our ancestors. Technology has completely transformed human’s education, food habits, culture, style, thought, civilization, love, friendship and conversation methods. In this study students and employees from Sivaganga region are concentrated to research.
Objectives of the Study
- To study the human’s dependency level on technology.
- To study the work-life satisfaction because of technology.
- To study the social network’s role in human society.
- To study the stress level because of technology.

The Methodology of the Study
- Sampling Design: Convenience sampling.
- Research Design: Descriptive research
- Primary Data: I collected primary data from the skilled workers and college students of Sivaganga region, Tamilnadu.
- Secondary Data: I collected secondary data from various journals and websites.
- Sample Size: The sample size is 80, as out of 100 questionnaires distributed to skilled workers and college students of various disciplines. I got only 80 data without any errors.
- Limitations: Constraints on time, availability of respondents, college restrictions, personal and psychological barriers occurred during the survey may affect the accuracy of opinions of the respondents and costs have influenced decisions on the study of sample size.

Analysis and Interpretations

Table 1 Socio-Demographic Profile of the Respondents

<table>
<thead>
<tr>
<th>S.No</th>
<th>Variables</th>
<th>Particulars</th>
<th>No. of Respondents</th>
<th>% of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Age</td>
<td>17-20</td>
<td>29</td>
<td>36%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>20-25</td>
<td>29</td>
<td>36%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>25-30</td>
<td>9</td>
<td>11%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>30 and above</td>
<td>13</td>
<td>16%</td>
</tr>
<tr>
<td>2</td>
<td>Gender</td>
<td>Male</td>
<td>37</td>
<td>46%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Female</td>
<td>43</td>
<td>54%</td>
</tr>
<tr>
<td>3</td>
<td>Marital status</td>
<td>Married</td>
<td>31</td>
<td>39%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Unmarried</td>
<td>49</td>
<td>61%</td>
</tr>
<tr>
<td>4</td>
<td>Discipline</td>
<td>Students</td>
<td>37</td>
<td>46%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Employees</td>
<td>43</td>
<td>54%</td>
</tr>
<tr>
<td>5</td>
<td>Location</td>
<td>Village</td>
<td>38</td>
<td>53%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>City</td>
<td>42</td>
<td>47%</td>
</tr>
</tbody>
</table>

Table 2 Nowadays Human Beings Highly Depend on Technology

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highly Agree</td>
<td>21.25%</td>
</tr>
<tr>
<td>Agree</td>
<td>37.05%</td>
</tr>
<tr>
<td>Neutral</td>
<td>23.75%</td>
</tr>
<tr>
<td>Disagree</td>
<td>8.75%</td>
</tr>
<tr>
<td>Highly disagree</td>
<td>8.75%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>
### Table 3 Satisfaction of work-life balance because of technology (according to employees & college students in Sivaganga region)

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highly Satisfied</td>
<td>26.25%</td>
</tr>
<tr>
<td>Satisfied</td>
<td>21.25%</td>
</tr>
<tr>
<td>Neutral</td>
<td>37.5%</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>11.25%</td>
</tr>
<tr>
<td>Highly Dissatisfied</td>
<td>3.75%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

### Table 4 Using social networks rate in human society (according to employees & college students in Sivaganga region) (Table – 4)

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily</td>
<td>87.5%</td>
</tr>
<tr>
<td>Weekly</td>
<td>7.5%</td>
</tr>
<tr>
<td>Monthly</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
Today, human society use social networks for current updates and entertainment (according to employees & college students in Sivaganga region) (Table – 5)

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Current Updates (%)</th>
<th>Entertainment(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highly Agree</td>
<td>11.25%</td>
<td>33.75%</td>
</tr>
<tr>
<td>Agree</td>
<td>47.5%</td>
<td>15%</td>
</tr>
<tr>
<td>Neutral</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td>Disagree</td>
<td>7.5%</td>
<td>31.25%</td>
</tr>
<tr>
<td>Highly disagree</td>
<td>18.75%</td>
<td>15%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Nowadays, Human beings spend more time with technology (according to employees & college students in Sivaganga region) (Table – 6)

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highly Agree</td>
<td>16.25%</td>
</tr>
<tr>
<td>Agree</td>
<td>28.75%</td>
</tr>
<tr>
<td>Neutral</td>
<td>28.75%</td>
</tr>
<tr>
<td>Disagree</td>
<td>16.25%</td>
</tr>
<tr>
<td>Highly Disagree</td>
<td>10%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>
Today, human beings affected by different kind of health issues because of technology (according to employees & college students in Sivaganga region) (Table – 7)

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highly Agree</td>
<td>38.75%</td>
</tr>
<tr>
<td>Agree</td>
<td>22.5%</td>
</tr>
<tr>
<td>Neutral</td>
<td>12.5%</td>
</tr>
<tr>
<td>Disagree</td>
<td>12.5%</td>
</tr>
<tr>
<td>Highly Disagree</td>
<td>13.75%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

Findings
1. According to the result of table-2, nowadays our human society highly depends on technology. From our data, there are 37.05% & 21.25% of respondents agree and highly agree respectively.
2. According to the result of table-3, there is no positive impact occurs in work-life balance because of technology (37.5% of respondents select the neutral option).
3. According to the result of table-4, 87.5% of respondents using the social networks daily. It shows the human society’s addiction level.
4. According to the result of table-5, nowadays the human societies highly use the technology for current updates & entertainment. It leads indirectly to depression.

5. According to the result of table-6, Human beings spend more time with technology. 28.75% & 16.25% of respondents agree and highly agree respectively.

6. According to the result of table-7, today, human beings affected by different kind of health issues because of technology (38.75% & 22.5% of respondents highly agree and agree respectively).

7. Recommendations:

8. The use of technology for entertainment must be reduced to a little bit.

9. Everyone should be aware about the negative impact of technology.

10. Yoga and meditations are the best medicine for stress.

11. We must allocate our time for family and friends and for nature.

12. We need to learn how to stay away from technology.

13. Physical health and mental health are important for our behavior.

Conclusion

In today’s environments, humans depend on technology in all their activities and needs, such as cultural activities, entertainment, sports, relationship, conversation, business, education, medicine, science, telecommunications, transport, etc. It makes maximum of changes in human beings’ habits and behaviors. nowadays, comparing with our ancestors, humans have a lot of changes such as low physical work, lot of health issues, stress related problems, lack of memory capacity, over expectations, behavioral changes. The technology has given people more benefits and has reduced their workload and waste of time. At the same time, people’s mental health and physical health have greatly decreased, which has resulted in overwhelming changes in people’s behavior, affecting their activities and culture. If the technology is used only for work and purpose, this position can be reduced to the maximum. Technology should be seen as a tool without seeing the part of life. People’s habits are dependent on their physical and mental health, so people should reduce their dependence on technology and they should spend equal time for work and life.

References

http://www.project2061.org/publications/sfaa/online/chap7.htm
https://www.aha-now.com/negative-effects-of-technology/
https://www.pcalaw.com/5-ways-technology-changing-human-behaviour/
“Productivity and Financial Health Analysis of Tamil Nadu Co-Operative Sugar Industries: A Study”

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Idhaya College for Women, Sarugani

Abstract  
The present study title entitled on “Productivity and Financial Health Analysis of Tamil Nadu Co-Operative Sugar Industries: A Study”. Its help to evaluate the sugar industries of Tamilnadu especially in financial viability, profitability ratio, long term solvency ratio, current asset, liquidity ratio and efficiency in asset utilization of the sugar companies operating in the state of Tamil Nadu during the financial year between 2008-2009 and 2013-2014. The Sugar industries are basically depending upon the agricultural production, geographical and climate conditions of a State. Knowingly the researcher made attempt to assess the sugar industries whether financial performance and the productivity level based on the season, climate conditions, geographical area wise they are strong or not in Tamilnadu.

Keywords: Sugar Industry, Productivity, Financial Performance

Introduction  
The focusing of productivity and financial analyses are playing a vital role to determining the financial viability of any companies. The analysis of financial statements is a process of evaluating relationship between components of financial statements consists of Profit and Loss Account and the Balance sheet to obtain a better understanding the level of firm’s financial position. It helps to take important decision of the concern especially in the long term debt commitment or financial distressed, a sugar industry uses its physical assets effectively, utilization of available fund into the effective manner and the optimal financial mix maintained by the concern. These are enlightening to earn higher profit with lower level of risk.

Sugar Industries in Tamilnadu  
Sugar industry has great significance to the economy of India. It plays an eminent role in the Indian economy due to its multiple contributions in the shape of employment and provision of raw materials to other industries. The growth and performance of sugar industries in Tamilnadu are impressive and they are significantly related to the government policy as well. The national and international scenario in terms of production and improvement in
technology also stimulated the growth factors in Tamilnadu. Since most of the sugar industries are located in and around of rural areas, improved facilities of transport and communication provided for the factories benefit surrounding rural communities too. Therefore sugar industry is best suited for promotion of rural transformation in Tamilnadu.

In the recent days Sugar industry has been begins the export business with other countries and earns more foreign exchange. Tamilnadu is the major sugarcane growing state contributing more production in India. Tamil Nadu Co-operative Sugar Industries has been registered as a State Level Co-operative Society under the Tamil Nadu Co-operative Society Act on 11.11.1961. All the Co-operative and Public Sector Sugar Mills in Tamil Nadu are the members.

Statement of the Problem
Sugar is a consumer product; it comes under essential commodity act and every person, whether rich people or poor people, is paying attention in its accessibility with adequate quantity and at a realistic cost.

The Co-operative Sugar industries actively contribute in development of state as well as Indian economy. It covers 4.4 lakhs acres of cultivated area and crushing 256.38 million tons of sugar cane, further it provides employment opportunities to 2.8 lakhs of people of Tamil Nadu. Its production, fixation of price and overall managerial affairs are controlled by Government of Tamil Nadu. In a particular situation, the price is fixed on the basis of last year trends in production, its cost and other economies of previous years. Hence the sugar Industry particularly Co-operative Sugar Industries in Tamil Nadu have incurred heavy losses.

Study of the performance of these cooperative sugar industries will offer valuable feedback for strengthening them and will provide guidance in shaping the approach and policies for rural development, in general and agro - industries in particular.

Scope of the Study
“Productivity and Financial Health Analysis of Tamil Nadu Co-Operative Sugar Industries: A Study” is made an attempt to examine the various fiscal aspect of sugar industries. It examines a variety of aspects such as liquidity, solvency, turn-over, efficiency, long term debt and etc. during the study period. It is an explicit study which is restricted to financial aspects only and it’s purely based on the secondary data which also limits the scope of the study. The present study expresses the fiscal position of the sugar industries in Tamil Nadu for the study period and offers a valuable feedback for strengthening the sugar industries.

Objectives of the Study
The present study aims at diagnosing the financial conditions of the Tamilnadu co-operative sugar industries in order to develop remedial measures, if required, for strengthening the finances of these mills. Specific objectives of the present exercise are to
1. To measure the production and sales performance of the sugar industry.
2. To evaluate the profitability of the selected sugar industry.
3. To measure the financial health of the sugar industry.
4. To identify the factors influencing financial health conditions.
5. To suggest suitable measures for the development of Sugar industries.

Methodology
The present study fully based on the secondary data. They are collected from the Annual reports of Tamilnadu Co-operative Sugar Industries, audited report of concern sugar mills, journals, books
and websites. The purpose of this study is to examine and evaluate the profitability, liquidity, long term solvency position and efficiency in asset consumption of sugar companies under study and to offer findings and suggestion to improve the financial position of sugar companies.

The tool used for the study includes Motaal’s Comprehensive Test Z – Score Ratio, Ratio Analysis, Trend Analysis, Comparative Financial statement, Common Size statement, and Correlation and to understand the actual financial position, trend projection made to projected for the following forthcoming years based on the actual position.

Review of Literature

The researcher undertook a study of literature pertaining to sugar industry in order to find out what had already been done in this field and to identify those aspects, which expected inspection. The following are the reports, books and articles consulted by the researcher;

Narayana swamy (1989) studied the determinants of the capital structure of the Co-operative Sugar mills and Co-operative Textile mills. The author has demonstrated positive co-relation between the cost of capital and leverage. Excessive dependence of the sugar Co-operatives on loans resulted in high level of leverage and consequent high cost of capital leading to poor profitability. He has recommended that the Cooperative sugar mills should reduce dependence on loan finance through liquidity management and plough-back.

Sharma (1990) carried out a study, “Dynamics of Sugarcane Production in Vindhya Plateau of Madhya Predesh”. The study shows that sugarcane area and productivity decreased. It also stressed the need for improved technology, better extension techniques, introduction of low cost technology and over and above there must be increased irrigation facilities.

Durai (1990) in his experimental study, “Studies on Weed Control in Sugarcane” investigated the loss of cane yield due to weed infestation. It reveals the efficacy of herbicides in controlling weeds in cane fields.

Nandhagobal (1990) carried out a field study,” Performance of Promising Sugarcane clones for Early and Mid Late Seasons” points out that cane yield differs in early seasons and mid-late seasons.

Rejeswar Rao (1990) in article “Sugar Industries an Investigation” has analyzed the sugar policy and its impact on sugar industry. They have examined control, decontrol and partial controls, imposed by the Government on sugar industry over the past 40 years and the impact there of on various groups involved viz., the farmers, manufactures and consumers.

Mohan Rao (1991) in his study, “Energy conservation leading to Successful By-Product Industries” suggests the ways and means of utilizing some of the byproducts of the sugar industry and shows the scope for the further development of by product industries in India.

Ashok Kumar (1991) in their study, “Effect of late Application of Growth Regulators on Sugars” reveal that application of growth regulators in January altered the physiological status of stubble buds, gave better sprouting and yielded a good Raton crop with more sucrose in cane juice.

Rane (1998) in his article, “Opportunities and Challenges for Indian Sugar Industry in the 21st Century” highlights the achievements of sugar industry to the Indian Economy and target of sugar production in future. The article also underlines the potentialities and the application of established technologies through extension methodology to increase cane yields. Thirumurugan (2001) conducted a field experiment on, “Effect of time of Planting on Incidence of Yield and Quality” found out that effect of time of planting gives different yield. It revealed that the crop planted in January recorded the highest cane yield, whereas July planted crops recorded lowest cane yield. Senthil (2001) carried out a study, “Evaluation of Distillery Effluents in the Management of Red Rot of Sugarcane”. It revealed that Red-rot disease of sugarcane caused serious concern to the
farmers and mills in Tamil Nadu. The suitability of distillery effluents for irrigating the crop to manage the disease and their impact were investigated.

Joshi (2001) in their article, “Impact of Agriculture Research-Some Evidences”, gave a picture about the Sugarcane Breeding Institute Coimbatore which developed several varieties of sugarcane giving 50 percent improvement in sugarcane yield and 0.9 Percentage improvements in sucrose.

Desai (2001) in his article, “Sugar Industry in India” gives a comparative statement of Sugar production and price of sugar in India and the whole world. He also suggests the utilization of co-products of sugar.

Kannadhasan (2007) in his article entitled “Measuring Financial Health of a Public Limited Company Using Z Score Model-A Case Study” ascertained the financial health of Wendt (India) Limited company and its consistency in financial performance for five financial years from 2001-02 to 2004-05. The research findings are that the company is maintaining good financial performance throughout the study period.

Sam Luther (2009) has undertaken a study entitled “Liquidity Risk and Profitability Analysis: A case study of Madras Sugars Ltd” and has highlighted how the company had achieved adequate liquidity, risk minimization and profit maximization. The objectives of the study are to measure and evaluate the liquidity position of MCL, to assess the correlation between liquidity and profitability and to assess the trade-off between profitability and risk for a period from 1994-98 to 2004-05. The relationship between liquidity and profitability are measured by computing spearman’s rank correlation co-efficient. The author, by using t-test, has concluded that there is a liner relationship between liquidity and profitability. It is also concluded that the high degree of aggressive policy adopted by MCL has made a negative impact on its profitability.

Somannavar (2011) in his article, states that “Indian Sugar Industry is Competitive”. He concluded that the strong infrastructure build up, co-ordination between the centre and state governments, dialogue between the firm and the farm sector, future based R&D, government co-operative sector, proper utilization of the by-products and able trade policy have been the essentials to make the Indian sugar industry globally competitive.

Findings
Liquidity Ratio
It was revealed that the overall performance of the Bannari Amman Sugars shows with 1.65 as average current ratio, whereas Rajsree Sugars shows the low with 0.89 during the research study period. And also founded that the overall performance of EID Parry was gets 1.32 liquidity ratio whereas Ponni sugars got low at 0.39 against the standard norms.

Productivity Ratio
It is an average measure of the efficiency of production. It can be expressed as the ratio of output to inputs used in the production process, i.e. output per unit of input. Outputs and inputs are defined in the total productivity measure as their economic values. The value of outputs minus the value of inputs is a measure of the income generated in a production process.

The overall performance of the sugar mills both by the State and national level was far from being satisfactory during 2011-12 and 2012-13. During 2012-13, sugarcane crushing season (October to September), there were 46 sugar mills in the State of which 16 in co-operative, 3 in public and 27 in private sector.

Totally, 43 sugar mills (16 mill co-operatives, 2 in public sector and 25 in private sector) were functioning. Registered sugarcane area increased from 2.62-lakh hectare in 2011-12 to 2.93 lakh hectare during 2012-13 crushing season registering a moderate growth of 1.18 per cent. However,
the cane crushed by the sugar mills declined from 254.55 lakh tonnes in 2011-12 to 14.57 lakh tonnes in 2012-13 recording negative growth of 15.71 per cent.

Table 1 No. of Sugar Industries in Tamilnadu

<table>
<thead>
<tr>
<th>Particulars</th>
<th>2011-12</th>
<th>2012-13</th>
<th>2013-14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total number of mills</td>
<td>46</td>
<td>46</td>
<td>46</td>
</tr>
</tbody>
</table>

Source: South India Sugar Mills Association, Chennai-35

Figure 1 No. of Sugar Industries in Tamilnadu

Table 2 No. Installed Crushing Capacity in Tamilnadu

<table>
<thead>
<tr>
<th>Particulars</th>
<th>2011-12</th>
<th>2012-13</th>
<th>2013-14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Installed Crushing Capacity (Tonnes Crushed Per Day)</td>
<td>139900</td>
<td>139900</td>
<td>139900</td>
</tr>
</tbody>
</table>

Source: South India Sugar Mills Association, Chennai-35

Figure 2 No. Installed Crushing Capacity in Tamilnadu
Table 3 No. Sugar Cane Utilization

<table>
<thead>
<tr>
<th>Particulars</th>
<th>2011-12</th>
<th>2012-13</th>
<th>2013-14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sugar Cane Utilization</td>
<td>254.55</td>
<td>214.57</td>
<td>171.00</td>
</tr>
<tr>
<td>(lakh tonnes)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: South India Sugar Mills Association, Chennai-35

Figure 3 No. Sugar Cane Utilization

Table 4 No. Sugar Cane Production

<table>
<thead>
<tr>
<th>Particulars</th>
<th>2011-12</th>
<th>2012-13</th>
<th>2013-14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sugar Cane Production</td>
<td>23.79</td>
<td>19.07</td>
<td>15.39</td>
</tr>
<tr>
<td>(lakh tonnes)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: South India Sugar Mills Association, Chennai-35

Figure 4 No. Sugar Cane Production

Table 5 Recovery Rate Percentage

<table>
<thead>
<tr>
<th>Particulars</th>
<th>2011-12</th>
<th>2012-13</th>
<th>2013-14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recovery Rate (%)</td>
<td>9.35</td>
<td>8.89</td>
<td>9.00</td>
</tr>
</tbody>
</table>

Source: South India Sugar Mills Association, Chennai-35
Figure 5 Recovery Rate Percentage

Table 6 Tamilnadu State Advised Price

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Tamilnadu State Advised Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011-12</td>
<td>2150</td>
</tr>
<tr>
<td>2012-13</td>
<td>2350</td>
</tr>
<tr>
<td>2013-14</td>
<td>2650</td>
</tr>
</tbody>
</table>

Source: South India Sugar Mills Association, Chennai-35

Figure 6 Tamilnadu State Advised Price

Long Term Solvency ratio
It was founded that the overall performance of Rajasree Sugars good with regard to Debt equity ratio (14) and Long term debt equity ratio (2.46) and the low in the case of interest coverage ratio (1.96). And also, Bannari Amman sugars get a low degree (0.55) in the debt equity ratio and also founded that high interest coverage ratio (18.32).

Profitability Ratio in relation to sale
It was revealed that the Bannari Amman Sugars get a high value of 98.74 in the operating ration and the EID Parry got the low value of 31.29 during the research studied periods.

And also found that the Bannari Amman Sugars shows the value of 15.07 in the Gross Profit Ratio as good and whereas EID Parry got a low gross profit ratio of 2.24 during the study period.

Profitability Ratio in relation to investment
It was found that the Earnings per share ratio is high with Bannarii Amman sugars Rs.77.85 and the Kothari Sugars got the low earning per share of Rs.1.14 during the study period.
Z-Score

During the study period of the research, according to the Altman’s Z-Score reveals that Ponni Sugars, Bannari Amman Sugars, EID Parry and Kothari Sugars are Healthier except Rajshree sugars.

Especially Ponni Sugars shows healthy zone during the financial year of 2009-10 with a score of 4.29 and Rajshree Sugars shows a insolvency signal during the year financial year 2007-08 whose score is 0.99.

Motaal’s Comprehensive Test

During the financial year 2007-08, the second rank was achieved by EID Parry, Kothari Sugars and Rajshree Sugars. And the following year 2008-09 Bannari Amman Sugars, Kothari Sugars and Rajshree Sugars achieved fourth rank. Furthermore of the year 2009-10, the first rank was achieved by Kothari Sugars. EID Parry and Rajshree Sugars were achieved fifth rank in the year 2010-11. It was reveal that the sugar companies considered for the study are equally doing good.

Suggestion

Liquidity position of all the sugar industries is poor performance, they should take necessary action to improve their liquidity position by the way of maintaining the sufficient current asset and as well the liquidity assets. The following are suggestions offered to sugar industries for their better improvements:

1. To support, encourage and safeguard the interests of its members
2. To provide technical, financial and marketing support and service to its members to improve the wealth of the stakeholders.
3. To assist in the selection of managerial, supervisory and technical personnel’s to its member mills.
4. To assist in standardizing the accounting methods and practices.
5. To assist in securing the necessary financial help from State and Central Government.
7. To promote Research and Development activities on cane development.

Conclusion

In order to motivate and make the Tamilnadu Co-operative Sugar Industries achieve their best, introduced a scheme of Awards to the best performed mills in Production, Marketing, Selling, Exporting and Profitability. The State and Central government must arranging various training programmes and seminars for sharing of technical views among the sugar industries. And also the sugar department undertakes the review of financial and technical performance of the mills every month. It also helps the mills to get the working capital requirement from the Tamil Nadu State Apex Coop Banks, District Central Coop Bank and NCDC. It also helps to financially sick mills by providing short term loans to meet the salaries and other statutory payments at a lower rate of interest.

References

Misra, 1975: The problems of working capital with special reference to six selected public sector undertakings in India over the period 1960-61 to 1967-68.
Study the Problem Faced by Small- Scale Industries

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Idhaya College for Women, Sarugani

Introduction

Small-scale sector plays a important role in the growth of every country. In a developing country like India, this sector is essential. Since independence, small scale units have made significant progress. After agriculture, small scale sector provides the highest employment to the labor force. Since small units are widely scattered, they offer jobs to local people. The small-scale industrial sector in India has been increasing at a very fast scale. Currently, The Government of India provides a lot of facilities to the small- scale industries. Recently the government of Tamilnadu announced a power subsidy to the newly started industries. To encourages the new entrepreneur, the Central Government and the State Government announced a lot of schemes. This paper mainly concentrated on the problem faced by small- scale entrepreneur. Small scale entrepreneur was struggled to survive their business due to various reasons.

Objectives of the Study

1. To analyze the problem faced by small- scale industries.
2. To study the financial needs of small- scale industries.

Financial Requirements

Financial requirements can be classified into two:
1. Equity or risk capital and
2. Loan or borrowed funds.

Loaned Capital can be sub-divided into:
• Long-standing loans and
• Temporary loans.

Equity Capital

A savings by the proprietor of a small unit is the precondition for setting up a unit. The owner has started their business by his own capital and then he collect funds from financial institutions. The proprietor fund are used to purchase the fixed assets such as land and building, plant and machinery, etc. If the owner has sufficient fund to purchase the fixed assets definitely he will earn the good profit.
Otherwise if he depends for borrowed funds to the purchase fixed assets then his earnings may not be adequate to maintain such a liability. In real practice the circumstances is fairly dissimilar. Some time the entrepreneur does not have a adequate funds to start their business. They depend upon the suppliers It is the dealers who take most of the profits and entrepreneurs are left with small funds. Even after many years in work, they are not capable to make enough funds to meet up their day to day wants.

**Loan Capital**

Besides equity capital small- scale units need long-standing and instant loans. Long- term loans are required also to procure permanent assets or for growth and diversification whereas short-range loans are essential for purchasing a variety of inputs and other current wants A sound economic position require that fixed assets should be financed from long-term funds and short-term funds be used for operational capital requirements.

A good quality financial organization will be that where additional investments are from owned capital but outside funds cannot in total be mistreated.

<table>
<thead>
<tr>
<th>Manufacturing Sector Enterprises</th>
<th>Investment in plant and machinery</th>
</tr>
</thead>
<tbody>
<tr>
<td>Micro Enterprises</td>
<td>Does not exceed 25 lakhs</td>
</tr>
<tr>
<td>Small Enterprises</td>
<td>More than 25 lakhs but does not exceed five crore</td>
</tr>
<tr>
<td>Medium Enterprises</td>
<td>More than 5crore but does not exceed ten crore</td>
</tr>
<tr>
<td><strong>Service Sector Enterprises</strong></td>
<td><strong>Investment in equipments</strong></td>
</tr>
<tr>
<td>Micro Enterprises</td>
<td>Does not exceed ten lakhs</td>
</tr>
<tr>
<td>Small Enterprises</td>
<td>More than 10 lakhs but does not exceed two crore</td>
</tr>
<tr>
<td>Medium Enterprises</td>
<td>More than 2crore but does not exceed five crore</td>
</tr>
</tbody>
</table>

**Problems faced by Small Scale Industries**

They are many struggle faced by Small - Scale Industries:

**Poor Capacity Utilization**

The small -scale industries facing the main problem are poor capacity utilization due to the following reasons. Frequent power cuts and not go for alternative generators. If they decided to buy the machinery that will need a huge amount and it occupies a lot of space. Finally, capital is unnecessarily locked up.

**Incompetent Management**

Many of the entrepreneurs start their business without the technical knowledge and experience. They started their business very little thought matters like demand, production level financial availability plant location and future prospectus, etc..

**Inadequate Finance**

Many Small Scale Industries face the difficulty of shortage of money. They are not capable to access the home capital market to increase capital. Banks and monetary institutions involve various actions and rules and regulations to be completed. Even after a long hindrance, the funds to be paid are insufficient.
Raw Material Shortages
The availability of raw material is the biggest problem in small-scale industries. This type of industries can use the local raw material. The scarcity of raw material can affect the production process. Due to the lack of raw material the small-scale industries could not give theirs in time. Several times the price of raw material is also very high. The scarcity of raw material leads to low production, inability to meet the demand and lose their customer also.

Lack of Marketing Support
When compared to the large scale industries, they are less knowledge about the marketing field and identify consumer preference, this is the main cause for market declining. Their production is very low when compared to large scale industries and they are not able to meet out the demand in time. Their area of market is also limited. Recently the small-scale industries facing their competition not only their local marketer but also face in globally. The foreign competitors provide the quality goods at low price.

The Problem of Working Capital
Many small-scale industries face the difficulty of insufficient working capital. Without the proper knowledge and guidance, their production exceeded the demand in this situation capital gets locked in unsold stock. In those circumstances, they do not have enough money to continue the operational expenses.

Problems in Export
If they want to export their product in foreign level means first the small-scale industries must know the consumer behaviour of foreigners, product preferences, currency rates, demand, and rules and regulation of export.
They lack knowledge about the export procedures, demand patterns, product preferences, international currency rates and foreign buyer behaviour. Small Scale Industries are not capable to go through foreign markets since of their reduced worth and be short of price competitiveness.
Many of the foreign countries can export their product to some foreign countries. But in India not much consideration and focus has gone into getting better the sell abroad competitiveness of Small- Scale Industries.

List of Small Scale Industries
- Plastic Products Manufacture
- Bottled Mineral Water Plant
- Printing Business
- Paper Cup Making Business
- Jute, Hemp & Mesta Textile or Basic Metal Products
- Food Processing Business or Vegetables & Fruits products like Jam, Pickles ,etc.
- Soft Drink Making Plant
- Cleaning Washing Powder Making Plant
- Make Liquid Hand Wash Soap
- Restaurant
- Local or Residential Hotels
- The Electronic component or an assembly
The Great Three Loan Offered By India

Working Capital Loan

Working capital is an important one to meet out the day to day business transactions. Working capital means the excess of a current asset over current liabilities. The working capital can be divided into two types a) permanent working capital and temporary working capital. The concerned department can find out which kind of working capital they need. The small - scale industries can get a loan from the financial institution to meet out their working capital requirement. For that, they have to pay the interest. The credit may be secured or unsecured.

Corporate Term Loan

Usually, the term loans are used to start the business or expand the business. This loan can get from the banking companies or financial institutions. It contains a longer repayment period. The interest rate of this share is negotiable.

Term Loan

The term loan was offered to the small - scale industries to buy the fixed assets. The period of repayment for this loan was 1-10 years and a floating interest at 10 and 20%.

Incentives Offered by the Government of India

1. Most backward area capital subsidy
2. backward area capital subsidy
3. Special capital subsidy
4. Additional financial support for employment of women workers
5. funding for modernization and quality improvement
6. Generator subsidy

Conclusion

Small - scale industries are closely related to economic development. It provides employment opportunities to the nearby areas and increases the national income. They have played a very essential role in improvement of manufacturing and export sector. The small- scale industries use the local raw material that’s lead to avoid the wastage of local raw material. Small - scale industries and the new entrepreneur can avail the government subsidy, incentives and grants to get benefit from that. The state and central government of India offered various training programme to entrepreneur.
E-Learning Trends in India a Strategic Perspective

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ECR-Manamai, Thirukazhukundram Taluk, Kanchipuram District, Tamil Nadu

Introduction

The concept of e-learning is very broad, it emerged in early 90s with the support of ICT revolution. It has occupied wide range of activities across sectors and its functions. Also its demand is increasing day by day. It is definitely a growing filed in education and training market. Sangeeta Kakoty, Monohar Lal & Shikhar Kr. Sarma (2011). E-learning system as an electronic system enable the learners by using different tools for different purposes. Learning happens everywhere starting from Kinder Gardens (KG), to higher education institutions including professional training institutions. Now a days even a pregnant women tries to make her child to learn before giving birth to her child. The business organizations of all shorts from Sole Trader to Multi National Corporates and conglomerates are also taking part in e-learning platform. This happens in across the sectors such as primary sector, industry sector, service sector and tertiary sector. Even a farmer listens to multiple sources of electronic media to learn something new, for use in their farming operations for better production, distribution and sustainability. Therefore; now days the concept of e-learning has become inevitable in every walk of life.

Concept of E-learning

E-learning has been demarcated by numerous folks, in several ways. There are two types in e-learning, such as, synchronous and asynchronous. Where the teacher and learner meets at the same time and both the teaching and learning happens simultaneously at a time is called as synchronous. Where the learner is given their own time to access an electronic content and allowed them to learn later at their time disposal, then it is viewed as the asynchronous. The third type of e-learning is an emerging concept, popularly known as blended e-learning; where both the traditional methods and electronic content are in use. It enable the learning much effective Sunil Sharma et al. (2014) & Arun Gaikwad, Vrishali Surndra and Randhir (2015), E-learners use, mobile devices and tabs for delivering part or entire course of a curriculum, invariably in School, Colleges, and Specializes Training Institutes.
The concept of e-learning can be further classified into online mode learning, hybrid/blended mode learning and e-enhancement mode, but only e-enhancement mode is being in use in the Professional and non-Professional Higher Education Institutions.

E-learning in India

Education subject to see changes across countries; India is not an exceptional. Vivekananda, M., Satish Ruvn(2017), by adopting e-learning one can achieve his/her goals of reaching anywhere in the world. And they can reap a maximum benefit from anywhere any time basis. The future will be bright in the regime of e-learning and it will help the learners to save a lot of time; and helps them to spend the time for some useful productive purposes and convert them in to money. Shangeerthana, G. V., Chandrasekar, K.(2016), corporate e-learning is the first initiative in the concept of digital India. Above 80 percent of the IT companies have implemented e-learning in India for their medium of training and development.

Purpose Objectives and Method of the Study

The main purpose of the study is to discuss the evolution, milestones and impact of e-learning in India in diverse demotions in the society. The objectives of this paper is to critically evaluate the strength, weakness, opportunities and threats of e-learning system in India. This paper review paper, purely based on the published sources of secondary data mostly downloaded from e-learning platform. A simple discussion methodology is adopted using a SWOT analysis and McFarlan’s strategic Grid. The analysis forms two fold, the first part presents a detailed analysis of strength, weaknesses, opportunities and threats of e-learning platform in India. The second part makes an attempt to fit the current status in the McFarlan Strategic Grid followed by the concluding remarks.

The SWOT Analysis of E-Learning in India

The World Wide Web (WWW) is being used to improve communication, collaboration, sharing of resources, promoting active learning, and delivery of education in distance learning mode. The patterns of trade, competitions and technological innovation are changing at an ever-increasing rate Hemant Rana, Rajiv, and Manohar Lal(2014). There is exponential growth of knowledge, again, at an ever-increasing rate. There are world-wide social concerns for freedom and general quality of life. Demand for universal access in respect of opportunities for relevant and quality education — especially for economic survival and advantage. In this part a detailed analysis of Strength, Weakness, Opportunities and Threats of E-Learning in India. Arun Gaikwad, Vrishali Surndra, and Randhir (2015), only through enlightening the learning process of a people through multi-faceted programmes, a country like India can achieve its development goals, for which the E-learning is the best option available to achieve these goals. It also a powerful tool to achieve inclusiveness of education in India. The following part of the paper gives a scanning view of the status of e-learning scenario in India.
### SWOT Analysis

<table>
<thead>
<tr>
<th><strong>Strengths</strong></th>
<th><strong>Weaknesses</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Rapid increase in Internet connectivity</td>
<td>1. Lack of number of experts in the field of e-leaning platform</td>
</tr>
<tr>
<td>2. Availability of efficient e-learning infrastructure.</td>
<td>2. The popularity of E-learning is comparatively low in international market.</td>
</tr>
<tr>
<td>3. Emergence of new open mobile platforms and web apps</td>
<td>3. There is always a disparity in demand and supply of learning mends and resources.</td>
</tr>
<tr>
<td>4. Well oriented teachers, professional trainers and learners</td>
<td>4. Learners are informative but not been imparted knowledge on the subject.</td>
</tr>
<tr>
<td>5. Increasing literacy rate and existence of user friendly, interactive interface design</td>
<td>5. Problems of Limited band width and slow speed</td>
</tr>
<tr>
<td>6. Enabling teachers be qualified for handling online courses.</td>
<td>6. Limited interactivity among the learners</td>
</tr>
<tr>
<td>7. Motivates self-learning</td>
<td>7. Lagging behind the standard requirements regulatory bodies of the Government</td>
</tr>
<tr>
<td>8. Opens a new circle of knowledge transfer</td>
<td>8. Increasing financial needs of the government for different schemes</td>
</tr>
<tr>
<td>9. Saves cost for corporate companies</td>
<td>9. Challenge of reaching the rural masses</td>
</tr>
<tr>
<td>10. Flexibility in access of content</td>
<td>10. Lack of sufficient internet infrastructure</td>
</tr>
<tr>
<td>11. Open distribution mechanism</td>
<td>11. Potential for mass delivery</td>
</tr>
<tr>
<td>12. Potential for mass delivery</td>
<td>12. Open distribution mechanism</td>
</tr>
<tr>
<td>13. There are no travel cost</td>
<td>13. There are no travel cost</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Opportunities</strong></th>
<th><strong>Threats</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Acts as an effective tool for development of education sector</td>
<td>1. Challenges the values and ethics</td>
</tr>
<tr>
<td>2. Efficient tool for reaching the unreached</td>
<td>2. Challenge the class Environment</td>
</tr>
<tr>
<td>3. Efficient tool for women empowerment</td>
<td>3. Danger of students being less exposed to the course curriculum.</td>
</tr>
<tr>
<td>4. Efficient tool for raising the awareness of environment</td>
<td>4. Threat of dilution of Teacher student relationship</td>
</tr>
<tr>
<td>5. Means of making a global citizen</td>
<td>5. Too expensive for technically back ward regions.</td>
</tr>
<tr>
<td>7. Assist the Government to communicate its rules and regulation to the public.</td>
<td>7. Threat of misfit of the content.</td>
</tr>
<tr>
<td>8. Bring transference and achieves Public Private Partnership (PPP)</td>
<td>8. Information asymmetry between teacher and learner.</td>
</tr>
<tr>
<td>9. Helps the farmers by providing online consultancy for developing agriculture.</td>
<td>9. Gender inequality issues</td>
</tr>
<tr>
<td>10. Creates virtual learning environment.</td>
<td>10. Technological issues of Internet access needs and deeds.</td>
</tr>
<tr>
<td>11. Creates online platform for meeting teachers and learners</td>
<td>11. Religious and spiritual considerations</td>
</tr>
<tr>
<td>12. Helps a counties to raise the Literacy rate, Education and Economic Development</td>
<td>12. Threat of distraction of attention to both the teacher and leaners</td>
</tr>
<tr>
<td>13. To bridge the gap of demand and supply of educational institutions.</td>
<td>13. Threat of over dependence on technology and losing touch of traditional learning skills.</td>
</tr>
</tbody>
</table>
Strengths

There is an increasing trends of experiences based on Mobil Learning, Game Based Learning and MOOCs, The rapid growth of e-learning environment due to flipped class rooms and e-learning analytics. India ranks second largest country next to US having number online courses. India shares nearly 16 percent of the world’s online courses and offers enormous learning material both at free of cost and on payment (Sunil Sharma et. al. 2014). The government also has taken initiatives for developing online content and sponsors huge money for the same the National Programme on Technology Enhanced Learning (NPTEL) was initiated by seven Indian Institutes of Technology (Bombay, Delhi, Kanpur, Kharagpur, Madras, Guwahati and Roorkee) along with the Indian Institute of Science, Bangalore in 2003. It was sponsored by MHRD Government of India. https://nptel.ac.in/about_nptel.php. E-learning is successful in Multi National Corporates (MNCs) for imparting trainings and enabling efficiency and effective performance. The beauty of E-learning platform is the flexibility in access of content from their own place, anytime, anywhere and as much as they need. Whereas in traditional learning systems the learning tasks are very rigid and most of times the students are must stressed at all levels starting from Kinder Garden KG to Higher Education Institutions. In e-learning platform, there is no need of separate distribution mechanism and infrastructure for each session and with different content. Arun Gaikwad, Vrishali Surndra, and Randhir (2015), a massive training programme can be delivered worldwide at a time without separate author at each platform using the internet infrastructure. It is a sustainable tool of reaching the unreached in the rural areas and motivating the learners for higher education. E-learning as a discipline will definitely support and play a key role in achieving the Government India’s vision on Digital India. Sonia Sachdeva & Kavita (2017), the e-learning system will help the Educational Institutions to better educate the learners and build a knowledge economy through imparting innovative skills beyond the boundaries. Abhiyendra Kumar (2007), India has recorded several milestones in Information Communication Technology (ICT), it has achieved remarkable progress in the field of information technology, Infosys Narayana Moorthy and Sundhar Pichai are witnessing India’s World Leadership of IT Profession in the World Market. Veera Manickam, M.R.M, and Mohanapriya, M. (2016), India has got enough potential for receiving huge amount of material, using online platform. It has become possible with the help of availability computer, laptop, Mobil handsets and tabs.

Weaknesses

E-learning system is gaining popularity in the country but mostly the skilled professionals in the e-learning platform are located in the urban areas that deprived rural masses to get benefitted in e-learning platform. Though India is the second market leader in the world e-learning market there is a drawback of availability of below average number of professionals and teachers in higher education using e-learning modules. Only a few non-professional teachers are using e-learning modules. Sunil Sharma et. al. (2014). The popularity of e-learning among the learners in India is very less when compare to advanced countries. There is always an existence of disparity in access to resources across people from different backgrounds. The e-learning is also not an exception in this. There is an irony that the learners in India may be well informed in general. But they are not well imparted knowledge in the subject. Because there is a lot of dilution of attention especially among the young teaching community and present learners of higher education. They are not able to pay much attention on their subject, therefore they don’t have much grip over their discipline. Thus the students are also exposed to this trend.

In most of the places India faces problems of low band width and slow process therefore we face difficulty when conducting mass online classes, training session and exams. Arun Gaikwad,
Vrishali Surndra, and Randhir (2015), another drawback in the e-learning platform is that in most of the cases, except in contact sessions or on satellite mode, the interaction between the teacher and learner is very less. This cannot be as good as that of the traditional system. The government prescribed certain standards to maintain in all aspects of teaching learning environment. In most of the higher education institutions in India, those standard requirement are not yet fully met. Due to increased population, increased literacy rates, there is a heavy demand for higher education; and there is always a mismatch of demand and supply of education requirements and supply/availability of educational institutions. Therefore the Distance education institutions are established to meet the demand for education requirements. Sunil Sharma et. al. (2014), now the e-learning has come to occupy this market niche. In India, still there is a financial need for the government to invest in e-learning initiatives, to offer for those who are not having access to the e-learning courses. Lack of sufficient appropriate infrastructure in the rural areas is another weakness. Though the villages are well connected with mobile infrastructure; they definitely give exposure on irrelevant information to the needs. Therefore reaching the rural masses with the appropriate content for their overall development is still a question mark and real time challenge. Zahoor Ahmad Lone., (2017), another irony in rural areas is, it is very difficult to find a skilled person to educate the willing learners; and bringing them in to the knowledge society. The sad affair is that the educational institutions in India is still lacking require appropriate information infrastructure and updated the skill inventory among the teachers and trainers Veera Manickam, M.R.M, and Mohanapriya, M. (2016).

Opportunities

Though there are difficulties and weaknesses in e-learning system, it has got good reputation among the urban and semi urban students in higher education. We hope it will slowly reach the unreached. E-learning is an efficient tool and it has the potential for reaching the unreached in the rural areas and motivating the learners for higher education. It is left to them if they are curious in choosing the appropriate content. This will help them for efficient learning. E-learning can be used as an efficient tool to increase awareness on environment peace, culture, social diversity, and increased competitiveness; and achieve the concept of a global village. It deliver the government’s agenda thus it can bring transference; and achieve Public Private Partnership (PPP). Sunil Sharma et. al. (2014), E-learning creates an online platform for meeting teachers and learners by developing and delivering e-content. Above half of the population of the country falls under target market for e-learning platform in the near future. And it helps to achieve growth rate in economy. Arun Gaikwad, Vrishali Surndra, and Randhir (2015), it can be used as an educator and training levels at educational institutions and corporate companies. It can be used to bridge the gap of inequality in demand and supply of educational institutions, thus e-learning has got a potential to serve the unserved. Sanjay Rajpal, et.al. (2008), if the e-learning is utilized properly it will bring in a turbulent changes in the Indian economy. The conventional education system enrolls more number of students if it keeps on encouraging this trend it can’t meet their future requirement. Therefore encouraging e-learning would a potential opportunity to educate the future generation. Vivekananda, M., Satish Ruvn (2017), by using e-learning, even the traditional system of education can also perform better. It can break the frontiers of limited, resources, limited time, limited subject etc., Zahoor Ahmad Lone., (2017), e-learning will bring revolutionary changes by building knowledge economy and help them for socio economic and financial mobility, and Deepshikha Aggarwal., (2009), this will help a student to recollect a content if he misses connection in the sessions due to some reasons. Suprio Biswas & Somnath Hazra (2016), India can be digitally linked under one umbrella. India has got the potential to lead the world by digitalization.
Threats

The ICT revolution in the for internet social media through computers and mobile devices challenges the values and ethics of a country. It’s a challenge for teachers in the classroom because the students are well informed on electronic content. Hemant Rana, Rajiv, and Manohar Lal (2014). Rakesh, H. M., (2014) teachers in most cases are reluctant to change, only a minimum number of teachers are adapting the changes. There is a danger of students being less exposed to the course curriculum and more exposed to the general other aspects. This may spoil the interest of the teachers and demotivate them to focus on their task efficient. This ultimately leads to failure in the learning process. Students may not be patient enough and passionate in listening to the class, this leads distraction in the classroom sessions. This may further disappoint the teachers.

The other dimension of threat is access to some attractive content is too expensive for technically/financially backward regions. Cultural, gender, lifestyle, geographical, religious/spiritual, literacy, disabilities, are the other form of threats. Within the cultural issues category are content, multimedia, writing styles, writing structures, Web design, and participant roles other concern. Information asymmetry between teacher and learner. Gender Inequality Issues challenges the discussing a content. The technology issue of Internet access need Religious and Spiritual consideration, problems of limited band with which slower the process and make the learners frustrate. Deepshikha Aggarwal, (2009) in India the web based learning still faces a problem of bringing success in e-learning due to various reasons. This is quiet common for both government as well corporates. Manu Sood, Virender Singh (2014), it is very important to study the mindset of the students in handling the e-learning resources, though the gender issues has got no influence but most of the case it is case sensitive, the system should be very cautious in framing the mindsets of the learners for better. In most cases there is threat of misfit in the content available in the global market environment. The content available in the e-learning platform may be fit in one part of the world but not necessarily fit the other part. The online market is very rude in selling irrelevant content by convincing both the teachers and learners. They will realize its impotence only after buying such content. Most of the times the students of higher education acquire enormous data and most of them are irrelevant for them. There are thousands of companies across countries coming with lot of stuffs to sell, there plenty of things freely available at free of cost. For the recent past bulk data is availed through mobile devices such YouTube, Facebook. These two are the major players exploiting time of the young learners. This have broken the mental strength of the learners. There is a lot of distraction in the minds of the youth which pull down their strength and energy that leads to poor performance and leads to adverse effects. This dilute their mindset and ultimately affects the social and cultural aspects.

Future Prospects of E-learning in India

India is one of the leading players in the international e-learning amenities and hold the status of one of the prominent IT service provider countries IT enabled services. India is known for a country of well qualified IT service providers professional. India is witnessing a Public Private partnership in providing e-learning experience to the country. Though India has got better internet usage interface and customer acquaintance its customer viability is still a question mark. The government has to take muchupbeat procedure to regulate the financial viability to energize the e-learning environment in India. The Indian Space Research Organization (ISRO) is launching a dedicated satellite for educational purposes Arun Gaikwad, Vrishali Surnda and Randhir (2015). E-Learning in India will grow as desired with a comparative low phase of growth. The use of computers and Mobil devices in education has already been witnessed and which will further be increased. Now the educational institutions are aspiring for increasing Virtual Learning Environment (VEL).
In some parts of the country this VEL has already been initiated. Therefore in a country like India where the literacy rate is very high and people are much exposed to ICT environment and in the midst of well-informed highly competitive environment, there will be a high need for e-learning services for different purposes among different segments of the economy. Hemant Rana, Rajiv, and Manohar Lal (2014). all the sectors of the economy even banking, education, entertainment industries can also learn how to use efficiently the e-learning platform to teach their learners for effectively achieving their goals.

**Conclusion and Suggestions**

(Hemant Rana, Rajiv, and Manohar Lal 2014), in this knowledge economy, the importance is not given for physical assets but the skills they learned and possess to handle those physical assets. If they lack in knowledge, even if they possess physical assets it is very difficult even to manage those assets. In finance perspective, the maximization of wealth will become a question mark without knowledge as resource. (Vivekananda M., & Satish Ruvin 2017), the government should own the e-learning portals so that it can offer for the benefits equitably to all people of all means. Shangeerthana, G. V., Chandrasekar, K. (2016), the success of e-learning depends on several factors, therefore analyzing the appropriateness of the fit in the content, location, time and other factors according to the beneficiaries will determine the success. Partha Pratim Ray (2002), in India it is very difficult to change the socio economic conditions of the students and their parents. The only way to change is providing a uniform standardized education platform which will reach every one without any difficulty. It can be achieved through some nationwide network which will provide equal education to all. Aurobindo Saxena, et. al. (2016), it is important to note that though e-learning is increasing in India; it has got high impact in the urban area preferably in metros, mini metros, tier one and tier two cities. The government is taking initiatives to overcome all these issues. There is an increase preference for online education. Venu Madhav Sunkara & Rajasekhara Rao Kura (2017), the success of e-learning depends on the needs and preference of the learners. Therefore before framing the course the course provider should assess the needs of the learners. Prior knowledge of the learners should be teted before starting the course. Customize the learning experience by assessing persona learning preferences. Ahmad Tasnim Siddiqui, & Mehedi Masud (2012), e-learning should give a quality education using quality parameters. Abhidendra Kumar (2007), India is a country of villages, village economy is the back bone of the Indian economy, therefore villages should be duly included in the process of e-learning which is very much essential for achieving the dream of digital India where lot of urbanization process is happening, if the poor people in the country are neglected then the real goal of digital India won’t be a success. The only solution for achieving the dream of digital India is including the rural India in the main stream and imparting them the significance of e-learning blended with the ethical aspects an its significance. Veera Manickam, M. R. M., and Mohanapriya, M. (2016), there should be a centralize system for implementation of e-learning for efficient inclusion of every one. The government need to concentrate more on creation, monitoring the usage efficiency and measuring the effectiveness on results. Sangeeta Kakoty, Mohan Lal & Shikhar kr. Sarma (2011), by establishing a new standardized system will attract more customers in the market.

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The Growth of Small Scale Industries in India

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Abstract
Small-scale industries in India and abroad exhibited with proficient lustiness and Adaptability in maintaining an unswerving rate of growth and employment accentuation during the global recession and economic slowdown. The Indian economy during the current fiscal years has shown considerable growth performance by contributing to creating livelihood facilities to millions of people, in amplifying the export potential and in enhancing the overall economic growth of the country. As a catalyst to the socio-economic transformation of the country, the SSI dynamically paramount in addressing the national objective of bridging the rural-urban divide, alleviate poverty and generating employment for the deserving community of the country. SSI sector encompasses almost about 80% of the total industrial units in the country. In India, SSI sector occupies 36 million units, contribute to 45% of industrial production, 40% to the export sector through more than 6000 products ranging from traditional to high-tech and employs to about 80 million persons. Hence the small scale industries (SSI) in a developing country like India occupy a distinct place in the industrial structure. Given the vast potential of small-scale industries, the government has given this sector a significant place in the framework of Indian economic planning for economical as well as ideological dimensions.

Definition of SSI: as a unit employing less than 50 employees, if using power, and less than 100 employees without the use of power and with a capital asst not exceeding rs.5 lakhs

Keywords: Small and Medium Enterprises (SME), SSI, Economic development

Introduction
In India, Small and Medium Enterprises (SME) is a generic term used to describe Small-Scale Industrial (SSI) units and medium-scale industrial units. “Any industrial unit with a total investment in its fixed assets or leased assets or hire-purchase asset up to Rs.10 million is considered as a SSI unit and investment up to Rs.100 million is considered as a medium unit”1. Also an SSI unit should neither be a subsidiary of any other industrial unit nor can it be owned or controlled by any other industrial unit. The SSI sector produces a wide range of industrial products such as food products, beverage, tobacco and tobacco products, cotton textiles, wool, silk, synthetic products, jute, hemp & jute products, wood & wood products, furniture and fixtures, paper & paper products, printing publishing
and allied industries, machinery, machines, appliances and electrical machinery. SSI sector also has a large number of service industries. The small-scale sector in India embracing of a diverse range of units from traditional crafts to high-tech industries. The number of SSI working units (registered & unregistered) in India totaled 11.4 million in 2003-04-80.5 percent of which are proprietary concerns and 16.8 percent are partnership firms and private limited companies.

Review of Literature
(Kumar, Selvaraj, & Balaji, 2015) In his article “A study on the development of small-scale industries in Tamilnadu, India” studied the performance of small scale industries regarding the number of units, employment, and investment. He suggested that the lead banks in all districts had a periodical meeting with DIC and SSI associations to assess the nature and type of loan required.

Objectives of the Study
1. To study the Contribution of MSMEs in Country’s Economy at Current Price
2. To find out the policy measurement and new policy of SSI in India.

Importance of SSIs
Economic development of a country is directly affiliated to the level of industrial growth. India has also been striving to enhance the country’s industrial base since independence. The dilation of the industrial sector also leads to transformation in the general standard of living. SSIs have played a vital role in planned development with its strategic advantages of low investment and high potential for employment accentuation. The development of SSIs is being given due importance by the government to achieve the following objectives: 1. to facilitate additional employment opportunities 2. To channelize resources of capital and skills from various parts of the country 3. To provide more equitable distribution of national income 4. To provide an assisting hand to large industries and facilitate them in their work

Category-wise Definition of SSIs in India

<table>
<thead>
<tr>
<th>Classification</th>
<th>Manufacturing Enterprises</th>
<th>Service Enterprises</th>
</tr>
</thead>
<tbody>
<tr>
<td>Micro</td>
<td>Rs. 2.5 million / 25 lakh</td>
<td>1 million / 10 lakh</td>
</tr>
<tr>
<td>Small</td>
<td>50 million / 5 crore</td>
<td>20 million / 2 crore</td>
</tr>
<tr>
<td>Medium</td>
<td>100 million / 10 crore</td>
<td>50 million / 5 crore</td>
</tr>
</tbody>
</table>

Source: Annual Reports, Commissioner, SSI Development Board (2007-2012) * outlay bound in Plant & Machinery

Policy Measurements
• SSIs should concentrate more on internal and specific environment. This means giving observance for heightening accounting procedures, technology up gradation, product promotion and modernization of work culture, etc
• The Government should buy the minimum of 15% of its requirement from SSIs sector
• Reinvest government agencies like SCIDO, TIIC, SIDBI, etc. By rejuvenating their roles
• Technology support for SSI should be reinforced and government assistance for export marketing should be vitalized.
• All rules and regulations relating to SSI should be simplified and comprehensive policies and legislations should be enacted.
• To disseminate information on technology, market, product, etc., an information forecasting council has been set up. Efforts should be channelized to leverage maximum benefit out of this exercise.

• Packing of export commodities is one complex area generating a lot of grievances from exporters. This obstacle should be addressed by fine-tuning our packaging industry

Initiating new policies for SSIs
After consecrating new industrial policy of Rao-Manmohn strategy in July 1991, the government ordained its policy towards the small-scale sector on 6th August 1991. Under this new policy investment limits for tiny units have been reasonably increased from ₹2 lakhs to 5 lakhs, disregarding the location of the unit. The government again extended this limit to ₹25 lakhs with consideration of the recommendation of Abid Hussain Committee. Ancillary units and export oriented-units to ₹60 lakh, 75 lakh respectively. Again on Feb. 7, 1997 this limit was revised and outspread to ₹3 crore for all such industrial unit was abolished. In 1996-97 budget proposals, the Finance Minister had proposed the Small Industrial Development Bank of India (SIDBI) should facilitate reference facilities to State Finance Corporations (SFC) along with commercial Banks. Their financial facilities were available under single window category of SFCs. Up to loan limits ₹50 lakh which was extended up to ₹100 lakh in 1996-97 budgets. Moreover, the different policies and legislations have been launched to protect the unhealthy competition of large scale industries with the SSIs, the policy makers as well as the economic strategists are still engaging for the World Trade Organization. Under the sovereign of World Trade Organization (WTO), the integration of Indian Economy with the global economy has brought much schemozzle over of emerging issues as the gap on capital investment Foreign Direct Investment (FDI) ceiling, interest subsidies, de-reservation of items, technology standardization, etc. For the appropriate growth of the small-scale industries (SSIs) sector, cap priority should be given to financial adherence just like the mother protects her children. Similarly India should shield her small-scale sector; otherwise, the contemporary stalemate of rural employment cannot be restrained.

The Benefaction of MSMEs in India’s Economy at Current Price

<table>
<thead>
<tr>
<th>Year</th>
<th>MSME GVA</th>
<th>Growth (%)</th>
<th>Total GVA</th>
<th>Share of MSME in GVA (%)</th>
<th>Total GDP</th>
<th>Share of MSME in GDP (in %)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011-12</td>
<td>2583263</td>
<td>-</td>
<td>8106946</td>
<td>31.86</td>
<td>8736329</td>
<td>29.57</td>
</tr>
<tr>
<td>2012-13</td>
<td>2977623</td>
<td>15.27</td>
<td>9202692</td>
<td>32.36</td>
<td>9944013</td>
<td>29.94</td>
</tr>
<tr>
<td>2013-14</td>
<td>3343009</td>
<td>12.27</td>
<td>10363153</td>
<td>32.26</td>
<td>11233522</td>
<td>29.76</td>
</tr>
<tr>
<td>2014-15</td>
<td>3658196</td>
<td>9.43</td>
<td>11481794</td>
<td>31.86</td>
<td>12445128</td>
<td>29.39</td>
</tr>
<tr>
<td>2015-16</td>
<td>3936788</td>
<td>7.62</td>
<td>12458642</td>
<td>31.60</td>
<td>13682035</td>
<td>28.77</td>
</tr>
</tbody>
</table>

Source: Central Statistics Office (CSO), Ministry of Statistics & Programme Implementation

Distribution of Enterprises Category Wise (Numbers in lakh)

<table>
<thead>
<tr>
<th>Sector</th>
<th>Micro</th>
<th>Small</th>
<th>Medium</th>
<th>Total</th>
<th>share</th>
<th>Share of MSME in GDP (in %)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural</td>
<td>324.09</td>
<td>0.78</td>
<td>0.01</td>
<td>324.88</td>
<td>51</td>
<td>29.57</td>
</tr>
<tr>
<td>Urban</td>
<td>306.43</td>
<td>2.53</td>
<td>0.04</td>
<td>309.00</td>
<td>49</td>
<td>29.94</td>
</tr>
<tr>
<td>All</td>
<td>630.52</td>
<td>3.31</td>
<td>0.05</td>
<td>633.88</td>
<td>100</td>
<td>29.76</td>
</tr>
</tbody>
</table>

Progression of Small Scale Sector (SSS) in India

It is a trustworthy consideration of great significance and pride that India has distinct starring landmark of its own amongst the developing economies particularly in the sphere of small-scale sector. India has an immense reservoir of scientific and technical human resources, occupying the third position in the global context in the consideration of technical proficient manpower (TPM). Small scale industrial sector received distinguishing attention towards growth and acceleration in the industrial policy measures, announced on August 6, 1991. These policy measures of SSI sector have given substantial focus and observation towards modernization, technology standardization, total quality consciousness (TQC) and human resources development.

Inclusive Performance assessment (IPA) of SSI Sector

<table>
<thead>
<tr>
<th>Year</th>
<th>No. of Units (in lakh)</th>
<th>Products on (Rs. crores) At current Prices</th>
<th>Employment (lakh, nos)</th>
<th>Export (at current Prices) (Rs. crore)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001-02</td>
<td>105.21</td>
<td>2,82,270</td>
<td>249.09</td>
<td>71,244</td>
</tr>
<tr>
<td>2002-03</td>
<td>110.10</td>
<td>311,993</td>
<td>261.38</td>
<td>86,013</td>
</tr>
<tr>
<td>2003-04</td>
<td>115.22</td>
<td>3,48,059</td>
<td>273.97</td>
<td>NA</td>
</tr>
</tbody>
</table>

The small-scale industries have shown splendid progression in their quantity, production, employment and exports. The cumulative number of small scale units has increased from 105.21 lakhs in 2001-02 to 115.22 Lakhs in 2003-04.

The above table lucidly explore that there is some proportion of increase compared to previous years. Similarly, the value of Production of Small-Scale units has gone up from Rs. 2, 82,270 crores in 2001-02 to Rs. 2, 48,059 crores in 2003-04.

The number of individuals employed in small scale units too, has gone up from 249.09 lakhs in 2001-02 to 273.97 lakhs in 2003-04.

Exports from small scale sector account for nearly 35 percent of the gross value of exports from our country. Total value of exports of this sector has increased from Rs. 71,244 crores in 2001-02 to Rs. 86,013 crores in 2002-03.

Small-scale industry is playing a paramount role in the industrial landscape of our country. The growth in employment in this sector over years has been noteworthy. The total value of production of small scale units comes to nearly 40 percent of the total value of industrial output of the country. Over the years an inspiring trend in exports has been observed in the dimension of increase in exports of unconventional products from this sector.

Conclusion

The SSI has emerged as an ever-changing phenomenon and vibrant sector of the Indian economy. At the national level, this sector has performed extremely well and enabled our country to attain industrial amplification and diversification. SSIs have made a portentous endeavor to increase in employment fortunes and productivity prospects. If the potential of SSI is properly harnessed, it can help in accentuating the pace of socio-economic aggrandizement and balanced regional progress apart from creation of employment opportunities.
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Impact of Demonitization in Rural Area & Indian Economy

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Abstract
Demonetization is the process of withdrawal of a form of currency from circulation. The old unit must be retrieved and replaced with a new currency unit. It involves either introducing new notes or coins of the same denomination or completely replacing the old one with the new one which is usually carried out as an ambush on the black market. This study compares and analysis the impact of demonetization and its significance in the economic development of India. Considering the importance and the influence of Indian economy in the global financial markets and the growth rate of India’s GDP, this article attempts to document the purpose demonetization and its impact on the rural economy of India.

Objectives of the Study
• To study the impact of demonetization on rural areas.
• To study the impact of demonetization on Indian economy.

Research Methodology
• The paper deals with the secondary data collected from,
  • Internet
  • Articles
  • Newspapers
  • Case studies

Introduction
When a government withdraws the legal tender rights of any denomination of currency, it is known as demonetization. On November 8th, 2016 Indian Prime Minister Mr. Narendra Modi made announced the demonetization of ₹500 and ₹1,000 banknotes of the Mahatma Gandhi series. The move was enacted under the High Denomination Bank Note (Demonetization Act)1978 and the new notes of ₹500 and ₹2,000 were circulated. There was no change in any other cheque, DD, Payment via Debit and Credit card, etc. At the time of demonetization Indian currency circulation was ₹15.44 lakh crore. The reasons for demonetization are to stop funding of terrorisms, Abolish the fake money problem, Reducing the corruption and Make black money worthless. This demonetization made a vast impact on urban and rural areas economy in India.
Terminology

Demonetization is the act of making a currency unit status as legal tender. It occurs whenever there is a change of national currency: The current form or forms of money is pulled from circulation and retired, often replaced with new notes or coins. In other words, the old notes loses their value.

History of Demonetization in India

In India demonetization has occurred thrice with the first time being before independence and other two times after adoption of Constitution of India on 1949.

12th January 1946 (Saturday)

In 1946, the currency notes of Rs 1,000 and ₹10,000 were neglected from circulation. This ban didn’t have that much impact, as the currency of such higher denomination was not accessible to the normal people. However, both the notes were again introduced in 1954 with an additional introduction of ₹5,000 currency.

16th January 1978 (Monday)

During 1978, the then Prime Minister of India Morarji Desai announced the currency ban taking away ₹1000, ₹5000 and ₹10,000 from circulation. The main aim of the ban was to destroy black money generation in the country.

8th November 2016 (Tuesday)

On November 8, 2016, Prime Minister Narendra Modi announced the biggest-ever demonetization in India. Currency notes of ₹500 and ₹1,000 denomination were collected from public use. It was said that these notes were accounted for 86 percent of the currency in rotation at that time period.

It was also declared that technologically advanced currency notes of denomination ₹500 and ₹2000 would be introduced in limited numbers. However, all the currency in lower denomination will remain unaffected.

Why Demonetization Was Needed

The growth of the cash economy in proportion to the gross domestic product (GDP) – was less than 10 percent until 2001, now it is almost 12 percent. This should be falling down as new banking habits pick up. The cash to GDP ratio must go down, but it has increased. It was also facilitated by growth in high denomination currency (as high as 87 percent) and led to distortions in the economy, especially in real estate, gold prices, usurious lending to small and micro businesses. It also led to partial failure of the banking system.

The fact is the cash economy has moved deep into the Indian economy. Studies show 50 percent of Indian economy is in cash. It does not mean it is an illicit economy, unorganised economy. Ninety percent of employment is attributed to the economy driven mostly by cash. It also resulted in large cash hoardings, transactions between real estate.

So, it had distorted the economy in the last 10-12 years, because of what is called the wealth effect. The high rise of the stock market also contributed to all this. This situation should be handled. Only a bold prime minister could have taken this decision.

Immediate Consequences

Initially, it caused hardships for citizens. People had a hard time withdrawing money from ATMs because most of them went dry. Though they were allowed to exchange their old notes for the valid new currency, it saw long queues outside banks and ATMs. Banks struggled to meet
the cash demands of people, who had to make do with cash of denominations Rs. 100 and below. People scrambled for ‘physical cash’ to pay for goods and services and in fact, deferred purchases altogether which in turn, hit businesses and the country’s economy. The situation came to normal after the introduction of the new Rs 500 and Rs 2,000 notes.

Currency worth Rs. 15.44 lakh crore were banned, and the RBI has found that Rs. 15.28 lakh crore has returned as on June 30, 2017. The results suggest a solid failure and a vast difference would have given the government an estimate of black money. But the report makes it clear that there is no significant black money ‘in cash’ in India or that black money holders made their illegal income legal by exchanging them at bank counters either directly or indirectly. Experts say that the government can still claim success because now the black money holders face the risk of getting caught by the taxman. Demonetisation has encouraged people to embrace digital payments.

Positive Impact of Demonetization in Indian Economy
1. To the extent of the Income Tax Department on the illegal conversion of black money into white money, the revenue to the government will increase in the future.
2. Unaccounted money held as cash which was not productive became productive as it entered the legal system.
3. Funding for terrorism and other illegal activities was controlled because their sources of the fund through black money was stopped.
4. The elections shortly will be more transparent, and election expenses are accountable.
5. Created huge job opportunities.
6. Unproductive black money brought to accountability.
7. It has helped the government in tracking black money.
8. Due to this people deposits their money income in their bank accounts, it will help to the betterment of society, hospitals, education institutions, etc.,
9. It helps the poor people to improve their standard of living through the government schemes.
10. It brought more borrowings to the exchequer, improve inflation outlook and increase India’s gross domestic product (GDP).
11. Revive investment opportunities and give a fillip to infrastructure and the manufacturing sector. It will help reduce interest rates and lower income tax rate.

Increase in Income Tax E-returns Filing

India’s tax to GDP ratio is quite low at only 16.6% compared to other emerging economies. After demonetization tax base has increased and 56 lakh people have filed their income tax return.
According to the ministry of finance in the current financial year of 2017-18 from April to October direct tax collection has increased by 15.2%. The Government targeted to collect 9.8 lakh crore Rs. from current budget out of it 4.39 lakh crore has been got back till October 2017. Increase in the tax base, voluntary disclosure, brought all the money into accounting are the benefits of demonetization.

Negative Impact of Demonetization in Indian Economy
- It increased the difficulties of the common man. It affects the day to day budget citizens and small businesses.
- Everyone was rushing while the new currency notes are inadequate to supply.
- New currency printing benefits are less than benefits is less than benefits gets from it.
- Many people invested their black money into the fixed assets classes like gold and real estates.
- Agriculture and other rural sectors are affected.
- The demand of people decreased overall.
- Small businesses are affected because of the shortage of working capital.
- People spent much of their time in the ATM center and Banks.

Impact of Demonetization in Rural Areas
In rural areas, Agriculture plays a vital role in the Indian economy. Over 70% of rural peoples depends on agriculture and other agricultural based sectors. Rural areas contribute more than 17% of GDP to the Indian economy.

Agriculture based industries like Tea, Coffee, Jute, Textiles and Sugar industries contribute 15% of total exports. It also plays a main role in the balance of payments of India.

Demonetization has affected the normal people in India, and it has hit the agriculture Sector very badly. Rural areas in India accounts for 50% of over work. In India demonetization mostly affect the Indian rural areas. India is an agriculture based country. In rural areas, farmers were severely affected by the note demonetization on 8th November 2016. In the agriculture sector and other industries near villages are mostly based on cash. These sectors need money for sale, Transport, Marketing and Distribution of ready products. Farmers suffered a lot due to nationwide cash shortage which caused demand for the products produced by them. Agriculture people unable to
purchase inputs like seeds also. It is true almost crops are sold in cash for the transaction which has done in cash only. So they are severely affected by demonetization. Demonetization leads to cashless transactions, but rural area peoples are not advance in the bank transactions. Not only that farmer peoples can take a day out from his daily life schedule. They do not have proper banking facilities also.

Besides these disadvantages of demonetization there is also the hope of every Indian farmer upon demonetization that this historical step will concrete our economy.

The various positive outcomes of demonetization in rural areas are:

- The interest rates of banks started falling which could reduce the capital cost.
- The Government can minimize the wastage.
- The intermediaries and commission agents blooming on black money will be minimized.
- Formers and other rural sectors industries directly deal with consumers, and they can credit instant payments to their bank account.
- The quality of fertilizer and other products will improve.
- The owners of essential commodities will run out of cash and will not be able to rig the prices.
- The government can complete the pending projects which are very essential.
- It improves the irrigation and agricultural based industries.

**Conclusion**

As one can see from the above demonetization has both pros and cons. It has alone cannot fight the parallel economy. Several other measures are required by the government to change the economy for good. Every Indian including common man should be responsible for part nation building, and our temporary inconvenience is negligible as related with the outcome in future. We should encourage and join in the mission of India development.
Non-Performing Assets in Public Sector Banks in India

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Abstract
The public sector banks play an immense role in the development and growth from the very inception. The public sector banks which were operating on social model by mobilizing the huge resources and directing them to social and priority sectors for social and economic development of the country. Due to their socio economic role, there was high level of NPAs in their asset portfolio. With this backdrop, in this paper an attempt has been made to examine the trend and growth of NPA of Public Sector Banks in India.

Introduction
Non-performing asset (NPAs) is one of the major concern and problem for banks in India. NPAs reflect the degree of risk and quality of assets of bank and profitability of a bank. A high level of NPAs suggests high probability of a large number of credit defaults that affect the profitability and net-worth of banks and also erodes the value of the asset. The NPA growth involves reduced income from assets and the necessity of provisions, which reduces the overall profits and shareholders’ value. The level of nonperforming assets is at the alarming rate in Indian banking comparatively to other countries. This level is much higher in case of public sector banks due to their directional credit to priority sector projects and social development projects. The public sector banks play an immense role in the development and growth from the very inception. The public sector banks which were operating on social model by mobilizing the huge resources and directing them to social and priority sectors for social and economic development of the country. Due to their socio economic role, there was high level of NPA’s in their asset portfolio. After the liberalization in 1991, they faced high level competition from private and foreign banks. Due to this fierce competition and challenge on their survival, they were forced to improve the performance and weakness. The biggest weakness and problem they faced was huge NPA’S in their portfolio. Avoidance of loan losses is one of the pre - occupations of management of banks. While complete elimination of such losses is not possible, bank managements aim to keep the losses at a low level. Infact, it is the level of NPAs which to a great extent, differentiates between a good and bad bank. This study aims to check what is the position and
level of nonperforming assets of SBI and Its Associates Banks in India which is core and heart of nationalised banking in India and which handles the major portion of banking business in India.

Types of NPA
Non Performing Assets are broadly classified in to Gross NPAs and Net NPA by the Banks.

Gross NPA
Gross NPAs are the sum total of all loan assets that are classified as NPAs as per RBI guidelines as on Balance Sheet date. Gross NPA reflects the quality of the loans made by banks. It consists of all the nonstandard assets like as sub-standard, doubtful, and loss assets.

Net NPA
Net NPAs are those type of NPAs in which the bank has deducted the provision regarding NPAs. Net NPA shows the actual burden of banks. Since in India, bank balance sheets contain a huge amount of NPAs and the process of recovery and write off of loans is very time consuming, the provisions the banks have to make against the NPAs according to the central bank guidelines, are quite significant. That is why the difference between gross and net NPA is quite high. It can be calculated by following:
Net NPAs = Gross NPAs – Provisions
Gross NPAs reflects the quality of the loans made by banks whereas Net NPAs shows the actual burden of banks.

Objectives of the Paper
The main purpose of the proposed study is to examine the performance of loan portfolio of Scheduled Commercial Banks in India. The following are the specific objectives of the study
1. To examine the GNPAs in Public Sector Banks in India
2. Highlight the NNPAs position of Public Sector Banks in India
3. To suggest to curb the mounting NPAs in Public Sector Banks in India

Methodology
Research Design
Research Design chosen for this study is Descriptive Research Design. Descriptive study is based on some previous understanding of the topic. Research has got a very specific objective and clear cut data requirements.

Data Sources for the Present Study
The data is collected from the secondary sources and comprises published reports of RBI Report on Trend and Progress of Banking in India, RBI statistical information relating to Banks in India, various journals, magazines, PROWESS database, capital line database, Indiastat database and information from the related websites.

Statistical Tools and Techniques
For the analysis of data collected, various statistical tools and techniques like Average (Mean), Standard deviation (STD), Coefficient of Variation (CV), Compound Annual Growth Rate (CAGR), Maximum, Minimum are used in this study, Comparative analysis and deep study are done and at last results are received

Period of the Study
The study covers a period of consecutive twenty-one years starting from 1996-97 to 2016-17.
Results and Discussions

This paper made an attempt to assess the comparative position of NPAs in PSB in India with the help of Gross NPAs (GNPAs) and Net NPAs (NNPAs) possessed by the banks under study.

NPAs of Public Sector Banks in India

The following table 1 explains about the Gross NPAs and Net NPAs positions of Public Sector Banks in India during the study period.

<table>
<thead>
<tr>
<th>Years</th>
<th>Gross NPAs</th>
<th>Growth Rate</th>
<th>Trend in %</th>
<th>Net NPAs</th>
<th>Growth Rate</th>
<th>Trend in %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1996-97</td>
<td>435.77</td>
<td>100</td>
<td>100</td>
<td>202.85</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>1997-98</td>
<td>456.53</td>
<td>5</td>
<td>105</td>
<td>212.32</td>
<td>5</td>
<td>105</td>
</tr>
<tr>
<td>1998-99</td>
<td>517.1</td>
<td>13</td>
<td>119</td>
<td>242.11</td>
<td>14</td>
<td>119</td>
</tr>
<tr>
<td>1999-00</td>
<td>530.33</td>
<td>3</td>
<td>122</td>
<td>261.87</td>
<td>8</td>
<td>129</td>
</tr>
<tr>
<td>2000-01</td>
<td>546.72</td>
<td>3</td>
<td>125</td>
<td>279.77</td>
<td>7</td>
<td>138</td>
</tr>
<tr>
<td>2001-02</td>
<td>564.73</td>
<td>3</td>
<td>130</td>
<td>279.58</td>
<td>0</td>
<td>138</td>
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<tr>
<td>2002-03</td>
<td>540.9</td>
<td>-4</td>
<td>124</td>
<td>248.77</td>
<td>-11</td>
<td>123</td>
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<tr>
<td>2003-04</td>
<td>515.37</td>
<td>-5</td>
<td>118</td>
<td>193.35</td>
<td>-22</td>
<td>95</td>
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<tr>
<td>2004-05</td>
<td>465.99</td>
<td>-10</td>
<td>107</td>
<td>169.04</td>
<td>-13</td>
<td>83</td>
</tr>
<tr>
<td>2005-06</td>
<td>421.17</td>
<td>-10</td>
<td>97</td>
<td>145.66</td>
<td>-14</td>
<td>72</td>
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<tr>
<td>2006-07</td>
<td>389.68</td>
<td>-7</td>
<td>89</td>
<td>153.25</td>
<td>5</td>
<td>76</td>
</tr>
<tr>
<td>2007-08</td>
<td>406</td>
<td>4</td>
<td>93</td>
<td>178.36</td>
<td>16</td>
<td>88</td>
</tr>
<tr>
<td>2008-09</td>
<td>459.18</td>
<td>13</td>
<td>105</td>
<td>211.55</td>
<td>19</td>
<td>104</td>
</tr>
<tr>
<td>2009-10</td>
<td>573.01</td>
<td>25</td>
<td>131</td>
<td>296.43</td>
<td>40</td>
<td>146</td>
</tr>
<tr>
<td>2010-11</td>
<td>710.42</td>
<td>24</td>
<td>163</td>
<td>360.55</td>
<td>22</td>
<td>178</td>
</tr>
<tr>
<td>2011-12</td>
<td>1124.88</td>
<td>58</td>
<td>258</td>
<td>593.91</td>
<td>65</td>
<td>293</td>
</tr>
<tr>
<td>2012-13</td>
<td>1644.61</td>
<td>46</td>
<td>377</td>
<td>900.37</td>
<td>52</td>
<td>444</td>
</tr>
<tr>
<td>2013-14</td>
<td>2272.64</td>
<td>38</td>
<td>522</td>
<td>1306.35</td>
<td>45</td>
<td>644</td>
</tr>
<tr>
<td>2014-15</td>
<td>2784.68</td>
<td>23</td>
<td>639</td>
<td>1599.51</td>
<td>22</td>
<td>789</td>
</tr>
<tr>
<td>2015-16</td>
<td>5399.56</td>
<td>94</td>
<td>1,239</td>
<td>3203.76</td>
<td>100</td>
<td>1,579</td>
</tr>
<tr>
<td>2016-17</td>
<td>6847.33</td>
<td>27</td>
<td>1,571</td>
<td>3830.89</td>
<td>20</td>
<td>1,889</td>
</tr>
<tr>
<td>Mean</td>
<td>1,315</td>
<td>17</td>
<td>302</td>
<td>708</td>
<td>19</td>
<td>349</td>
</tr>
<tr>
<td>STD</td>
<td>1739.50</td>
<td>26.19</td>
<td>399.18</td>
<td>1016.74</td>
<td>29.60</td>
<td>501.23</td>
</tr>
<tr>
<td>CV</td>
<td>132.32</td>
<td>152.52</td>
<td>132.32</td>
<td>143.59</td>
<td>155.94</td>
<td>143.59</td>
</tr>
<tr>
<td>CAGR</td>
<td>14.02</td>
<td>8.58</td>
<td>14.02</td>
<td>15.02</td>
<td>7.06</td>
<td>15.02</td>
</tr>
<tr>
<td>Maximum</td>
<td>6847.33</td>
<td>93.90</td>
<td>1571.32</td>
<td>3830.89</td>
<td>100.30</td>
<td>1888.53</td>
</tr>
<tr>
<td>Minimum</td>
<td>389.68</td>
<td>-9.62</td>
<td>89.42</td>
<td>145.66</td>
<td>-22.28</td>
<td>71.81</td>
</tr>
</tbody>
</table>

Source: https://dbie.rbi.org.in

As it is evident from the table 1 the GNPA of Public Sector banks in India during the study period ranged from ₹389.68 million in 2006-07 to ₹6847.33 million in 2016-17. It was also found from the above table that the average GNPA of Public Sector bank in India during the study period was ₹1,315 million.
The standard deviation of GNPA of public sector bank was found at ₹1739.50 million, it was found from the above table that the coefficient of variation of GNPA of public sector bank in India during the study period was 132.32 per cent. It was also found from the above table that the compound annual growth rate of GNPA of public sector bank in India during the study period was 14.02 per cent.

From the table it was also revealed that the GNPA of public sector bank with respect to trend and value was declining from the year 2001-08. From 2008-09 both the trend and the value of GNPA of public sector bank was increased. It was further noticed from the table that the growth rate for the GNPA during the period 2015-16 recorded 94 percentage over the previous year. It was noticed that during the last study period the value of GNPA was almost five times more than the average GNPA. It is intolerable on the part of NPA management in public sector bank during the study.

As it is evident from the table 1 the NNPA of public sector commercial banks in India during the study period ranged from ₹145.66 million in 2005-06 to ₹3830.89 million in 2016-17. It was also found from the above table that the average NNPA of public sector bank in India during the study period was ₹708 million.

The standard deviation of NNPA of public sector bank was found at ₹1016.74 million. It was found from the above table that the coefficient of variation of NNPA of public sector bank in India during the study period was 143.59 per cent. It was also found from the above table that the compound annual growth rate of NNPA of public sector bank in India during the study period was 15.02 per cent.

From the table it was also revealed that the NNPA of public sector bank with respect to trend and value it was increased from the year 1996-2003 and further it was declining from the year 2003-06. From 2006-07 both the trend and the value of NNPA of public sector bank was increased. It
was further noticed from the table that the growth rate for the NNPA during the period 2015-16 recorded 100 percentage over the previous year. It was noticed that during the last study period the value of NNPA was more than the five times of average NNPA. It is intolerable on the part of NPA management in public sector bank during the study.

![Bank credit growth has declined](image)

From the above figure substantiate the truth of mounting NPAs in banking sector. Due to the stressed assets the bank may not be able to deliver or cater the need of retail or industrial credit.

**Conclusion**

Continuous declining trend is not found in the quantum of NPA in Indian scheduled banks during the last two decade particularly in public sector banks. The rate of decline also varies from year to year. Further during the last four study period the NPA position in Indian public sector banks continue to pile up. Gross NPAs reflects the quality of the loans made by banks whereas Net NPAs shows the actual burden of banks in this study both are at alarming stage. Therefore, in addition to strengthening the ongoing reform measures banks should take much more care in assessing the creditworthiness of the borrowers and taking measures for checking mismanagement of funds by them otherwise banking sector in India will face financial turmoil.

**References**


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